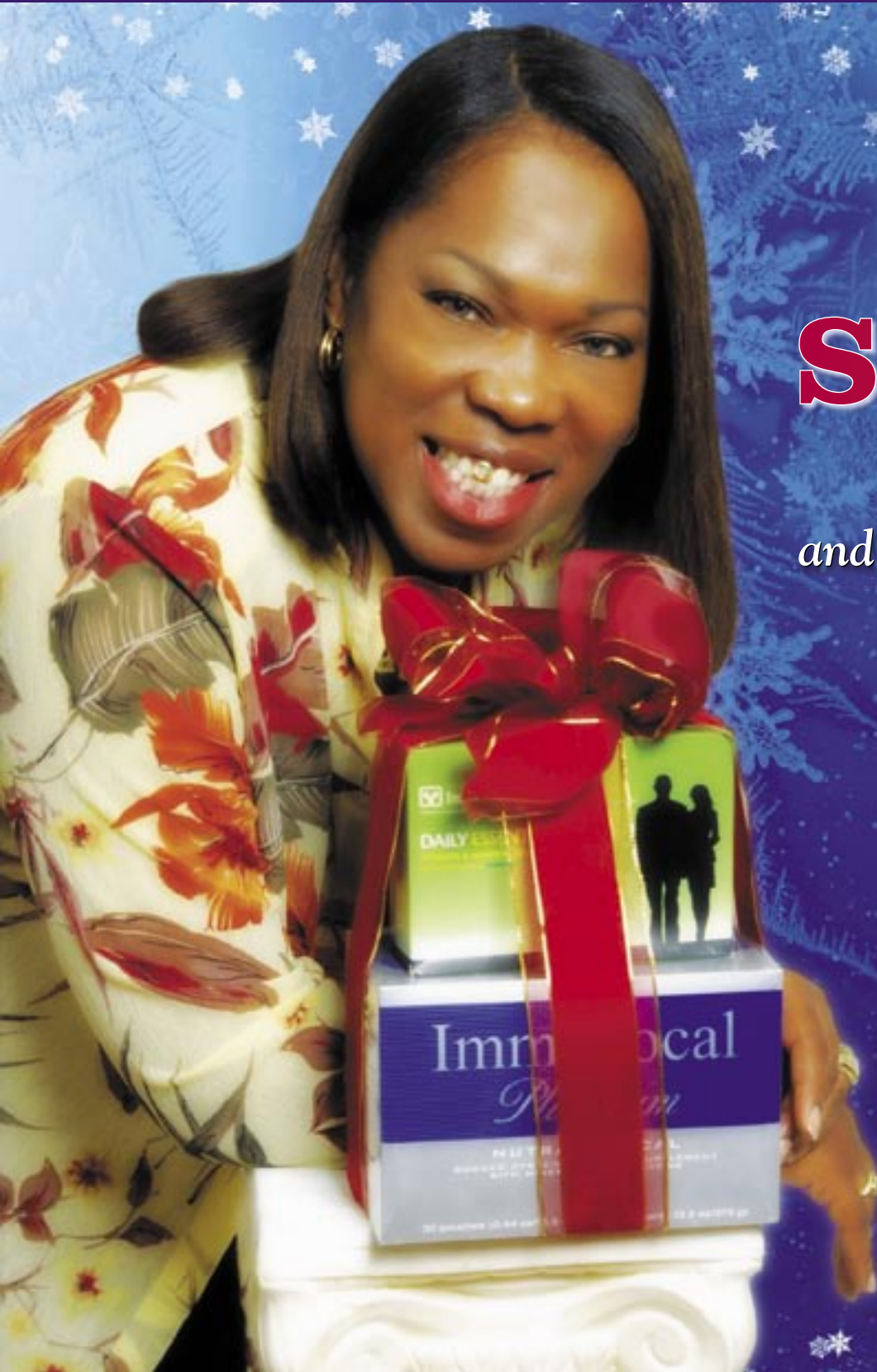


AN ACTIVE LIFESTYLE MAGAZINE

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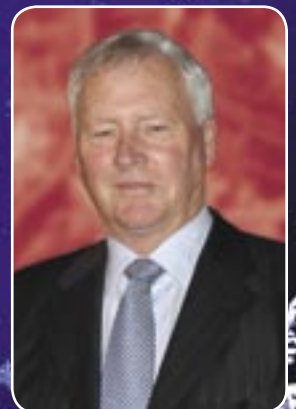
DECEMBER 2007



Setting Goals

and Going for the Gold

CHUCK ROBERTS
Dreamer of Great Dreams





Immunotec

SET THE
   **Pace**

There has never been a better time to expand your Immunotec business. Whatever your Immunotec goals, this popular day of training can help turn those goals into reality.

Join Regional Sales Directors and local leaders for a full day of success training. We will share the simple Immunotec system and explore strategies that will help you develop your business faster than ever before!



*Leslie Vitzthum
Western U.S.
Regional Director*



*Manon Courchesne
Eastern Canada
Regional Director*



Message from the Editor



Nothing can get you out of bed faster in the morning than a dream. Dreams fuel your life like premium gas in your car. They allow you to see the cup as overflowing instead of half empty and give wings to enthusiasm that keeps you elevated beyond the drudgery of the day to day. They take your focus from the narrow road on which you may now find yourself to give you vision and direction for a higher path.

At an Immunotec event in Acapulco a few years ago, speaker Bill Quain encouraged us to dream. Blind since age 14, Bill's personal goal had been to relocate his family to a home on the Intracoastal Waterway in Florida. Because he can't drive, the shoreline location made for an easier commute to work. He kayaked! I left the event with vision for three fairly modest projects: new floors in my hallway, the "jump as high as you can" four-poster bed I had longed for, and a tummy tuck. Come for a visit – you'll love the floors and the bed!

Inspired by Gabriel Filippi's ascents of Everest, and having experienced the thrill of pushing my body beyond what I thought it could do, I have been thirsting for a new challenge. And at the moment, my senses are alive with the prospect of climbing Mount Kilimanjaro in northeastern Tanzania next summer. An expedition for breast cancer survivors, the trek includes a scientific component which explores the commonality between cancer survivors and mountaineers, specifically the mental strategies used to conquer both challenges. The researcher, Dr. Shaunna Burke, has produced groundbreaking findings on people's ability to transcend obstacles to attain success. Since we are in the success business, I think the fit is perfect! Are there hurdles I will have to overcome to get there? Of course! But like the Immunotec Distributors we profile in this edition of *Focus*, I understand that part of the satisfaction of achieving goals stems from the difficulty inherent in the endeavor. And as the fabulous foursome you will meet are adopting our success system and coaching their teams, they are not only achieving success in their own lives... they are *duplicating* it in the lives of others.

Ten years ago, I had the privilege of meeting a man with a dream. At the time, I was a single mother of three sons, wearing borrowed clothes and with my life savings hidden in my mother's cookbook. Watching him every day, I had front-row seats to his determination, vision, and hard work. When my life included cancer, I asked if I could "Rent a Dad", and every morning, he would come and sit in my office and ask me, "Well, kid, what did they do to you today?" His sometimes cranky version of caring and his deep commitment to Distributors and employees alike is a legacy that will endure long into Immunotec's bright future. Many of us here owe a great deal to Chuck Roberts. As he steps away from his operational role, and tries once again to retire, we thank him for engendering in us the ability to dream big dreams and achieve great success. And, with gratitude for taking Immunotec from an idea to a golden reality, we wish him – and Suzanne – much joy as they scale new mountains and dream new dreams.

Kathryn Stephens
Editor

Cover photo of Tammy Newton

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TAMMY SETS OUT ON THE

Business Adventure

OF A LIFETIME

When Tammy Newton's husband Quillie left on a last-minute road trip, he was plagued with chronic pain, she was busy looking for a new home-based business opportunity and neither of them had ever heard of Immunotec or its products. Barely six months later, Tammy says a chance encounter has turned her husband into a new man and set her on the business adventure of a lifetime.

"My husband decided to join his friends who were driving to Atlanta," Tammy said. "It turned out that they were attending a seminar and Quillie, reluctantly, decided to join them. He wasn't really interested until the speaker took the stage and caught his attention. By the time he came home he was convinced that he should at least give the products a try."

Quillie was on 19 different medications, walked with a cane and had been sleeping in a recliner for years because of the chronic pain he suffered lying down in bed.

In June, Tammy purchased a Basic Distributor Kit and Quillie started taking Immunocal, the Cherry Concentrate and the PNT 200. By mid-month, he started walking without a cane. In July, the couple took a trip to Florida and Quillie's friends were so impressed with his improvement that he ended up selling his personal supply of Immunotec products.

"Quillie was scheduled for total knee replacement surgery and was unable to bend his knee whatsoever. It was heartbreaking," said Tammy. "When we started seeing such a vast improvement, we met with his doctor, and with his blessing, Quillie stopped taking the medications and cancelled his surgery. Soon he was able to sleep in bed again, and not only does he now sleep through the night, but now I can't get him out of bed before 10 a.m.!"

By August, Tammy was convinced that Immunotec's products had drastically improved her husband's lifestyle and decided it was time to attend a regional meeting, and find out first-hand about the business opportunity.



“Regional Sales Director, Leslie Vitzthum was hosting the regional meeting,” Tammy recalled. “By the time I finished listening to her I was ready to sign up all of Atlanta! I decided then and there that I was going to hit Silver that very month. And I did. My very first check was \$1,700. Then in September, I went Gold and tied for 1st place in the Action Bonus promotion. I brought home just over \$4,200 that month.”

Tammy had been working for an American shop-at-home network, as a customer service representative. When she quit her job to move to Leesburg, Georgia from Florida, with her husband Quillie and daughter, Salina she made three promises to herself: to never go back to a 9-5 job, to never answer to a boss again, and to find a job that provided her with freedom, but more importantly, with fulfillment.

“Immunotec has changed my life,” Tammy said. “I feel like a business woman and I take my business very seriously. But I also have fun and enjoy myself. I’ve always wanted a job that I love... because I’ve had plenty of jobs that I’ve hated. My husband says he barely recognizes me, I’m so happy. Plus not having to worry about bills – even opening my own business account at the bank – it feels great to have self-confidence again.”

The business tools that Immunotec makes available to all of its Distributors are helping Tammy build her business quickly and successfully. Tammy says the most influential ones for her have been 3-way calling, conference calls, and training calls. She and her team also plan to attend the *Set the Pace* event in Florida in December.

“When I first came on board, I think I rang my sponsor’s phone off the hook,” she recalled playfully. “Jonathan Jones is an ideal sponsor and a strong leader. When I listened to him speak I would pick up on key terms and

the lingo. It was very helpful to building my own business, and coaching my downline.” She says the tools and support make her feel like she’s not in business alone, and the contact with Immunotec’s regional sales representatives gives her the guidance and encouragement to do even better.

So far, Tammy has personally sponsored five Ventures, and is dedicated to providing her downline with the support they need to prove successful. She says her Immunotec business is still part-time, about 20-25 hours a week, but will consider increasing her hours if the demand continues to grow. And with all the goals that Tammy has set out for herself, a booming business is a definite possibility.

Never underestimate yourself and remember the power of positive thinking.

“I’d like to see two or three of my Distributors hit Silver or Gold this month, and my personal goal is to hit Diamond by March,” Tammy said.

The key to her success, she says, is duplication and positivity. Tammy keeps the science information simplistic so her team feels confident presenting the company and its products – but also the business opportunity. When they need the extra support and coaching, Tammy takes the time to be there for her team, leading them towards the success that she is already experiencing.

Tammy is excited and determined. Talk to her, and you’ll hear her enthusiasm and dedication. She has set her business goals, and is going after them. She says the money and the status have been gratifying,

but being healthy and seeing those you love becoming healthy again is the biggest reward of all.

“The most important thing I’ve learned in this business is never to underestimate yourself and to remember the power of positive thinking,” Tammy said. “If you come in negative, that’s what you’ll get. But if you set goals, and keep going after them, there’s just no stopping you.”



Make 2008 Your Best Year Yet!

Manon Courchesne
Regional Sales Director, Eastern Canada Division

Reflection is the foundation of wisdom. Wisdom allows you to make better choices, which ultimately leads to a better life both professionally and personally.

Reflecting on how you spend your time gives you greater awareness and awareness precedes change. If you are not aware of which activities you are spending your time on, I suggest you make use of the few last weeks of 2007 to reflect, so you can course-correct and stop doing those actions that generate little or no return.

You may want to identify the most important things you could do in the New Year to have the most positive impact. Then, evaluate your past year by reviewing your tasks and asking yourself how you performed in comparison to your goals in taking your business to another level of success?

To do that, you must first reflect on your Purpose. Purpose can be the most powerful motivator in the world. It lets you get excited about a compelling cause that contributes to your life and the lives of others. As an Immunotec Distributor, perhaps your Purpose is to change the lives of others or to create an incredible business opportunity for yourself.

Whatever your Purpose, you need to enhance your knowledge so that your positive intentions to succeed in your business are translated into tangible activities and results, without getting lost in the day-to-day unexpected turn of events that can sometimes overtake our lives.

YOUR BEST YEAR YET 5-STEP PROCESS:

STEP 1: Reconnect with your dreams every week by creating your own Dream Book

- Picture and then describe what ultimate success looks like, both in business and in your personal life. Write it down!
- Refer to these pictures regularly to remind you of where you are going, your Purpose, and what success will look like when you reach your destination.

STEP 2: Differentiating High-Yield from Low-Yield Activities

- What activities achieved results that contributed positively to your business? Conversely, which ones had little or no effect? This is a good exercise because it allows you to distinguish low-yield activities from high-yield ones, and keeps you from repeating activities that just don't work.

- Review victories that were achieved in 2007 or look ahead to those planned for 2008. Celebrate your successes and reflect on what you did to accomplish them. Note where you went wrong, and make sure not to repeat those mistakes.

- Use the Six Steps in the Success Guide to help guide you in your successes and steer clear of failures.

STEP 3: Sacrifice the Good for the Best

- Now that you have distinguished your high and low yielding activities, look specifically at the things you do every day, every week, and every month that contribute to those successful/unsuccessful activities.
- Next, sacrifice the good for the best. Narrowing your business down to things that work *wonders*, not just work, will bring you closer to your Purpose and even closer to your dreams.
- Strategic time blocking allows us to plan for better balance. It doesn't mean we are less effective at working, it just means that we focus on primary activities first and we sacrifice the good for the best things to do.

STEP 4: Balancing Life and Work

- The golden key to time management is to do what you planned to do, when you planned to do it, while balancing life and work.
- Schedule time to be with the kids, to attend their sports games, or to spend time on your self-development. Achieving a balance between life and work makes us better leaders.

STEP 5: Make your Dreams a Reality

- The key to making your dreams a reality involves staying committed to your Purpose. When striving for this commitment, ask yourself:
 - Am I focusing on activities that produce the best payback?
 - Am I putting my best opportunity first?
 - Am I taking the time to train my Distributors to grow their businesses?
 - Am I developing new Distributors every month?
 - Am I developing my existing Distributors to ensure rank advancement?

Franklin Covey once wrote, "...Your record of tomorrow begins with what you write today. **Be proactive.**"

Happy holidays and make 2008 your best year yet!



NETWORKING IN Prospecting Paradise

Leslie Vitzthum
Regional Sales Director,
Western U.S. Division

The holidays are a busy time. There are parties, shopping, and home entertaining. The kids may be home from school. Friends and family may come to visit. November and December just seem to fly by in a blur of activity. Before we know it... it's the New Year. How do you find the time to stay consistent with your Immunotec business? You know you don't want to wake up on January 2nd wondering how to restart your business all over again. What's the answer? *Networking in Prospecting Paradise.*

When I was a Distributor I always found the holidays to be a fabulous time for networking and capturing leads. It was known on our team as a *Prospecting Paradise*. With the many parties, entertaining, and activities, I was always in contact with friends and family and/or meeting new people. There were countless opportunities for networking, telling my story, getting a name and number, and making a date to follow-up.

As you find yourself interacting with people this holiday season, it's a great time to share your enthusiasm for your business, *with the goal of capturing their information and making a date for future contact.* The party is not the time to go into great lengths talking about your products or business. It's the time to capture leads.

Let's say you are asked about your job. Here is some example language.

"My business is Real Estate, but my passion is my Immunotec business."

When asked for more information, briefly tell your story.

"The products really changed my life. I forgot how great it is to feel good. So many of my friends and family got the same kind of positive results, things just took off. Now we're expanding here in <city> and the business is going to allow me to retire from Real Estate on my terms."

Now is the time to ask for contact info and make a date to talk later. *Note:* If you know this person and already have their contact information, that's great. If you just met them, get their name and number or email. Never go to a party without business cards and a pen. If they don't have a card, you can write their information on the back of one of your cards.

"We're here to enjoy the party. I would love to tell you more. Do you have a card?"

I always found that I could comfortably combine socializing with my friends and family, meeting new people, enjoying the party *and capturing leads.* I was always looking for nice people to talk to and in most cases, people were very receptive to my calling them at a later date to continue the conversation.

"As we expand here in <city> I'm always looking for people to join us. I'll give you a call <next week> or <after the holidays> or <after New Years>" (depending on the date of the party) "and in just a few minutes I can share with you what we're doing. You may or may not have a personal interest, but maybe you could lead me to just the right person. I'm looking for referrals."

Sure I would go to parties to have fun... but I would never miss an opportunity to capture some new leads. I learned to successfully network in *Prospecting Paradise*... and you can too. ***I wish you happy holidays and happy prospecting.***





❧ Chuck Roberts ❧ Farewell, but not Goodbye

Chuck Roberts: President, Ski Bum, River Rat. Or at least that's what his business card says. And now he'll have to add one more title to the list: Retiree.

As Immunotec looks to the beginning of its twelfth year of operation, Co-founder, President and Chief Executive Officer, Mr. C.H. (Chuck) Roberts recently announced his retirement from his role as President and Chief Executive Officer.

Nevertheless, when asked to reminisce back through the years and his career, he was easy to find. He was in his office; working. "I remember the days when the company was in its infancy and my wife Suzanne and I made business presentations in our conference room literally from dawn to dusk; I believe in working hard to achieve my goals," Chuck said. "And that's been the case whether I was selling skis, used cars or starting a network marketing company from the ground up. Three of our original four employees are still with us – Claudette Chassé, Jacques Cohen, and

Nathalie Gervais, and we have since grown to a staff of almost 80 dedicated team members. I have Distributors and staff who are counting on my commitment. It's a big responsibility, and I never wanted to let them down. Not then and not now."

Chuck's wealth of business acumen and experience in heading successful Canadian companies, coupled with his sales vision for an innovative, research-based product called Immunocal/HMS 90, were behind the establishment of Immunotec Research Ltd. in 1996. And, he says, Immunotec was also the product of a little luck, and a lot of good timing.

"My lawyer called me one day to tell me about a man he knew named Dieter Beer. He told me about this revolutionary whey protein product he

had helped research and develop. Having worked for Kraft for many years, I knew about why only because we had been throwing the stuff away for years. But when I met Dieter I knew he was onto something,” he said.

And Dieter Beer *was* onto something. That “something” would revolutionize the health and wellness industry and eventually develop a network marketing company with sales exceeding \$36.9 million annually. With a firm belief in a natural approach to health and an innovative product developed by Dr. Gustavo Bounous, Dieter and Chuck began a company rooted in both science and business, and a desire to change lives.

Like most other businesses, there were challenges along the way. Network marketing companies had a bad reputation, and there was a widespread distrust of any products being manufactured by such companies. “We were careful about the way we presented our products, and we never made any claims. We worked with the Direct Selling Association (DSA) and were devoted to proving the integrity of direct sales,” said Chuck. And it helped that the response to the products was so immediate, and so positive. “The beauty of networking is people power, it’s talking to people, it’s one person telling another,” he said. “But for you to be truly successful, and not just temporarily successful, your product has to be good.”

Suzanne Roberts was instrumental in helping her husband, and indeed the company, in recruiting its first Distributors. “She worked long hours and helped us run the public relations side of the business,” Chuck said. “Suzanne understands the business inside out, and the Distributors just love her.”

And so Immunotec started with one customer and a lot of ambition. “We knew we could teach people to be successful with this business,” Chuck reminisced. “And we knew we had the products that would allow them, and us, to create goals and reach them.” But what Chuck didn’t know was how the Distributors were going to change his personal life.

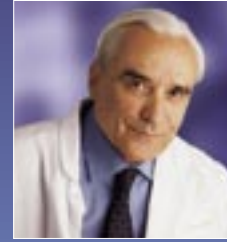
“The people I work with aren’t just sales associates. They’re my friends and part of the Immunotec family. I know their kids, they know mine. I am a family man and I feel a responsibility to our Distributors and *their* families. Many of them have given up their jobs and depend on Immunotec to provide the income they need to support their loved ones. They trust me. And I’m committed to remaining worthy of their trust.

And so when Chuck decided to retire he was determined to find a replacement who would share his enthusiasm for network marketing, honor his commitment to the field and build on the foundation that he had carefully constructed over the course of his Immunotec career. “We built this company from the ground up, and I’m not really going away. While I won’t be as involved in the day-to-day operations, I am still a major shareholder in the company, and I’ll still be interacting with Distributors and attending events. I feel confident handing off the operational role to Jim Northrop. He knows this industry and has a proven track record of taking a company like ours to where we want it to go,” he said. Chuck says his personal ambition is to see at least one million individuals ordering products on a monthly basis, and until that happens he’ll still be very much involved in the company.

Quite frankly, Chuck doesn’t have a very good record when it comes down to retiring. He’s done it twice before, and both times his entrepreneurial passions continued to burn. He brought both Pedigree and Descente Canada, top-rated sports gear manufacturers, to the top of the line. After stepping down from these ventures, he was bound for a retired life, but the most he managed was a two-year hiatus, which he spent in Florida enjoying his passion, boating.

“I’m 69 and it’s time to move on,” Chuck said with his shy smile. “But like the eagles we have used to represent our President’s Award for many years, I’ll still be watching our business – like a hawk.”

Bounous and Beer ❧ Bid Adieu ❧ to a Savvy Businessman and an Old Friend



DR. GUSTAVO BOUNOUS



MR. DIETER BEER

In 1988, Dieter Beer, Dr. Gustavo Bounous and a team of medical researchers from McGill University founded Immunotec Research Corp., a company based on a revolutionary new whey product called, Immunocal/HMS 90.

Dr. Bounous played a pivotal role in the research and product development, and indeed discovered Immunocal, setting the standard by which all other whey products are measured. Mr. Beer had a deep-rooted belief in a natural approach to health maintenance and provided the financial resources necessary for Immunocal’s production, patenting, and clinical trials.

While they had a fully developed product, the scientific research backing it, and the resources to launch the product on the market, they were missing one integral element: a savvy businessperson who could achieve the kind of market penetration to which both Dr. Bounous and Mr. Beer aspired.

That’s when they met Chuck Roberts. The connection between the three men, Dr. Bounous and Mr. Beer agree, was instant. They joined forces to create Immunotec, a company founded at the crossroads of science, business – and eventually, a lasting friendship.

“Before we met Chuck we had been struggling to bring the product to market,” said Dr. Bounous. “All our attempts had failed and we were running out of options.” He and Mr. Beer wanted to move towards network marketing but couldn’t find a company that they could trust with their revolutionary product. Chuck makes an excellent first impression,” said Mr. Beer. “He’s honest, straightforward, and has an excellent way with people. But he’s also a very talented businessman, who knows how to take calculated risks.”

One of the biggest challenges facing Chuck, Dr. Bounous explained, was finding the right packaging for the product. “We had experienced multiple failures in the past because we couldn’t preserve the product when it came time to shipping and storage,” the doctor said. “It was Chuck who came up with the idea to keep the Immunocal in pouches, which were impenetrable by heat and humidity, the two major causes of the denaturing of the product.”

There are two quintessential elements to any successful business, says Mr. Beer: the merchandise and the person behind it. “Chuck was that person for us,” he said. “And I could not have wished for a better business partner than him.”

New Immunotec President Looks to 2008 and Beyond

There's a terrific business opportunity at every level.

On November 5, Mr. James (Jim) A. Northrop, a seasoned chief executive with an impressive record of success in business growth, joined Immunotec as its new President and Chief Executive Officer, following the retirement of his predecessor, Mr. Chuck Roberts. A member of the Board of Directors of Immunotec Inc., Mr. Northrop has extensive experience in the direct selling, consumer packaged goods, cosmetics, fashion, and retail industries. He is well-known for his ability to see the essence of a business and position it for future growth. And while he says that there are challenges to any new business endeavor, he has great expectations for Immunotec and its Distributors. But first things first.

"Experience has taught me that one learns best from listening, not talking," said Jim. "I'm going to be using my first four to six weeks to learn from the field and my team members. I want to have a solid understanding of Immunotec's strengths and core equities – and of course the areas that need improvement. Establishing this foundation is critical to building great success."

Jim has a wealth of experience to draw from. He has acted as Chairman, Chief Executive Officer and President for a number of companies, including 11 years as the Chairman/CEO of Princess House, where his leadership significantly impacted profitability through development of the Hispanic market, expansion of the product line and establishment of a strong trust relationship with its field representatives.

"There's a terrific business opportunity at every level and Immunotec has a significant ability to expand its network marketing in Canada and the U.S.," Jim

said. When he worked at Princess House, a company marketing giftware and household products, the company started at about the same scale as Immunotec. In five years time, they had doubled in size.

"It's about forming an alliance with the field and developing opportunities that are appealing and attractive to new people," he said. "It's reaching out first hand to meet with prospective Distributors and letting them know we have the experience and the materials to support them, and that we want them to come on board to be successful."

In terms of the marketplace, Jim will be looking at two specific levels of network marketing: the products and the business opportunity. He will be approaching the products both proactively, that is keeping healthy individuals well, and reactively, helping those who are ill to lead improved lives. He sees the business opportunity at Immunotec as an unlimited ability to attract new users and sellers to the family.

Recognizing the impressive foundation laid by his predecessor, Jim will implement his proven strategy of building on the existing culture of an organization, while adding the functional expertise needed to fuel sales and promote network growth. A former Chairman of the U.S. Direct Selling Association Board of Directors, Jim has extensive connections within the industry and a deep-seated understanding and appreciation for this powerful business model.

With big shoes to fill, Jim is nevertheless confident that he too can reach Immunotec's Distributors in his own way. "Chuck developed a positive relationship with the Distributors because he's honest and charismatic – and says things the way they are. Distributors trust Chuck," Jim said. "I believe in a similar integrity, and I'm a straight shooter. Don't trust me; try me. Trust is something that is earned. I have been successful in gaining that trust in the past and I have every intention of doing the same with Immunotec and its Distributors."





From Snail's Pace to *Rabbit-Fast!*

Pat Lawrence joined Immunotec three years ago, attracted by the outstanding products. Both her daughters Wendy and Danna were faced with serious health issues, the former having been diagnosed with ulcerative colitis, and the latter whose pregnancy was threatened in part because of a weakened immune system.



“With Wendy I was so impressed by the fast improvement in her health that I started my whole family on Immunocal/HMS 90,” said Pat. “With Danna, the beautiful baby boy that she gave birth to nine months later was more reward than anyone could have ever asked for.”

From the start, Pat was motivated to make the most of the business opportunity, although she admits she was plagued with a fear of approaching and reaching out to people. When the list of people she felt comfortable speaking with ran out, her apprehension got the better of her, and her business suffered.

“I just couldn’t overcome my fear, and as a result my business moved at a snail’s pace,” Pat said. “I knew I was doing something wrong, but I couldn’t see how I could overcome something so innate.” Pat lives on a farm in rural Neepawa, Manitoba, and felt that because she was so remotely located, it would be difficult to get the training and coaching that she so desperately needed.

“When I heard that Immunotec was offering a training seminar in Toronto this past June, I knew it was something that I had to attend,” she said. So she, her daughter Wendy Wheelans, who is also her upline and a Gold Distributor, flew east to meet with Regional Sales Directors, Manon Courchesne and Leslie Vitzthum who were hosting a post-event meeting.

As soon as the event started, Pat began learning about the Success Guide and the Six Steps. When the speakers hit Step 6, “Commit to Personal Development”, Pat felt they had to be talking specifically to her. “I had

been working on personal development on my own, but the training really reinforced my self-confidence and gave me the boost that I needed.”

When Pat returned to Manitoba, she was pumped, and everyone around her knew it. “I was scared to open my mouth before I went to the training, but by the time I got home, I couldn’t keep quiet!”

And that’s when her business really took off. Now Pat is on every training call and is reaching out on a daily basis – to everyone and anyone! She’s also doing 3-way calls and ensuring that her messaging about the products and the business opportunity is duplicatable. She and her daughter write out an action plan for every week, noting what’s worked from the previous week, and what needs to be tweaked. And she’s teaching her team to do the same!

And as a result, her business has gone from a snail’s pace to rabbit-fast, and Pat is now a Gold Distributor. “It was a light bulb moment for me when I realized I could program myself for success,” Pat said. “Now I feel motivated and have seen how being consistent and using the business tools helps me move my business forward. My son always used to say to me, ‘Mom, if you could make money by talking on the phone, you’d be rich!’ – and now look at me!”

Other changes that Pat made included keeping product inventory on hand as well as promotional literature and extra copies of the Product Catalog – and she also started working full-time. “Once I knew what I was doing and got rid of all my bad habits, I felt inspired and I wanted to work full-time. And it’s amazing, the more I did it, the easier it got. And my downline is benefiting from all these changes in me too!” she said. Pat’s husband Ernest Lawrence is a Silver Distributor and plans to retire from his job next year to work full time with his wife, and their four children who are all also on board with Immunotec.

For the Lawrences, Immunotec is a family affair. Together, they are living the dream of good health and an outstanding business opportunity.

TAKING IT

THREE FEET

AT A TIME



Doctor, hairdresser, gym trainer, pool landscaper, taxman; it makes no difference to Clarissa. She goes by the three-foot rule, and if you're within three feet, she's going to talk to you about Immunotec, the products, and the business opportunity.



I don't work full-time, but I'm always on the job," said Clarissa Griffith-Karger, a Distributor from Gilbert, Arizona who went Silver within her first month of joining Immunotec in September. I am continuously reaching out to people. "Worst case scenario, the person says they're not interested. When the waitress asks you if you want coffee, and you decline, she doesn't go to the back room and cry about it. She asks the next person. And just maybe that next person wants coffee."

Clarissa is goal-oriented; that much is very clear when you speak with her. And she knows what she wants when it comes to newcomers joining

her team. If you want to be in her downline you'll have some homework. Clarissa instructs her team: "First, write down your business goals, both short and long term, as well as your own personal goals. Then, you have to make a list of people that you can talk to and get started on it, speaking to at least two to three people a day. And finally, attend meetings and get on the conference calls."

"When you write things down, you don't just think it, you ink it," Clarissa said. "I want to go on the President's Circle cruise and I want my whole team to be there with me! Anyone can do this business, but if you want to truly succeed, you have to work, you have to set goals and you have to get into action."

"Keeping inventory and always being able to put products into people's hands is critical," said Clarissa, whose next personal goal is to hit Gold by the end of November. "Sometimes I wake up in the middle of the night and start jotting names down, and making orders. When people try the products, they develop their own belief system about their effectiveness, and you don't need to try and convince them."

Clarissa has studied nutrition for 30 years and first heard about Immunocal from her doctor, who suggested her 13-year-old daughter, who dances and suffers from muscle spasms, and husband, who was recently diagnosed with diabetes, could both benefit from a strengthened immune system. Clarissa has also struggled

with her own health issues. In 2000, she had a tracheotomy and still has an open trach with a t-tube that keeps her airway open. Clarissa has had 39 surgeries on her trachea over the past seven years. Her husband designed a special necklace that covers it up, and Clarissa is still hopeful that someday the t-tube will be removed. Despite everything, Clarissa has not slowed down.

"I've been given an opportunity to do something big," she said. "It's great to build a team and to help people get well, but it's also an opportunity to be successful and make an impressive income." Clarissa was astounded with her first month's check which amounted to over \$2,000 in commissions and September Action Bonus money. "Next month I plan on doubling that check!"

In less than a month, Clarissa personally sponsored four Ventures. Her business approach focuses on her 3-foot rule but also keeps her active with the End of the Month calls, 3-way calls, a weekly Tuesday night meeting, as well as Saturday trainings on the business opportunity. "I eat, sleep, and breathe this business, regardless of what else I'm doing" she said. "I researched the science behind the products, am a product of the products, and feel an obligation to help others become healthy. But I also want to be a successful businesswoman."

Clarissa insists if you fail to plan, you plan to fail. And she has no intentions of doing that; she's heading for the top, taking it three feet at a time.



KNOCKING ON Diamond's Door

Céline Plourde had all the warning signs. Extreme fatigue, lack of energy and chronic muscle and joint pain plagued her life to the point where washing her hair was a challenge that she often couldn't overcome. When she was diagnosed with fibromyalgia, it explained her symptoms but gave her little guidance for recovery.

"When I first tried Immunocal/HMS 90, I must admit I was a little skeptical," Céline said. "When I felt more energetic within the first few days I was hopeful, but I was still concerned that the benefits wouldn't last."

Weeks and then months went by and Céline felt alive again. When she first joined Immunotec in 2005, Céline simply wanted to become a Distributor to pay for her products. She would pick up a new Distributor here and there, mostly acquaintances who saw the improvement in her health and wanted to try Immunotec products for themselves.

In January 2007, Céline was pain-free and for the first time since she had joined the company, started to imagine herself making a career out of Immunotec's business opportunity. She quit her job at a major Canadian retail store and came on board full-time. In February she became a Gold Distributor and says making the jump was the best career decision she has ever made.

"Since I made this commitment, my Immunotec business has exploded, and I now have over 100 Distributors in my team," she said. "I felt like I had hit a glass-ceiling in my previous work and that I needed a challenge. Now I feel like there's nowhere for me to go but up, and that I'm finally knocking on Diamond's door!" The move has been financially rewarding for Céline as well, who has already doubled her previous salary, which she earned as a saleswoman in a perfumery.

The secret to her success, Céline says, is listening to the goals of each of her Distributors and then tailoring her approach to meet their individual needs. "Some people are clearly customers, and others are truly part-timers, and that's fine," she said. But for highly-motivated Distributors who are excited about the business opportunity, she is adamant about providing them with the tools and training they need to be successful.

"I want to make sure that all new Distributors have a solid understanding of Immunotec's products, as well as the science and research behind them," Céline said. "Then I make sure they know where to get the business tools that are available to them. And finally I want to give them an opportunity to master their presentations by coaching them to present at local exhibitions. It helps them break the ice and feel more confident when approaching new people."

Céline embraces Immunotec's system-based training and coaches her team to follow the Six Steps. She offers her Distributors a lot of support, calling them just days after they join, and then on a regular basis from there on in. She leaves them with a goal: hit Silver within 60 days or sooner. She also holds weekly meetings, in the aim of attracting new Distributors and clients, and monthly meetings as well, where she trains Distributors how to be successful with the business opportunity.

"The potential is there and the marketplace is wide open," she said. "My vision is very clear. I want to go Diamond by the end of this year!"

Her sponsor, and indeed her inspiration, is Guylaine Caron, without whom, Céline says, she wouldn't be the Distributor or the person she is today. "Guylaine has been a tremendous positive force for me. She has given me the support, the guidance and the training to achieve a greater level of success – and the confidence I needed to believe in myself," she said.

After this interview, Céline was rushing off to a three-day event where she was again promoting her Immunotec business. She called later to say how the exposition, Le Salon des Générations in Laval, Quebec, was a big success, having attracted 80 new customers and many new Distributors. "It's a great feeling to get out and start talking about something you believe in," she said. "It's really the best of both worlds; you get to help people with their health, and receive attractive compensation at the same time."





The Gift of Health

Dr. Jimmy Gutman MD, FACEP

The holidays are upon us, and more than likely so are a few extra pounds. It would be a rare occasion for me to put a patient on a diet in December. The majority of North Americans find it difficult to abstain from a number of unhealthy habits at this time of year, including overeating. Traditional holiday suppers take a lot of liberties with fats and calories, and breakfast is often supper leftovers!

There are a good number of my patients that indulge in bad habits that they would otherwise avoid throughout the rest of the year. How many of you have been offered an expensive cigar or an inviting glass of premium liquor? How many people do you know who will indulge in more than one of these vices on New Year's Eve? For those of you who succeed in resisting these temptations, how often have you been at a party where you are the unwilling inhaler of second-hand smoke?

Even if your social circles do not include contact with cigarettes and alcohol, your physical well-being is still at higher risk if you celebrate the holidays. Any time of the year where people gather together in close quarters, the incidence of infectious diseases climbs. Just ask any health professional how many more viral illnesses show up during the start of the school year and around the holidays!

Certainly, we are blessed with the privilege of living in an abundant society and are able to celebrate our good fortune, but how can we protect ourselves from the pitfalls that present themselves at this time of the year?

Colds and viral illnesses are easy. You've all read about the benefits of raising glutathione to bolster the immune system against infections – and the flu as well! My recommendation, even to those of you who are in good health, is to consider doubling up on Immunocal/HMS 90 at this time of year.

What about the tobacco smoke to which you may have either voluntarily or inadvertently been exposed? A single puff will release literally trillions of free radicals into your lungs. Besides the damage done by the oxidative stress, there are dozens of toxins and potential carcinogens that are introduced into your system as well. There is not a single more important substance than glutathione to protect you from these harmful agents.

Let's deal with the additional burden that your cardiovascular system has to deal with. It has become increasingly clear that the major stimulus for arterial damage and subsequent hardening of the arteries is inflammation. A complicated cascade of events that leads to the laying down of plaque and subsequent circulatory compromise can be slowed down by quenching inflammation. The popularity of omega-3 oils in the marketplace is largely due to the strength of research which validates their use. Immunotec offers a supplement that not only contains omega-3 oils, but delivers another

highly-regarded natural anti-inflammatory – turmeric. Turmeric, which is found in our Omega-3 with Turmeric supplement, has received particular attention for protecting against neurodegenerative problems that may result from inflammatory causes.

For those of you who really can't keep away from the holiday food, there are several other problems that you may encounter. Many of these foods (particularly the desserts) are almost devoid of any useful amounts of vitamins and minerals. It seems that some clients can avoid eating any plant material for an entire week! A multivitamin-mineral supplement is important at the best of times, but it is doubly important at times like the holidays. Pure Milk Calcium has increased appeal

now, especially in kids who are downing too many soft-drinks, which are notorious for enhancing the loss of calcium.

If you find that your belt needs loosening at this time of year, try having a Pycena shake before visiting Grandma for the big turkey meal. And after the celebrating is over and late nights are a thing of the past, get back into a normal sleep cycle using the Cherry Concentrate, along with PNT 200.

As far as the debate about prevention versus treatment, I recommend trying your best to avoid or limit the type of practices that compromise your health. But if you happen to know someone who gets carried away, you have some strategies to recommend – and a great gift idea too!





When Opportunity Knocks



Lives Can Change



American Economist Paul Zane Pilzer predicts that the Wellness Industry will soon account for 1/7th of the U.S. economy... or ONE TRILLION DOLLARS! Find out why Immunotec is perfectly positioned to take advantage of this important trend and how you can increase your wealth by taking action now!

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