

# SFI

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**MARKETING GROUP**



Teamwork  
Works!

# GREAT PRODUCTS YOU'LL LOVE!



**MAGAZINES**



**NATURAL  
CLEANING**



**BOOKS**



**PET CARE**

**Did You Know?**  
SFI has over 600 great products  
and services to promote and sell!



**FOOD**



**PERSONAL CARE**



**WELLNESS &  
NUTRITION**



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For a **VIDEO** overview of SFI, go to [www.sfimg.com/Training/content/sfimgflash.html](http://www.sfimg.com/Training/content/sfimgflash.html)

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# *A Special Welcome from SFI's Founder, Gery Carson*



Dear New SFI Affiliate,

It gives me great pleasure to welcome you to our SFI family. You are now part of one of the Internet's greatest success stories!

When you chose to sign up as an SFI affiliate, you obviously had a good feeling about SFI. What I'd like to do today is make you feel not just good, but GREAT. I want you to move ahead knowing clearly that SFI is not only a company of the highest integrity but one with enormous potential as well.

When it comes to finding a legitimate home-based business on the Internet you probably already know that it's a "minefield" filled with preposterous, often-illegal money games and here-today-gone-tomorrow schemes.

Yet deep down, you've probably figured that amongst the junk there has to be a few jewels. After all, the Internet is a multi-billion-dollar marketplace; there's got to be **SOMEBODY** who's developed a legitimate opportunity for cashing in on the Internet revolution. By the time you've finished reading this booklet, I'm certain you will agree that SFI is indeed one of those rare jewels.

I was born in rural Nebraska and raised in a small farming community of about 1,000 people. My mother was the school's kindergarten teacher; my father, the town's postmaster. Our home was modest, and I was taught the virtues of hard work at an early age. As a boy, I delivered newspapers and ran a lemonade stand to earn extra money. As I got older, I worked in the local soybean and corn fields and got a job as a lifeguard of the town's pool in the summer.

Upon graduation from high school, I left my hometown for the "big city" of Lincoln, Nebraska's state capital. I attended college for a short time and then found my first "real" job as a draftsman with a local manufacturer. For over three years I dedicated myself to being the best employee in the company, never missed a day of work, and bent over backwards at every opportunity to help the company prosper.

Which is why it hurt so much when the company turned around and "rewarded" me with a demotion. It was at that moment I decided I was going to take control of my future. A few weeks later, in January of 1985, my company, Carson Services, Inc., was born.

Perhaps inspired by my father's postal service career, Carson Services, Inc., (CSI) started as and grew into a very successful mail-order company. A little over 10 years later, CSI entered into the revolution that was beginning to emerge called the World Wide Web. In 1998, after building our foundation, we officially dubbed our Internet division the SFI Marketing Group (SFI, by the way, stands for Strong Future International) and began growing rapidly.

In fact, in less than five years SFI has expanded into over 200 different countries. In other words, SFI is in *virtually every country in the world!*

Why has SFI experienced such unprecedented growth? I attribute it largely to the unique makeup of our affiliate program—a hybrid combination of the best parts of traditional direct sales and network marketing, combined with the technological advantages of the Internet. It probably also has a lot to do with the simple fact that SFI WORKS.

Indeed, SFI has put millions and millions of dollars into the hands of men and women from all age groups and backgrounds all over the world.

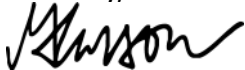
With SFI, you also have my company's nearly 20-year track record behind you. SFI is a longtime member of the Better Business Bureau and Chamber of Commerce. We're also a debt-free company that has expanded to over 600 different products!

By the way, if you'd like to do a full comparison of SFI vs. other business opportunities, you'll definitely want to check out the chart on Page 14.

Despite SFI's huge success, if you ask anyone who knows me, they'll tell you that I am still the same humble, hardworking "small-town boy" I've always been. I care deeply about SFI and all of our affiliates. And whether your goal is to earn a little extra spending cash or achieve complete financial freedom, rest assured, I will always be working for you to help you get there.

Again, thank you for joining SFI. We look forward to working with you for many years to come!

Sincerely,

A handwritten signature in black ink, appearing to read "Gery Carson". The signature is fluid and cursive, with a long, sweeping underline that extends to the right.

Gery Carson  
SFI President & Founder

# SFI: How It Works

While in many ways SFI is revolutionary, what it does is not. Simply put, SFI is just another business method of moving products and services from manufacturers to consumers. What's so different about SFI is that *it lets the "little guy" in on the profits!*

First, let's look at why major manufacturers are embracing the SFI approach.

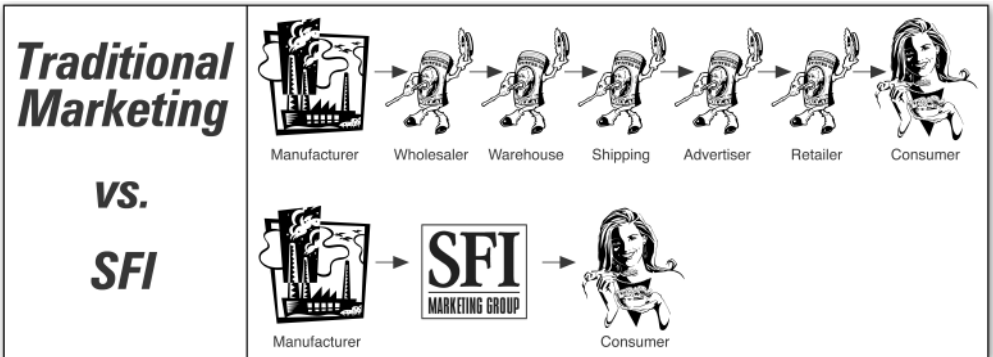
Obviously, manufacturers want to get their products into the hands of as many people as possible, and as quickly as possible.

In conventional marketing, however, this may require *millions* of dollars in ongoing advertising expenses. It will also probably require going through layers of middlemen (jobbers, wholesalers, retailers, etc.) – each who want their cut of the profits (while adding ZERO value to the product or service). In addition, the competition can be fierce. And even after spending millions, there's no guarantee of success.

Now consider SFI's business model. With its enormous base of independent affiliates, SFI has the power to reach tens of millions of consumers and businesses worldwide. In return for this broad access, manufacturers provide products to SFI at low, low prices.

The partnership of these manufacturers, SFI, and its independent affiliates is, of course, mutually beneficial. The manufacturer slashes huge amounts of cash from its distribution and sales costs, for example.

And where do all the millions of dollars saved go? *To SFI affiliates, of course*, in the form of commissions and overrides. But in contrast to conventional marketing, the manufacturer now only pays for results.



## Leveraging Your Income

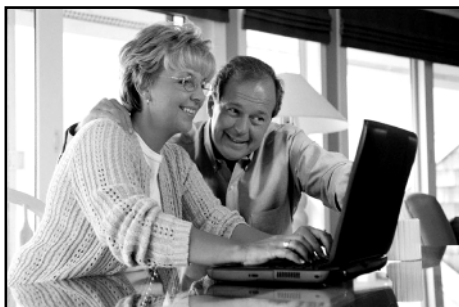
It's a fact: We all have a maximum of 24 hours a day, which limits the amount of sales an individual can personally generate. That's why SFI also allows you to sponsor other affiliates into SFI and earn override commissions on their efforts, too.

This is one of the most powerful advantages SFI has over other traditional, direct-selling methods. You see, success in conventional direct selling usually means you have to be a super salesman and sell huge amounts of product. SFI is just the opposite. *Success in SFI is about a lot of people each doing a little.*

Also, unlike most traditional direct selling, SFI isn't a job. On the contrary, *it's your own business to run as you like.* And no matter when you join SFI, you start out as and will always be the head of your own company. You'll build your own network of independent affiliates and earn a percentage of their sales—yet each is a CEO in their own right, as you are, and each has the opportunity to build their own money-making networks under them.

Do you know what happens when you double a penny every day for a month? At the 15-day mark, it's grown to only \$163.84. But by the 30th day, it's mushroomed to OVER 5 MILLION dollars!

This "leveraging" or duplication effect is one of the most powerful ingredients of SFI. Imagine that you've shared the SFI opportunity with John in Texas. John has an associate in Brazil by the name of Miguel. Miguel comes aboard and soon shares the opportunity with Jean from Sweden. Through Jean's efforts, a Korean, Kim, joins the network.



By just sponsoring one person, you've set into motion a chain of events that now has people working indirectly on your behalf across the globe! And every person (John, Miguel, Jean, and Kim) is each adding to your commission check! This is just one very small example of duplication and networking in action.

Do you think you could find one person each month to join SFI? Just one person a month who might be interested in financial freedom, more leisure time, more security, and more happiness?

Do you think you can teach that one person a month to do what you do? If you can, you can become wildly successful in SFI!

But you know what? Even if you're only able to sponsor someone every three to four months, excellent incomes are still possible. And that's after just your first year. Consider what you can do in year two, year three, and beyond! ●



## **What are others saying about SFI?**

*Check out testimonials from hundreds of SFI affiliates at:*

**[www.sfimg.com/saying](http://www.sfimg.com/saying)**

# Are You On The Anti-Wealth Plan?



Though painful to say, most people go through their entire lives on what I call the "Anti-Wealth Plan." Others call it the "40/40/40" plan. That is, work 40 hours a week for somebody else for 40 years and retire with \$40 in the bank.

That's a bit of an exaggeration, of course, but the U.S. Social Security Board, for example, has reported that 85 out of 100 Americans won't possess as much as \$250 in savings by age 65. And only 2% will be self-sustaining (the rest will be dependent on family, church, or the government)!

The main problem with a typical job is that when YOU stop, the money stops.

**MAKE SURE** you understand this: If you ever want to acquire real wealth, you're not going to get there trading hours for money.

The world's wealthiest people have known for many decades that if you want financial freedom, you **MUST** tap into:

## 1. RESIDUAL INCOME      2. LEVERAGED INCOME

**Residual Income** is income that keeps coming in month after month, year after year, from work you do just ONCE. It's like a royalty. An example would be writing a book or recording a song and getting paid forever on it. Wouldn't it be absolutely awesome to have that?! Well, with SFI you can!

**Leveraged Income** is earning money through other people's efforts. There are only 24 hours in a day. Hence, there's only so much you can earn through your own efforts.

With SFI, you can earn Leveraged Income (in the form of "override" commissions) when affiliates you've sponsored to SFI make sales. You can also earn income when they sponsor other affiliates and refer customers to SFI...and when your affiliate's affiliates sponsor other affiliates...and so on...literally to INFINITY.

The fact is, by simply sponsoring a few affiliates to SFI, you can eventually have hundreds even THOUSANDS of affiliates putting money in your pocket around the world...and around the clock!

But that's not even the best part. Each affiliate on your sales team has their own motivation to build and KEEP ON building their businesses and incomes. This, of course, means YOUR income can continue and grow month after month -- even when you want to take a vacation or decide to retire altogether.

Rest assured, there are few things cooler than coming home from a nice relaxing vacation to



find a commission check even bigger than the month before waiting in your mailbox!

Bottom line: With SFI, not only can you earn "do-it-once, get-paid-forever" residual-style income, you also can earn Leveraged Income on the sales of thousands of other affiliates! If building financial security is one of your goals, you've found the vehicle to do it with in SFI.

## **SAYING "NO" TO ANTI-WEALTH**

Every year, SFI pays out millions of dollars in commissions to thousands of SFI affiliates worldwide. Obviously, SFI is working for a LOT of people.

But HOW are they doing it?

For most SFI affiliates, the "secret" is to simply refer people to their SFI Gateway Websites we provide. It's important that you do this consistently, so that you are creating new sales and/or sponsoring new affiliates every week.

Not sure what your Gateway Website is? Go to: [www.sfim.com/MyAccount/GatewayDetails.sfi](http://www.sfim.com/MyAccount/GatewayDetails.sfi)

***"Best of all, you can do it completely from home, working only the hours you want. No commute. No suit. And YOU are the boss."***

Here's something else that you MUST keep in mind as you begin your marketing campaign: it's a numbers game.

What do we mean by that? Think of your SFI business as a big funnel. In the big end of the funnel you're putting in new affiliates and potential customers. Many will unfortunately turn out to be "tire-kickers" or people looking for something for nothing. That's OK! There are millions of them in the world, and if you're out there advertising, you're going to attract your share. Just accept that and don't let it bother you.

What comes out of the small end of your funnel, however, is the people who "get" SFI, who see the big picture and want to participate seriously. These are your future leaders, and it is through these "go-getters" that you can earn significant income. This is because SFI pays hefty overrides (Leveraged Income) to you on the activity of those affiliates you personally sponsor to SFI.

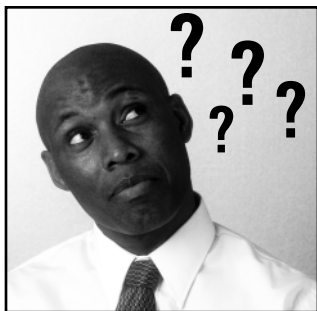
But what's REALLY amazing is how few of these go-getters you actually need! Check this out:

Can you personally refer just three new Executive Affiliates a month to SFI and teach them to do the same? If you can, after one year you could easily be earning over \$500 a month (over \$5000 in extra annual income).

Of course, you can earn MUCH, MUCH MORE like many of our affiliates do, but that's the beauty of our business. There are no ceilings. You can earn a little spending cash or you can earn the kind of money that would make your doctor or dentist envious.

Best of all, you can do it completely from home, working only the hours you want. No commute. No suit. And YOU are the boss. As many, many SFI affiliates who live this very lifestyle will tell you, it doesn't get any sweeter than this! ●





# Frequently-Asked Questions About SFI

## **Q. Can SFI be done successfully part time?**

A. Absolutely... it's very common in fact. You can start your SFI business on a part-time basis without giving up your current source of income until SFI is generating the income you require. And the best part is that you can continue to operate indefinitely on a part-time basis. What would you do if you were financially independent and most of your time was free to do with as you pleased? This is why so many people are flocking to SFI. And that's why we say that SFI puts the freedom back in free enterprise!

## **Q. Do I have to sell products door-to-door or hold parties or meetings?**

A. Only if you wish to. One of the greatest features of SFI is that success can be achieved using a wide variety of methods. You choose the methods that YOU are comfortable with – whether that means Internet marketing, direct mail, telemarketing, meetings, flea markets, in-home parties, or other methods.

## **Q. How much money can I make?**

A. The bottom line is you'll get out of SFI what you put into it. It works...if you do. But that's the beauty of it, too;

you are in control – it's up to you how far you take it. And don't forget, SFI offers the opportunity to earn residual income. This basically means that for the work you do today, you have the potential to earn money not only for today but also potentially for years to come.

## **Q: Is it really possible to make a large income working at home?**

A: According to Entrepreneur magazine, the average home-based business household earns \$50,250 a year. And about 20% of all home-business households earn in excess of \$75,000 a year. And then there are the tax benefits; even if your home business isn't generating a profit yet, it can put \$5,000 or more into your pocket through tax write-offs.

## **Q. Do I have to sponsor a lot of affiliates to be successful?**

A. No, there's actually no requirement to sponsor ANY affiliates. You can earn great money simply selling SFI products. Sponsoring affiliates, however, positions you to earn lucrative leveraged income. Sponsoring just one good affiliate every month or two is all it takes.

**Q. Tell me again, what's so important about sponsoring?**

A. It's like this: it doesn't matter how intelligent, rich, energetic, or dynamic you are —we are all limited to the same 24 hours a day. By sponsoring, however, you can overcome this limitation. By sponsoring, you can essentially clone yourself and have dozens, hundreds, even thousands of people all working indirectly on your behalf on their time – and receive a cut of everything they do.



Sponsoring also builds your security in this business. Why? In most traditional businesses, what happens if you become ill or disabled and are unable to service your customers? Or perhaps you just want to take a nice long vacation. Whatever the case, you could lose most, if not all, of your income overnight because it relies on your being there. That's not owning your own life, and that's certainly not financial freedom.

Through the process of sponsoring affiliates, however, you can create total financial freedom for yourself. When you've sponsored your own team of independent business people, you no longer have all your eggs in one basket. On the contrary, because each person on your team has a vested interest in continuing and building their own businesses, you create an income that is not dependent upon you – an income that can continue, even grow, indefinitely, with or WITHOUT you.

**Q: SFI sounds too good to be true. There must be fees or something I have to buy right?**

A: No. There is NEVER any cost required to be an SFI affiliate. And you can even become an Executive Affiliate for no cost by simply generating 10 SVP (Sales Volume Points). *See page 12 for more details on becoming an Executive Affiliate.*

Yes, thousands of SFI affiliates DO purchase SFI products for themselves. It only makes sense, after all, to buy from "your own store" – especially those items you are already purchasing somewhere else. Also, you can buy many items at deeply-discounted wholesale prices from SFI. However, this is TOTALLY OPTIONAL.

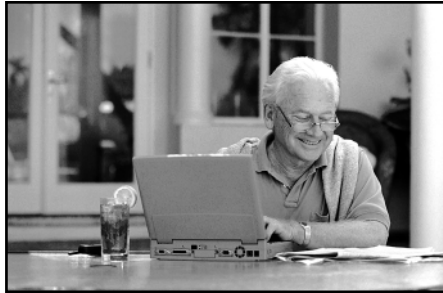
**Q. Do I have to stock and deliver products?**

A. Only if you wish to. As an SFI affiliate, your customers can order everything direct from SFI. SFI tracks your commissions and automatically sends you your commission check monthly. SFI also handles all payment processing for your customers, product shipment, customer service, returns, refunds, etc. – all at no cost to you. If you wish to handle stocking and delivering your products yourself, check out SFI's Wholesale Program.

**Q. Isn't SFI just another "get-rich-quick" scheme?**

A. "Get-rich-quick" is a fairy tale. If overnight riches are your dream, your odds are probably better playing the lottery than going into business – any business. We won't insult your intelligence with promises of overnight wealth. That said, we've paid out many millions of dollars to our affiliates who've applied themselves.

Indeed, as thousands of our affiliates will attest, there's huge money to be made in SFI if you're willing to do the work.



likely have rent, labor, product costs, and much more. With SFI, you can literally "start on a shoestring." Yet, SFI's income potential is just as great if not greater than most franchises.

Of course, to become successful, ANY business requires some sort of investment. If your budget is small, you'll need to at least invest TIME in marketing and pursuing customers.

You can utilize free classified ads on the Internet, and there are many, many other creative ways to market your business both online and offline inexpensively.

**Q. What are the costs involved in starting and operating an SFI business?**

A. This is one of the most powerful features of SFI. It's completely free to become an SFI affiliate and there's NEVER a requirement to purchase anything. Compare that to buying a franchise. Even a lesser-known franchise can require an investment of tens of thousands of dollars – and that's just to get started.

On top of that, with a franchise you'll

Bottom line: Unlike just about any other type of business, SFI can be started at little or no cost. However, you'll want to reinvest at least some of the commissions you are earning back into your business. By continuing to increase your advertising, you can likewise continually increase your commission check.

And here's some more good news: In countries such as the United States – most if not all of your business expenses are tax deductible. In

**Yours FREE!**

**Don't forget your FREE GIFT**  
See inside back cover



other words, even if profits are not immediately generated, you can significantly lower your tax bill.

**Q. I understand I'm not required to buy products from SFI, but is there a reason I should consider it?**

A. Yes! One of the many great benefits of being an SFI affiliate is that you can purchase many of our products at **WHOLESALE...** up to 67% off retail! Hence, you can actually save money buying from SFI. Plus, it only makes sense to buy from yourself – to buy from what is, as an SFI affiliate, “your own store.”



**Q. I have no experience with running a business. Can I really succeed with SFI?**

A. There are no guarantees, of course, but people of every age, every background, from every walk of life, and from all over the world are making it in SFI today. SFI was designed for the “little guy”! If you have the desire, you can succeed with SFI.

**Q. I'd like to get serious building an SFI business, but I just don't have the time. What should I do?**

A. That's precisely why you should consider SFI. Besides creating financial freedom, SFI has been specifically designed to create personal freedom for you so that you can do all the

things in life you really want to do that you don't have the time for now.

**Q. I'm not a salesperson, so this probably isn't for me.**

A. Actually, people with no sales experience do great in SFI. This is because SFI isn't about selling – at least not in the way most people think of selling.

There's no place for “arm twisting” or high-pressure techniques in SFI. Rather, SFI is simply about sharing the products that you use and are excited about.

**Q. Is SFI a pyramid scheme?**

A. Definitely not. In pyramid schemes, income is generated solely on the process of recruiting others into the pyramid. Sometimes a product or service of questionable value is involved (that is never retailed to the general public), but generally what you're buying is the right to recruit others into the scheme. This is illegal.

Also, in pyramid schemes, those who get in first and who are at the top win, while everybody else loses. In SFI, on the other hand, there is no cost required to participate and affiliates are paid only on product sales (both at wholesale and retail) – and never on recruiting.

SFI also provides compensation based on the training, support, and managing of your marketing team. And, unlike illegal pyramids, in SFI, no

matter where you're positioned or when you join, you can advance to the very highest income levels and even earn more income than those above you in the network.

**Q. Don't you have to get in at the beginning to make any real money? Doesn't saturation eventually occur?**

A. SFI is still a very young company. There are literally billions of prospects worldwide who have never even heard of SFI. It will take many years to even make a dent in that.

But here's the main reason why "saturation" is a myth: timing. In the U.S. alone, tens of thousands of brand new prospects are "hatched" every year. Part of that figure is young adults who have only just reached the stage in their lives where they'd consider (and could afford) to start a business.

Then there are the thousands who have just experienced a major shift in the direction of their lives because of changes at work, at home, etc. These same people, who just months before could in no way be considered prospects for SFI, NOW are suddenly very open to the proposition. And this is happening constantly. Bottom line: The market is wide open and the potential is enormous.

**Q. Is SFI a "real" business?**

A. It's very real. SFI is part of a grow-

ing global industry with annual gross revenues estimated at over \$100 billion, involving major multinational corporations and tens of millions of independent business people in every country of the world.

**Q. I've tried businesses like SFI before and it didn't work for me.**

A. Let's say you've just moved into a new city, and you decided to go out to eat that evening. Unfortunately, the food at the restaurant you picked turned out to be horrible. But just because of this one bad experience, you surely wouldn't swear off eating at all the other restaurants in the city, would you? Of course not! It's the same thing here. You just need to link up with the right company – a company like SFI.

**Q: Isn't having a traditional job safer than going into business for myself?**

A: That depends on your definition of "safe." In the United States, statistics show that out of every 100 people who start in the working world at age 20, only five will be financially independent by age 65. Undoubtedly, you want to be in the five percentile. Unfortunately, the odds are stacked heavily against you... unless you create an independent source of income – a business of your own that is limited only by your own desire and ability... a business like SFI.

For a  overview of SFI, go to [www.sfmfg.com/Training/content/sfmfgflash.html](http://www.sfmfg.com/Training/content/sfmfgflash.html)

# ***Why becoming an Executive Affiliate should be your next move with SFI***

If you're serious about creating a profitable home-based business with SFI, then you'll want to become an Executive Affiliate (EA) as soon as possible.

Why? **Here are the 13 GREAT REASONS:**

1. Do you want to earn income just ONE way...or MULTIPLE ways? By moving up to EA, you become qualified to earn multiple income streams!
2. We've got a commission check with your name on it! That is, as a special bonus, you're guaranteed a commission check for your first month as an EA!
3. All retail sales commissions are doubled!
4. EA's lock in their position in the "T-Net" 2x12 network and become qualified to receive unlimited Automated Computer Placements (see [www.sfimg.com/TNet](http://www.sfimg.com/TNet) for more details).
5. You'll be qualified to earn Business Builders bonuses! Earn instant cash bonuses of \$75 and up every month!
6. Remember the importance of Leveraged Income? (See The Anti-Wealth Plan on page 5). Being an EA qualifies you to start tapping into this key component of financial freedom!
7. There's another key for financial freedom that the The Anti-Wealth Plan article on page 5 talks about: Residual Income. Being an EA is the best way to maximize your residual income earnings with SFI.
8. Save money! Enjoy substantial, exclusive discounts we've negotiated for EA's in our Partner Stores area.
9. FREE "Key Coding," an invaluable tool for tracking your advertising and maximizing your marketing results. A \$95 annual value.
10. FREE access to SFI's powerful CONTACT MANAGER for automatic ("autoresponder") messaging and fast, efficient "1-click" communications with your entire sales team. A \$239 annual value.



*BECOMING AN EXECUTIVE*

11. FREE access to dozens of additional valuable business-building tools and exclusive resources designed to assure your success.
12. Access to Eagle Co-op, SFI's international advertising co-op. As an EA, you can use Eagle to generate inexpensive daily sales leads to help you build your business.
13. "Executive Affiliate" will look great on your business cards!

## Here's how EASY it is to "go Executive:"

To become an EA, you simply need to generate at least 10 SVP (Sales Volume Points) anytime during the month.

It's EASY! SFI has hundreds of great products and each one has an SVP value assigned to it. Your 10 SVP can include personal purchases (for your own personal consumption or for resale to others). It can also include retail sales of any SFI product. As little as one sale a month can easily make you an Executive Affiliate!

*For more information and/or to "go Executive" now, go to:*

**[www.sfimg.com/EA](http://www.sfimg.com/EA)**

### TIPS FOR BECOMING AN EXECUTIVE AFFILIATE

The best way to become an EA is to generate 10 SVP through personal retail SALES. Here are just a FEW of the ways you can generate 10 or more SVP:

- Sell just one membership in the IAHEBE. And because the IAHEBE is an ongoing, monthly membership, this can keep you at EA status every month as long as they remain a member!
- Sell just one bottle of our popular Veriuni Liquid Nutrition.
- Sell just two gallons of Veriuni family-safe /earth-safe Laundry Detergent.
- Sell a 2-year registration for a Website domain.
- Sell a single subscription to any one of OVER 100 popular magazines in the Veriuni Magazine Rack.

How do you make these sales? The easiest way is to simply refer your prospects to the specific SFI "Gateway" Website. As an SFI affiliate, you literally have hundreds of professionally-designed Gateway Websites — all personalized with your name — to use in your marketing.

For a listing of your Gateway Websites (plus the many sales aids that go with them like classified ads, banner ads, etc.), go to:

**[www.sfimg.com/MyAccount/GatewayDetails.sfi](http://www.sfimg.com/MyAccount/GatewayDetails.sfi)**

# COMPARE To Other Business Opportunities

Y = Yes    U = Usually    S = Sometimes    N = No

|                                                                              | <b>SFI</b> | <b>Network Marketing/MLM</b> | <b>Traditional Affiliate Programs</b> | <b>Franchises</b> | <b>Direct Sales</b> |
|------------------------------------------------------------------------------|------------|------------------------------|---------------------------------------|-------------------|---------------------|
| Can participate free for as long as you want, with no obligation             | Y          | N                            | S                                     | N                 | N                   |
| Your own personalized Website provided free (with free maintenance)          | Y          | N                            | U                                     | N                 | N                   |
| Personal mentors provided for free personal support & assistance             | Y          | N                            | N                                     | N                 | N                   |
| Company handles all orders –payment, shipping, customer service for you      | Y          | U                            | Y                                     | N                 | N                   |
| Can create substantial income giving away free stuff                         | Y          | N                            | N                                     | N                 | N                   |
| Marketable in every country worldwide (make money everywhere!)               | Y          | S                            | N                                     | N                 | N                   |
| Member of Better Business Bureau                                             | Y          | N                            | N                                     | Y                 | N                   |
| Company or parent company has been in business more than 15 years            | Y          | S                            | N                                     | S                 | S                   |
| Extensive free training & resources to help you get started fast             | Y          | N                            | N                                     | N                 | N                   |
| Can share in company-wide commissions every month                            | Y          | S                            | N                                     | N                 | N                   |
| Can earn ongoing, residual income from one-time sales                        | Y          | Y                            | S                                     | N                 | N                   |
| Potential to earn \$100,000+ annually                                        | Y          | Y                            | N                                     | Y                 | N                   |
| Support available 24-hours-a-day, 7-days-a-week                              | Y          | S                            | U                                     | S                 | S                   |
| Can earn unlimited override commissions                                      | Y          | N                            | N                                     | N                 | N                   |
| #1 product available/shippable worldwide (create a global customer base!)    | Y          | N                            | N                                     | N                 | N                   |
| Built from the ground up for the Internet                                    | Y          | N                            | Y                                     | N                 | N                   |
| Communication tools provided for easy & free contact with all your customers | Y          | N                            | N                                     | N                 | N                   |
| Wide variety of products to market (“something for everyone”)                | Y          | S                            | N                                     | N                 | N                   |
| Pays out millions in commissions annually                                    | Y          | Y                            | N                                     | Y                 | Y                   |
| Extensive marketing tools so you can market how you like –online or offline  | Y          | S                            | N                                     | N                 | N                   |
| Has own private-labeled products                                             | Y          | Y                            | U                                     | Y                 | U                   |
| Simple, easy-to-understand compensation plan                                 | Y          | N                            | Y                                     | U                 | U                   |
| Free live conference calls for advanced training                             | Y          | U                            | N                                     | S                 | N                   |
| Business and income can be willed to a family member                         | Y          | S                            | N                                     | S                 | N                   |

*PLEASE NOTE: Other than for SFI, the author has provided general conclusions only; the “Yes,” “No,” “Usually,” and “Sometimes” designations are the general rule in the author’s opinion. There are of course exceptions and the reader is encouraged to do his or her own additional research.*



# ***Next Steps Checklist***

***Following are some suggested actions to start building a strong foundation for your business. Check off each task as you complete it.***

- Make the SFI Affiliate Resource Center your default homepage when you launch your Internet browser. This will help ensure you keep up on the latest SFI news, resources, and updates. For instructions on setting your browser's default homepage, go to:  
**[www.sfimg.com/Reference/SFIHomePage.sfi](http://www.sfimg.com/Reference/SFIHomePage.sfi)**
  
- Add **mail@sfimg.com** to your e-mail address book or safelist, if you haven't already done so. This will ensure you get your sales notices, newsletters, updates, and other important information. See the SFI E-Mail Checklist ([www.sfimg.com/emailhelp.sfi](http://www.sfimg.com/emailhelp.sfi)) if you need more information.
  
- Go through our SMART START training Website. SFI has a proven system that is working successfully for thousands of men and women all over the world. The key is to learn how to put the system to work for YOU. The Smart Start Program is the simplest and fastest way to get this information in your head and in your hands! Don't waste time "reinventing the wheel!" Smart Start can help you start making money now. Smart Start should only take about 15 minutes to complete. It's located at: **[www.sfimg.com/SmartStart](http://www.sfimg.com/SmartStart)**
  
- Contact your SFI sponsor. Sponsors LOVE to hear from their affiliates. Send yours an email today and introduce yourself. Let them know what your goals are for your business. You might be pleasantly surprised by the assistance your sponsor can provide to help you accelerate the growth of your SFI business. Your Sponsor's contact information is located at: **[www.sfimg.com/MyAccount/showindex.sfi](http://www.sfimg.com/MyAccount/showindex.sfi)**
  
- Check out your "Upline Support Team." Up to twelve SFI affiliates make up your Upline Support Team. You may want to contact each person individually to introduce yourself and inquire into any special resources they may be able to provide you with access to. Your person-

al team is listed at: [www.sfimg.com/upline](http://www.sfimg.com/upline)

A great way to get up to speed on the various terminology used in SFI is with the GLOSSARY located in the Affiliate Resource Center.

Many of our affiliates find that just going through the various terms in the Glossary and learning their definitions really aids in understanding the overall SFI program. The Glossary is located at:

[www.sfimg.com/Reference/Glossary.sfi](http://www.sfimg.com/Reference/Glossary.sfi)

Try an SFI product. Our most successful affiliates are those who actually use and believe in the products and services they're marketing. After all, it's difficult to communicate a product's or service's benefits if you can't speak from personal experience! And if you believe in a product, that enthusiasm will naturally show through when talking with others about it. You can browse all 600+ SFI products at the Affiliate Store located at: [www.sfimg.com/AffiliateStore/showIndex.sfi](http://www.sfimg.com/AffiliateStore/showIndex.sfi)

Move up to the Executive Affiliate (EA) position. Doing so is one of the keys to maximizing your income with SFI. To learn about all the benefits of EA status, see page 12.

Start spending a little time every day at the SFI Affiliate Resource Center. The Resource Center is THE site for serious SFI affiliates. Here you can begin familiarizing yourself with literally hundreds of SFI marketing tools, sales aids, tips, strategies, invaluable special reports, the latest news, the Internet Income course, and much more. The Affiliate Resource Center is located at: [www.sfimg.com](http://www.sfimg.com)

Once you've completed Smart Start (see previous page), it's time to start going through our NEXT STEP training. Next Step picks up where Smart Start leaves off. Next Step is located at: [www.sfimg.com/Training/NextStep.sfi](http://www.sfimg.com/Training/NextStep.sfi)

***Good luck and thanks again  
for joining the SFI team!***

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The most successful entrepreneurs in history have been saying it for years: *If you want to be successful, emulate successful people.* Through this powerful book, NOW YOU CAN.

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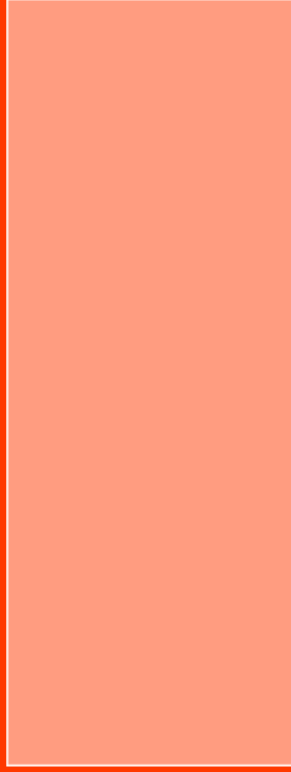
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