

# FOCUS ONLINE

## ▶ A WORD FROM HEAD OFFICE



### Make Autoship part of your Recruiting Success!

With Immunotec's Autoship program you benefit directly from both convenience and extra earning potential. Your automatic monthly product shipment ensures that you and your family are never out of Immunocal and your other favorite health supplements.

Of course, another key benefit of Autoship – and one that affects ALL Consultants – is the significant increase in monthly residual income that it represents. Strongly encourage everyone in your downline organization to sign up and adhere to the Autoship program, and watch your commission checks instantly grow!

To see the impact of Autoship on your residual revenue, go to the Compensation Calculator in your Business Center and:

1. Enter your rank level from the drop down menu and key in the number of Consultants you have in the first three levels of your organization (the Compensation Calculator works to 3 levels down: G1, G2 and G3).
2. In the box "Number of Autoship customers you and each Consultant will have", begin by keying in the current Autoship sign-ups within your organization.
3. Then compare this with the monthly residual income you could earn if everyone was on Autoship.

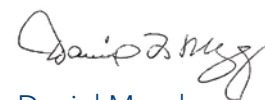
And with the current Autoship Advantage Promotion for new recruits, encouraging your new Consultants to set up their Autoship as soon as they enroll only makes sense!

They get to accumulate a hefty 10% credit on the total value of their first 3 months' Autoship orders, redeemable on their 4th month of Autoship.

### Autoship has a positive impact on everyone's business

Immunotec Autoship is the most efficient and convenient solution to automatically receive your products, your discounts, your 10% savings, your business inventory and to grow your residual income!

Sign up for Autoship NOW! It makes total business sense.



**Daniel Murphy**  
Executive Vice-President and  
Chief Operating Officer  
Immunotec

## ▶ YOUR QUOTES

Thank you to everyone who took the time to respond and share an inspirational quote or words of advice.

In Network Marketing, sharing information is *mutually empowering* and can make all the difference!

"Self-confidence  
+  
team work  
=  
success"

- Michel F.,  
Venture Consultant

"Network Marketing is more  
about showing how much you  
care, than by sharing how much  
you know."

- Wayne H.,  
Diamond Consultant

"Confuse them and you lose them."

- Todd G.,  
Diamond Consultant

If you would like to share a meaningful quote or your own words of advice on leadership, teamwork or success with others, please send an email to [mandrei@immunotec.com](mailto:mandrei@immunotec.com)

## ▶ SPOTLIGHT ON HEALTH

### Tart Montmorency Cherry Concentrate (Known in Canada as Concentrated Tart Montmorency Cherry Juice)

#### ARE YOU GETTING YOUR DAILY REQUIREMENT OF FRUIT . . . EVERY DAY?

We all know that eating fruit every day is important. Experts even recommend between 4 and 5 servings daily. But if you're not getting your recommended intake of fruit, you're not alone.



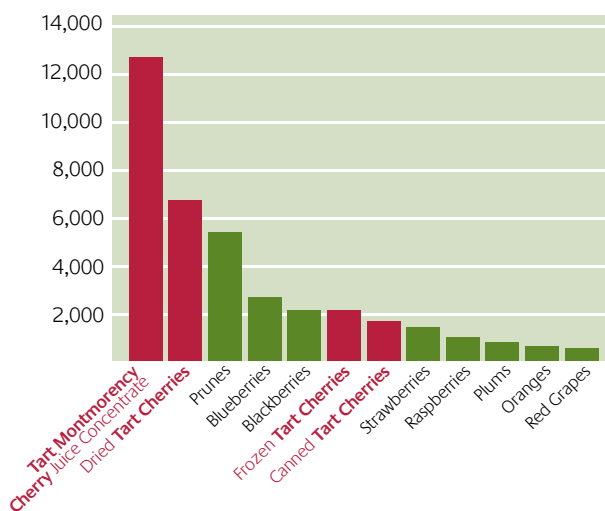
With Immunotec's Tart Montmorency Cherry Concentrate, getting your fruit everyday is easy. Every bottle contains the health benefits of approximately 1,500 cherries. This great tasting cherry concentrate provides incredible ORAC value.

ORAC stands for Oxygen Radical Absorbance Capacity. Foods with a high ORAC value are high in antioxidants. The higher the value, the better the food is at helping our bodies fight symptoms of premature aging at the cellular level, which is often associated with a variety of degenerative diseases. The ORAC value of tart Montmorency cherries is six times higher than even blueberries and higher than strawberries, raspberries, plums, oranges and red grapes ... combined!

#### ANTIOXIDANT CAPACITY OF SELECTED FRUITS<sup>†</sup>

ORAC Units/100 grams

Oxygen Radical Absorbance Capacity (ORAC)  
Units per 100 grams – about 3.5 ounces.



<sup>†</sup> Research conducted at Jean Mayer USDA Human Nutrition Research Center on Aging at Tufts University in Boston and Brunswick Laboratory in Wareham, Massachusetts.

#### 3 POWERFUL BENEFITS

Tart Montmorency cherries are high in fiber, low in fat and loaded with essential vitamins and minerals. But don't let their small size fool you. They provide BIG health benefits:

- High antioxidant levels to support strong immune function
- Natural anti-inflammatory properties to help reduce joint and muscle pain
- One of the finest sources of melatonin for getting a good night's sleep (naturally!)

#### 100% NATURAL

Immunotec's Tart Montmorency Cherry Concentrate contains no preservatives, additives, gluten, coloring agents or added sugar, making this tasty concentrate not only easy to take, but 100% NATURAL! It is simply 100% natural fruit in a bottle.



Whether you're enjoying it directly by the tablespoon, diluted in water or juice, served over ice cream, mixed in with yogurt or porridge or blended into a smoothie with your favorite juice, frozen berries and yogurt, it's a delicious way to get exceptional health benefits.

#### FOR THE WHOLE FAMILY!

Loaded with nutrients and great tasting, Immunotec's Tart Montmorency Cherry Concentrate is safe and suitable for all ages and diets. It is also Kosher Parve certified.

Immunotec's Tart Montmorency Cherry Concentrate: a natural and convenient way to make sure that everyone in your family gets their fruit every day ... all year long! 🌱

### From the field to the field: Tips on developing *your* leadership skills

An important way to build a solid and enduring foundation to your business is through your development of leadership skills. This means helping the members of your team be successful in attaining their individual goals – and if they reach their goals, you most certainly will reach yours.



As Zig Ziglar says, “You can have everything in life you want, if you will just help enough other people get what they want.”

**Platinum Consultant, John S.** believes that being successful doesn’t *just happen*, but rather *happens by design*.

“Success leaves clues,” John states, and recommends that anyone launching their own Immunotec business should not attempt to reinvent the wheel but instead find a mentor – someone to show you the steps that need to be taken as well as the actionable behaviors necessary for successfully growing an Immunotec business.

One of the advantages of a network marketing business – and what sets it apart from other business models – is that it comes with a built-in mentor: your sponsor or upline.

John’s “48 hour drill” is a great demonstration of the important role that strong leadership skills play in the team building aspect of an organization and ultimately its success.

John gets involved in jumpstarting the business of his new recruits by helping them contact each person on their contact list within their first two days of signing up. His preferred method is the 3-way conference call where his new recruit introduces John to the contact (prospect) and then listens quietly as John talks about the products and explains the lucrative business opportunity.

This two-day jumpstart provides his new recruits with invaluable “*on the job training*”.

Another successful Consultant who promotes a watch-and-learn approach is **Mabel H.**, who attained Diamond rank barely a year after launching her own Immunotec business.

“Learn from others that have succeeded and find out what changes or new ideas you can implement,” she advises.

Having joined Immunotec in November of 2008, Mabel has experienced success with her Immunotec business and more importantly, she has also enjoyed the opportunity to learn and grow as a leader.

“Always acknowledge the strengths in others,” she suggests, “make them stars. People will work to live up to the opinion you have of them.”

Developing your leadership skills leads to a strong and enduring foundation for growing your Immunotec business. Take it from those who’ve done it and who have enjoyed success because of it:

*“If you are a person with big dreams and would love to support others in achieving their big dreams, then the network marketing business is definitely a business for you. You can start your business part-time at first and then as your business grows, you can help other people start their part-time business. This is a value worth having – a business and people who help others make their dreams come true.”*

**- Robert T. Kiyosaki,**  
Entrepreneur and Author



### Denise W., Gold Consultant



#### THE POWER OF GETTING INTO ACTION!

Denise became an Immunotec Consultant on November 24, 2009. Then in January – barely two months after signing up – her business exploded as she turned into a recruiting machine. Denise had jumpstarted the New Year with a strong momentum by recruiting an impressive eleven new Consultants and even further benefited by being selected in Immunotec’s \$1,000 Daily Draw Momentum promotion!

Although still fairly new to Immunotec, Denise found that speaking to friends and family about her high quality line of products was a relatively easy task. And the confidence she continues to convey in her products stems from personal experience.

- For over 10 years Denise had suffered from a condition that left her hands and feet constantly cold. She noticed that not long after incorporating Immunocal into her daily health regime, her extremities “warmed up”, permanently!

- Denise also suffered from sinus-related issues. This also cleared up after she started taking Immunocal.

- Denise’s husband often endured the unpleasantness associated with heartburn. Immunocal has given him the relief he couldn’t find with any other product.

With her strong belief in the products, Denise made an important observation that really helped in her recruiting efforts. She noticed that people are always open to talking about their health. Whether she’s having coffee with a friend, or sitting in a waiting room, the topic of health – joint pain, trouble sleeping, a persistent cold – almost always comes up and Denise is quick to take the opportunity to talk about her experience with Immunocal.

“Everyone I speak to is very willing to try the products,” she confirms.

Why the keen interest? Whether Denise is aware of it or not, she is actually providing her prospects with a **solution** to their health-related concerns. As well, this solution is spontaneously substantiated by:

1. Her own belief in the products, which is automatically transferred to her prospects through talking about her own experience.
2. The product sell sheets, which she makes sure to always have on hand.

Denise has a powerful and winning strategy for growing her Immunotec business. And that strategy is so natural


***Denise has a powerful and winning strategy for growing her Immunotec business. And that strategy is so natural it’s almost effortless. She adds value to conversations by talking about her efficacious product line every day.***

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Denise’s recruiting success is a great indication that getting into action through simple conversation is a POWERFUL recruiting tool.

And recruiting is something she feels compelled to do. For Denise, it’s much more than just about growing her business. She also feels that it is her “responsibility” to let others know about a product line that has been scientifically proven to enhance health in general and the immune system in particular.

“We have amazing products and it’s our job to spread the word!” She says with conviction.

Without a doubt, Denise is benefiting from the power of getting into action. 

\* This testimonial reflects the actual experience of the individual; your experience may vary.

# ► RECOGNITION

## Rank Promotions - February 2010

Gold	Lolita Kwai-Fa Choi
Gold	Alfreda Strong
Gold	Thu Khuong
Gold	Jeffrey Kistner
Gold	Suk-Kan Law
Gold	Pui Yee Lee
Gold	Yuk Fai Lee
Gold	Jason Jyhaur Liang
Gold	Anita Mark
Gold	Claire Raymond
Gold	Nancy Samarin
Gold	Glen Satoo
Gold	Aurelio Sienes
Gold	Alison Truong
Gold	Guomin Wu
Gold	I-You Yu
Silver	Debra Campeau
Silver	Carmen Aguilar
Silver	Warren Akin
Silver	Jane Ali
Silver	Michael Amizo
Silver	Perpetual Apraku-Afia
Silver	Ronald H. Bailey
Silver	Jemima Barrow
Silver	Cécile Bechal
Silver	John Bradley
Silver	Sean Bradley
Silver	Isabelle Brien
Silver	Lyrian Butler
Silver	Denese Callen
Silver	Gerry Champagne
Silver	Carina Chan
Silver	Sébastien Charron
Silver	Armand Chiasson
Silver	Sung Beom Cho
Silver	Ken Cobb
Silver	Ruby Adoley Coleman
Silver	Sharon A. Cook
Silver	Gerry Coss
Silver	Cary Cross
Silver	Deborah June Crowe
Silver	Marcel Dacquay
Silver	Jeffrey Davis
Silver	Nadine Davis
Silver	Alyssa Demori
Silver	Line Desmarais
Silver	Sylvie Domingue
Silver	Marie-Hélène Dubé
Silver	Lee-Ann Duncan
Silver	Yvonne Farquharson
Silver	George Featherstone
Silver	Deon Fox
Silver	Patricia Fox
Silver	Sophie Girouard
Silver	Doug Gordon-Kay
Silver	Lucie Gratton
Silver	Catherine Guéret
Silver	Diane Halderman
Silver	Horace Hugh Hall
Silver	Lyndsay A. Harness
Silver	Kathleen Harrison
Silver	Jay Heller
Silver	Hoady Holst
Silver	Lindsay Huszti

Silver	Janette Manning
Silver	Winston J. Jackson
Silver	Darlene Jackson
Silver	Verrol Jackson
Silver	Travis Jaffray
Silver	Clifford Jarrett
Silver	Yvette Jenkins
Silver	Marilyn N Johnson
Silver	Marva Johnson
Silver	Ray Jones
Silver	Stephen Kaempff
Silver	Morris Kelly
Silver	Dawna Kern
Silver	Claudette Kobi
Silver	John Ku
Silver	Diana Labelle
Silver	Ginette Lacourse
Silver	Marie-Claude Lacroix
Silver	Lisanne Langlois
Silver	Josée Lavallée
Silver	Lorraine Letourneau
Silver	Valérie Ann Lichon
Silver	Claire Lorenzo
Silver	Jeanette Macarilay
Silver	Freda Madden
Silver	Christina M. Malgapu
Silver	Jocelyne Martel
Silver	Rainier S. Mina
Silver	Thuy Thi Montoya
Silver	Natividad Noblezana
Silver	Ralph Oballo
Silver	Maria Oberez
Silver	Jessie Oliva
Silver	Amin Ordikhani
Silver	Patricia Ouellette
Silver	Aurea Garcia Pana
Silver	Michael Pearce
Silver	Edward Pecoraro
Silver	Donald Pelletier
Silver	Claudia Penalva
Silver	Louise Pépin
Silver	Hélène Perrault
Silver	Catherine Pickering
Silver	Marilyne Raymond
Silver	Will San Diego
Silver	Jose L Sanhueza
Silver	Anthony Scognamillo
Silver	Michelle Shores
Silver	Socorro Simpson
Silver	Christian Sourdif
Silver	Dekota Stangland
Silver	Linda Taiabjee
Silver	Mavis Tekpeki
Silver	Manon Tessier
Silver	Linda Thomas-Lewis
Silver	Nicole Vaillancourt
Silver	Andrea Vargas
Silver	Mireille Vuni
Silver	Donald Ward
Silver	Telma Ward
Silver	Kimani Wilson
Silver	Marlène Zardeneta
Silver	Dolores E. Zavala
Silver	Yolanda Zavala

## Rank Promotions - March 2010

Gold	Patrick Botros
Gold	Sonia Provost
Gold	Mavis Tekpeki
Silver	Bob Wines
Silver	Claude Lafrenière
Silver	Claudette Ouellet
Silver	Consuelo Cruz
Silver	Daniëlle Provost
Silver	Divina Carranza
Silver	Kelston Celestin
Silver	Laurie Williams
Silver	Louise Cere
Silver	Melanie Warren
Silver	Renaud Deschênes
Silver	Reyna Moreno-Cossio
Silver	Sherwin M. Asidera
Silver	Sybil D. Sylvester
Silver	Victoria Manful-Yankey
Silver	Yvette Bertrand
Silver	Yvette Piche
Silver	Wayne Levering
Silver	Elena Nacion
Silver	Mihael Voglar
Silver	Cheryl Cox
Silver	Karla Haugen
Silver	René Mavoungou Pambou
Silver	Joao Pedro Mayeye
Silver	Tessie Yamzon
Silver	Beatrice Akin
Silver	Sharyn Alexander
Silver	Florencio Almeron
Silver	Darley Vanessa Benedict
Silver	Carole Bragagnolo
Silver	Jeff Bulrice
Silver	Tracy Cassman
Silver	Claire Charland
Silver	Dora Chia
Silver	Éric Cloutier
Silver	Angela M. Cronsilver
Silver	Liza Monette David
Silver	John Desalvo
Silver	Martin B. Dawuo
Silver	Brendan Done
Silver	Tania Felton
Silver	Pierrette Gendron
Silver	Ginette Giroux Fournier
Silver	Patrick Insaïdo
Silver	Alicia Jackson
Silver	Carl William Kwasnicki
Silver	François Lacroix
Silver	Denise Leblanc
Silver	Willie McClanahan
Silver	Ghislaine Ménard
Silver	Sharon Nelson Wagner
Silver	Nyanson Nyantakyi
Silver	Ralph F. Oballo
Silver	Hilda Olavarrieta Loureiro
Silver	Linda Pépin
Silver	Isabelle Rossier
Silver	Madelaine Ruel
Silver	Malcia Rymer
Silver	Sokhany Sa-Im
Silver	Lisa Sierra
Silver	Donal Elroy Smith
Silver	Martin Tombe
Silver	April Tucker
Silver	Steve Verrette



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Mona Andrei, Writer  
mandrei@immunotec.com  
www.immunotec.com



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