

# FOCUS ONLINE

## ▶ A WORD FROM HEAD OFFICE

### The Power of the Business Builder Bonus



#### Immunotec's Business Builder Bonus is a powerful program that provides you with huge earning potential:

- You can earn up to 20% of your newly sponsored Consultants' initial orders!
- It re-starts every single month, so that you constantly have the opportunity to maximize your commission payout for new recruit purchases.
- It accelerates your business! Promote the Business Builder Bonus to your downline to catapult the growth of your organization as everyone earns big profits – FAST! – from recruiting and earning month after month!

The real power behind this bonus stems from the fact that the bonus payout percentage increases with the number of new recruits you sign up in any given month:

- Personally sponsor a new Consultant and you earn an automatic **5%** on their first month's purchases.
- Personally sponsor 2 new Consultants during any calendar month and you earn **10%** on the total value of **both** of your new Consultants' first month's purchases.

And here's where it gets really exciting:

- Personally sponsor 3 new Consultants **or more** during any calendar month and you earn an incredible **20% on the combined value of all of your new Consultants' first months' purchases!**

Suddenly Success Packs represent much more than a value-packed option for your prospects to start their own business. For example, if you sign up 3 new Consultants in any one month with the regularly priced Success Packs of \$495, the Business Builder Bonus alone will provide you with close to \$300 — automatically added to your monthly commission check!

And because the Business Builder Bonus provides an ongoing earning opportunity – above and beyond residual income and all other bonuses – it only makes sense to keep the recruiting momentum going month after month.

#### WANT TO GET YOUR NEW RECRUITS EXCITED?

Tell them how they can earn fast money every month with the Business Builder Bonus! Not only will this help motivate them to recruit quickly, it will have a direct impact on YOUR monthly residual commission checks as well!

Take advantage and aggressively promote this program to not only grow your organization and income, but also to help others achieve their goals.

With the Business Builder Bonus, the earning power for you and your team is UNLIMITED!

To your success,

*Charles Racette*

Charles Racette,  
Regional Sales Director,  
Quebec, Atlantic Canada  
and North Eastern U.S.  
Immunotec

### Immunotec® Probiotic with Cranberry – Quality over Quantity

As is often the case, large quantities of anything does not necessarily equate to “**quality**” or even the best option. And we all know it is not always preferential to have “more” versus “better”.

#### AND SO IT IS WITH IMMUNOTEC'S PROBIOTIC.

One of the key factors that contributes to the superiority of Immunotec's Probiotic with Cranberry is the quality of the “good bacteria” selected for its formulation. While many products on the market boast “quantity” of bacteria, Immunotec's Probiotic product contains fewer bacteria with each strain dedicated to a specific task. In turn, the enhanced formula increases both the product's effectiveness and benefits to our health.

As well, the product is unique in that the formula includes Cranberry and D-mannose, which act in synergy with the bacterial strains and play a major role in optimizing urinary tract health.


Another key benefit of Immunotec's Probiotic with Cranberry, which also denotes its superiority, is found in its symbiotic formulation. By combining the essentials of probiotics with the requisites of prebiotics and adding the antioxidant powers of cranberries, you're left with a potent formula that optimizes the efficacy of all the ingredients to help ensure a healthy digestive system.

**Probiotics** are made up of carefully selected and beneficial microorganisms – Lactobaccillus and Bifidobacter – also known as “good bacteria”. These are crucial for ensuring a healthy intestinal tract.

**Prebiotics** are the dietary fiber that stimulate the growth, activity and colonization of the Probiotics.

**Cranberry**, also known as a “super-fruit” because of its high antioxidant powers, is also beneficial in promoting a healthy urinary tract and helps to prevent infections. As well, the cranberry concentrate extract found in Immunotec's Probiotic with Cranberry formulation is of the highest caliber, with 15 times more antioxidant power than the fruit itself.

Together, these crucial ingredients create a synergistic combination that helps to protect the body against microorganisms that could cause intestinal distress, problems, disease and infections. Furthermore, they play a key role in the proper digestion and absorption of food so you can maximize their nutrients.

In its entirety, Immunotec's Probiotic with Cranberry promotes a healthy digestive system, which is so important for the maintenance of strong immune defenses. 



## ▶ SPOTLIGHT ON RECRUITING: IN HIS OWN WORDS

### Karl A., Diamond Consultant, is on fire!



He joined Immunotec in October of 2009 and has already attained Diamond status *and* qualified for the Immunotec Mediterranean LeaderSHIP Cruise . . . and all as a result of his focused recruiting activities.

During a recent conversation with Karl, he gave some insightful and powerful recruiting tips on how he is building his Immunotec business.

#### **HOW DID YOU MANAGE TO RECRUIT SO MANY PEOPLE IN SUCH A SHORT TIME?**

"The most important aspect of recruiting is to take action. I do not sit still, and I do not let my current

environment dictate for me how my day will unfold. I am the boss! I rule my world and am therefore responsible for how it turns out at the end of each day. So I put myself into action. For years now, my focus has been to build relationships. It's called Networking! The more people I have in my network, the more people I not only get to learn from, but also get to introduce – by way of association and through the use of tools such as websites, dvd's, online videos, 3-way calls with my Upline, live opportunity meetings, etc, - to Immunotec! So I build relationships... always! And that is called ongoing business activity. But the most important activity is when I take the initiative and put my contacts in front of the Immunotec Opportunity."

#### **WHEN IT COMES TO GROWING YOUR IMMUNOTEC BUSINESS, WHAT DO YOU FOCUS ON?**

"The opportunity. For me, this has been my main focus and it's working out very well. Many want to save the world with Immunocal, and that is good. I do too! But I believe I can reach more people faster – if I create a network of Consultants who are telling other potential Consultants about this great opportunity to participate in the growth of this great company and outstanding product [Immunocal]."

#### **DO YOU USE ANY OF THE TOOLS WHEN SPEAKING TO OTHERS ABOUT YOUR IMMUNOTEC BUSINESS?**

"Yes... the DVD, 'Your Key To Living Well', my Immunotec website, and most importantly, my Upline. My Upline sponsor provides the 'expertise' and credibility that most people need to help raise their belief level."

#### **DO YOU SET GOALS FOR YOURSELF?**

"Every day! I show the Immunotec DVD or an online video to at least one person everyday, and enrol 1 out of 3 people I talk to personally."

#### **IN YOUR OPINION, WHAT IS THE BEST RECRUITING TIP THAT YOU GIVE YOUR NEW CONSULTANTS?**

"Be excited!! Share your excitement, not your knowledge. I knew little about the compensation plan, or the finer points of how well the product works, or how it is manufactured and I still made it to Diamond in 4 months. What helped me to achieve that was daily activity, setting short term goals, and being super-excited when I not only spoke to people, but even when I went to bed at night and first thing when I woke up. ***I love this company!***" 

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

### Ange-Aimée F., Gold Consultant



#### TALKING HER WAY TO SUCCESS!

Ange-Aimée first became interested in health products over 25 years ago, and joined Immunotec in March of 2005 after a powerful business-opportunity and product presentation given by Guylaine C., now an Executive Diamond Consultant.

And with such a long-time interest in health, one has to wonder: why did Immunotec's products resonate with Ange-Aimée above all others?

"I found that Guylaine's explanation was very logical," she states matter-of-factly.

Ange-Aimée is fortunate in that she was able to take her personal interest in health, and build a business around it. And she knows exactly what it takes to attain success with an Immunotec business: dedication and perseverance.

Ange-Aimée's commitment to her Immunotec business really paid off in February of this year when she recruited 17 new Consultants within a two week time span!

When asked how she accomplished this very impressive feat, there was no hesitation in Ange-Aimée's response, "it's not that it took effort, it just took a constant sharing of information."

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

Ange-Aimée's strategy for recruiting is simple: she talks to people about her Immunotec business – health promoting products and business opportunity – every day and at every opportunity. Her dedication to her business, combined with her mission to help as many people as she can to attain and maintain health, has been her driving force.

The result? A significant boost in her monthly residual check and qualification to the all-expenses-paid Mediterranean LeaderSHIP Cruise – and all as a direct result of her recruiting activities.

When asked if she has any words of wisdom to share with other Consultants, Ange-Aimée responds with sincerity:

"Take advantage of the on-going support," she advises. "Go to meetings on a regular basis, listen to the conference calls as often as you can, work with your Upline and use the tools on the website. Everything you need is right there. You don't need to invent anything when it comes to growing an Immunotec business. You simply have to talk about it!"

Now with qualification to the incentive trip serving as a springboard, Ange-Aimée plans to keep the momentum going as she strives towards attaining Diamond status.

And she has a plan in mind:

- to continue *meeting* as many people as possible every day so that she can keep *talking* about Immunotec to as many people as possible.

Ange-Aimée admits she doesn't put in a 40 hour work-week in support of her objective to reach her goals and build her Immunotec business. But as soon as she has voiced this confession, she immediately begins to laugh as she ironically admits "but then again, I talk about Immunotec all the time!"

Ange-Aimée has definitely put new meaning into the term "word of mouth"! ☑

## The Business Women's Network – An enterprising support group for Immunotec women



The Business Women's Network, April 2010

Several months ago Executive Diamond Consultant, Lori C., started her own form of "leadership calls". Little did she know that these calls would take on a life of their own!

The ongoing objective of these calls? To provide Immunotec's entrepreneurial women with a regular forum where they can learn, share and be heard. And in keeping with the spirit of the power of networking, these calls serve as a valuable resource for ALL Immunotec women – no matter whose organization they belong to.

To date, each weekly call has featured compelling guest speakers and contributors including Sandi W., Platinum Consultant, John Molson, Immunotec's VP Research & Development and Chris Bledy, author of the book, "Beating Ovarian Cancer".

The calls have proven to be a great success with 50 to 100 Consultants participating from all over North America each week.

Betty L., a Diamond Consultant who participated in the initial discussions that lead to these supportive calls, decided to take this women's forum a step further and organized a combined "meal and meeting" event. The first Business Women's Network brunch took place on Monday, April 26th, 2010.

19 women attended, many of whom drove over an hour to participate. Betty opened the meeting by reinforcing the goals of this important get-together.

***"The Business Women's Network is about support, recognition and team building," Betty stated with pride.***

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

During the event several Immunotec Consultants were recognized for their achievements including Lori, who was honoured with the "Business Woman of the Month Award" for bringing in the most recruiting points during the month of March. Gold Consultant Linda W. was also recognized, receiving the "New Frontier Award" in recognition of her courage to step out of her comfort zone. In doing so, Linda has brought her Immunotec business to new heights.

"She's on a mission!" Betty said of Linda.

As well, Betty M. (Diamond), Sandra M. (Gold), Brenda F. (Silver), Nalini P. (Silver), Anna T. (Silver) and Claudia T. (Silver) were each recognized for contributing their time and effort in a health fair during the previous month.

Betty herself received a commemorative pin for spearheading this powerful and innovative event.

"It's all about forming relationships and everyone left that room with a smile on her face," Betty said.



Lori C., Executive Diamond Consultant & Betty L., Diamond Consultant

Although this was the very first Business Women's Network event, a monthly follow-up is already being considered. This great start has provided a catalyst for the Business Women's Network by succeeding in its objective to provide a powerful platform for Immunotec's enterprising women to support, recognize and encourage each other.

And best of all, they've done it by coming together as a team! ☑

## ► RECOGNITION



**Michael Roche**  
(Diamond Consultant)



**Henry Casper**  
(Gold Consultant)



**Sandra Chick**  
(Gold Consultant)



**Felipe Haro**  
(Gold Consultant)



**Judy Roche**  
(Gold Consultant)



**Miguel A. Leal Unzueta**  
(Gold Consultant)



**Tella Bartoe**  
(Silver Consultant)



**Italian Sousa**  
(Silver Consultant)

### Rank Promotions - April 2010

Diamond	Michael Roche
Gold	Henry Casper
Gold	Sandra Chick
Gold	Felipe Haro
Gold	Miguel A. Leal Unzueta
Gold	Hilda Olavarrieta Loureiro
Gold	Judy A. Roche
Silver	Monica Addai
Silver	Erika Aguirre
Silver	Michael Ansu
Silver	Irma Bahena
Silver	Carol Baker
Silver	Tella Bartoe
Silver	Huguette Belizaire
Silver	George Benson
Silver	Alain Bisailon
Silver	Guillermo Romero
Silver	Kent & Irene Brown
Silver	Fermin-Armando Carranza
Silver	Florina Carranza
Silver	Charlotte Chaffin
Silver	Sun Ku Cho
Silver	Betty Choto
Silver	Karen Corey
Silver	Noemi Bayani Custodio
Silver	Mildred Danocup
Silver	Johanne Dauphinais
Silver	Anthony L Keith Davis
Silver	Nerita Delville
Silver	A. Desantiago
Silver	Monique Devault
Silver	Marta Diaz-Ramirez
Silver	Raquel Esposo Dizon

Silver	Annick Dubé
Silver	Curtis Elliott
Silver	Nicole Falardeau
Silver	David Fiore
Silver	Anthony Foster
Silver	Marcela Garcia Aguilar
Silver	Karnik Garmiryan
Silver	Marie-Michèle Genest
Silver	Lawrence Gibbs
Silver	Kathleen Gorman
Silver	Irena Gorska
Silver	Iwandai Gumbs
Silver	Ronaldo Hu
Silver	Johanne Huot
Silver	Nicole Jean
Silver	Moishe Kahan
Silver	Doyle A. King
Silver	Stephen Kotoka
Silver	Eliane Lamour
Silver	Maria Del Rocio Lara Tenorio
Silver	Eve Larivière
Silver	Tanya Lau
Silver	Sherma Anne Leblanc
Silver	Jean-Pierre Leroux
Silver	Mei Hui Lin
Silver	Matin Abdul Mahammed
Silver	Maria Maldonado
Silver	Pavel Markhel
Silver	Rochelle Marshall
Silver	Lucia E. Martinez Grassano
Silver	Carmen Martinez
Silver	Kristopher Mehrling
Silver	Gabriela Moreno

Silver	Charlene Nelson
Silver	Denis Nicol
Silver	Muriel Northcott
Silver	Stan Lee Odle
Silver	Araceli Olavarrieta
Silver	Cathie Ouimet
Silver	Norman Packet
Silver	Daina Pierre
Silver	Kathleen Prairie
Silver	Denise Richardson
Silver	Debra Ann Rimes
Silver	Tina Rivera
Silver	Cheryl Rogers
Silver	Olga Rogers
Silver	Roseline Saint-Yves
Silver	Deyanira Sanchez Raygoza
Silver	Lucena Santiago
Silver	Muirra Shoemaker
Silver	Frances Sola
Silver	Michèle Soucy
Silver	Italian Sousa
Silver	Dauren Sydykhanov
Silver	Faustina Tiekou
Silver	Pablo Torrens
Silver	Shirley Torres
Silver	Derron Touchstone
Silver	Solange Turmel
Silver	Paola Vazquez Olvera
Silver	Zita Villeneuve
Silver	Patricia Jean Wheeldon
Silver	Steve Williams
Silver	Ronald Woods



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