

# IMMUNO•PRENEUR

## ▶ A WORD FROM HEAD OFFICE



### YOU: The most important part of growing your business

When you speak to people about the proven health benefits of the Immunotec product line and business opportunity, the intent is always to "attract" them to Immunotec. After all, Immunotec is a great place to be!

The truth is that before your prospects will be attracted to our products and/or our business opportunity – they must first be "INTERESTED IN YOU".

#### Even with all the facts . . .

- Immunocal has been scientifically and clinically proven to optimize the immune system
- Immunotec is committed to continued scientific research and development
- Immunotec provides an unparalleled business income based on residual income coming from our cornerstone product Immunocal

. . . the underlying truth is that the most important thing about your business is:

**YOU!**

- Your enthusiasm
- Your excitement
- Your belief

This makes the enthusiasm that you have for your business an empowering recruiting tool. Putting it to good use can be just a matter of keeping it in mind!

John Frederick  
Vice-President of Sales  
Immunotec

## ▶ INSPIRATIONAL QUOTES FOR NETWORK MARKETERS

As Immunotec leaders we must bring out and encourage others to do the best in all they do. We teach the people in our organizations to overcome obstacles, rise from their past failures and strive for success.

Some days we all need that extra boost to move forward. Here are a few inspirational quotes on Network Marketing and Leadership that you might find motivating. Use them during your next presentations and share them with the members of your organization. Hearing a third party validation is often a powerful and persuasive endorsement.

*"Think about it: everybody you know, everyone that you meet, also knows about 250 people. So every time you cultivate a relationship with one new person, you have actually expanded your personal inventory by 250 people – every single time."* – Bob Burg, Author

*"You don't have to get it perfect, you just need to get it started"* – Joe Schoeder, Network Marketer and Trainer

*"You can get everything in life you want if you will just help enough other people get what they want."* – Zig Zigler, Author and Motivational Speaker

*"You only win when you help others win."* – Paul Zane Pilzer, Nobel Prize Winning Economist and Author

*"Network Marketing is an equal opportunity opportunity."* – Michael S. Clouse, Network Marketer and Trainer

*"People don't trust conglomerates; they trust individuals. Network Marketing brings trust and the quality of relationships to the centre of the business. And it enables you to expand indefinitely, simply by expanding the number of relationships."* – Brian Tracy, Author and Motivational Speaker

*"Leaders don't create followers, they create more leaders."* – Tom Peters, Author and Speaker

*"People buy into the leader before they buy into the vision."* – John Maxwell, Leadership Author and Speaker

*"A good objective of leadership is to help those who are doing poorly to do well and to help those who are doing well to do even better."* – Jim Rohn, America's Business Philosopher

*"Real leaders are simply ordinary people with extraordinary determinations."* – John Seaman Garns, Author

*"Leadership is communicating to people their worth and potential so clearly that they come to see it in themselves."* – Stephen Covey, Author and Speaker

*"Success is something you attract by the person you become."* – John Earl Shoaff, Entrepreneur

*"If your actions inspire others to dream more, learn more, do more and become more, you are a leader."* – John Quincy Adams, Sixth President of the USA

*"One person with a belief is equal to a force of ninety-nine who have only interests."* – John Stuart Mill, British Philosopher and Economist

### What about you? Do you have a saying that motivates you?

Do you have a favorite inspirational quote or your own personal advice you would like to share with others? WE WOULD LOVE TO HEAR FROM YOU! Please send your quotes to [mandrei@immunotec.com](mailto:mandrei@immunotec.com). Selected quotes will be featured in the next issue of Immuno•Preneur along with the names of those of you who will have submitted them.

## ▶ SPOTLIGHT ON HEALTH

### Pure Milk Calcium (known in Canada as Naturally Sourced Calcium) – A complete milk mineral complex for optimal bone health (and more!)

Calcium is typically associated with healthy bones and teeth. But did you know that Calcium is also an essential nutrient that plays an important role in other functions? These include:

- Blood pressure control
- Proper blood clotting
- Enzyme activation
- Nerve transmission
- Cholesterol regulation
- Hormone function

In fact, while calcium is indispensable for maintaining a strong structural foundation of the human body, it also significantly contributes to the support of optimally functioning immune defenses.

No wonder doctors most commonly recommend calcium over any other supplement – even multivitamins and Vitamin C!

#### CHOOSING THE RIGHT CALCIUM SUPPLEMENT

With all the choices on the market today, it's important to know that not all supplements are created equal. While many calcium supplements contain calcium from carbonate or even from crushed up horse bones or oyster shells, Immunotec's Pure Milk Calcium is made from nature's most basic food: MILK.


With milk being our first and most natural source of calcium, it is the way that nature intended our bodies to absorb this highly essential nutrient.

#### MORE THAN JUST A CALCIUM SUPPLEMENT

Pure Milk Calcium is a comprehensive Mineral Complex that also includes Vitamin D for optimal calcium absorption as well as other critical vitamins and minerals essential for bone health (for complete list see Table 1).

#### NOT JUST FOR WOMEN!

Pure Milk Calcium plays a role both in maintaining healthy bone density, and in fighting against the potential development of bone deterioration. Recent research has shown that osteoporosis is just as common in retired men, and most teenagers are not getting enough calcium! A complete milk mineral complex is a solution for everyone.

Immunotec's Pure Milk Calcium. When a supplement by any other name just won't do. 



**TABLE 1:  
IMMUNOTEC'S PURE MILK CALCIUM CONTAINS:**

#### MAGNESIUM – Helps to:

- Maintain normal muscle and nerve function
- Prevent heart disease
- Keep bones strong
- Regulate blood sugar levels
- Promote normal blood pressure
- Support healthy immune defenses

#### VITAMIN D – Crucial for:

- Absorption and metabolism of calcium and magnesium
- Regulating the immune system

#### PHOSPHORUS – Essential for:

- Helping to build strong bones and teeth
- Filtering out waste in the kidneys
- Its essential role in how the body stores and uses energy
- The growth, maintenance, and repair of all tissues and cells

#### POTASSIUM – Important for:

- Bone metabolism
- Building muscle and metabolizing protein and carbohydrates
- Protecting against heart disease
- Helping to soothe feelings of anxiety, irritability and stress

#### IRON – Critical for:

- Bone growth
- The transport and storage of oxygen
- Proper central nervous system function
- Supporting strong immune defenses

#### ZINC – Aids in:

- The healing of wounds
- Normal skeletal growth and development
- The improvement of brain function (including memory)

#### COPPER – Helps in:

- Bone structure
- The release of energy
- The production of red blood cells

## ▶ SPOTLIGHT ON RECRUITING

### Develop your Leadership skills and grow your business - 4 tips for doing BOTH!

What is it exactly that defines a leader? What character traits enable them to lead others into attaining a shared goal?

The following four leadership behaviors could help you become a more effective and dynamic leader – beginning with today!

#### 1. LEADERS BUILD RELATIONSHIPS



According to James MacGregor Burns, Award-winning author and political historian who specializes in the study of leadership, “In real life, the most practical advice for leaders is not to treat pawns like pawns, nor princes like princes, but all persons like persons.”

Since people-to-people bonding can go a long way in building long-term

relationships, implementing this “practical advice” could have a powerful impact on your recruiting activities and ultimately, the foundation of your organization.

As Immunotec’s Vice-President of Sales, John Frederick, mentions in the “Word from Head Office” section, your prospects “buy into you”. And it all begins with:

- Building relationships
- Building trust

So whether you greet a prospect in person with a handshake, or “meet” them online by means of internet technology, your honesty, integrity, enthusiasm and leadership are all critical aspects to building both short term trust, and long term success.

#### 2. LEADERS CREATE A VISION

Vision gives us purpose and direction. (Not having one could be compared to driving without a map, or worse, without a destination!) And as the leader of your organization, creating a unified vision will help everyone on your team channel their efforts into making a shared dream become a reality.

Having vision is powerful because it acts as a catalyst that impels you and your team to move towards a goal. This goal could be a particular lifestyle (more money, more freedom) or a resolution to make a difference in people’s lives.

As the leader of your organization, the most powerful vision that you can share with your team members is one that motivates them to achieve a unified goal for achieving success – together as well as individually.

#### 3. LEADERS SERVE OTHERS

Immunotec President and CEO, Jim Northrop, refers to himself as a “servant leader”. As he continually strives to support and fulfill the needs of everyone on his team – both within the corporate office and within the field – two things happen:

- A sense of shared community is created, an important attribute that binds individuals into powerfully achieving teams.
- The wheels are set into motion for creating momentum towards attaining a shared objective.

Although the term “servant leader” was first coined in 1970 (by Robert Greenleaf), the philosophy behind this leadership behavior is enduring. Its effectiveness stems from a sincere value and respect towards others. In turn, this has proven to motivate individuals to do their best and reach their full potential – to mutual advantage.

To serve your team members is to work with them in helping them attain their goals. And the closer they get toward achieving their goals, the closer you get to fulfilling yours!

#### 4. LEADERS LEAD BY EXAMPLE

One of the fundamental advantages of network marketing is that it is a duplicable business. And since people in general believe what they see rather than what they hear, leading your team by example is a powerful method for teaching them how to grow their respective organizations.

- Hosting meetings
- Efficiently using the sales and marketing tools
- Working with the monthly incentives and promotions
- Talking to people every day about the Immunotec products and business opportunity

These are all effective actions that, when done regularly, can boost your business and residual income. And as your team observes you in all of these activities, your actions can be a great source of inspiration!

Four Leadership behaviors for growing your business:

- Build relationships
- Create a vision
- Serve others
- Lead by example

In essence, these four leadership behaviors are proven-effective ways for reaching even greater levels of success with your business. Put them into action and you simultaneously teach your team – through their own power of observation – to do the same. ☑



## ▶ CONSULTANT PROFILE

### Mildred N., Diamond Consultant “Thanks to my Immunotec business, I don’t have to depend on Social Security checks to pay my bills!”



As we all know, the term “to find a new lease on life” lends itself to finding a new enthusiasm and interest for something. In Mildred’s case, Immunotec has not only given her a new lease, but a whole new and incredibly enriched ownership of her life.

And as you’ll see in Mildred’s story (told in her own words!) Immunotec has been a true blessing in her life!

#### **MILDRED, HOW DID YOU ORIGINALLY GET INVOLVED WITH IMMUNOTEC?**

“I received a call from an old friend by the name of Don back in March of 2003. Don has a small radio station in Colorado, and the host of the health show had interviewed a doctor on the topics of Immunocal and Glutathione. Don was so impressed by the information on the product that he invited Candice A., an Immunotec Executive Diamond, to come to the station and tell him more about it. He became a Consultant and phoned me right away saying, ‘Mildred, I think we’ve found the product we’ve been looking for!’

“He told me to call Candice and I did just that. Candice and I have been business partners and close friends ever since!”

#### **HOW HAS IMMUNOCAL HELPED YOU?**

“Having been diagnosed with breast cancer in 2001, I know that Immunocal has contributed to my success as a cancer survivor. Also, I’ve suffered from sinus infections all my life (every year since I was a kid!) and I’ve not had one since taking my Immunocal faithfully. Since 2003, I’ve barely even had a cold. I just feel better overall. I can honestly say that Immunocal has given me a better quality of life.”

#### **HOW HAS YOUR LIFE CHANGED SINCE BECOMING A CONSULTANT?**

“I have always said that it was too bad I didn’t discover Immunocal when I was younger as I could have done so much more! I joined the company in March of 2003, became a Gold Consultant in May and promoted to Diamond in August – all in the same year!

“Also, Immunotec has given me the best monthly paychecks that I’ve ever had in my life! I’ve joined other network marketing companies over the years, but never had a check for more than \$500 in any given month. Now, even my four adult children – who are all professionals – cannot believe the amount of my checks that I receive on a regular basis.

“I am so thankful I have my income with Immunotec; otherwise all I’d have is my social security!”

**Immunotec has given me the best monthly paychecks that I’ve ever had in my life!**

I’m also grateful for having had the ability to help my relatives and so many others with their health challenges by introducing them to Immunocal. Many of my team members say that I’ve helped them financially with this great opportunity!

“My Immunotec business partners have been my family, my life, for many years! I am so grateful that Immunotec came into my life just at the right time!”

#### **WHAT IS YOUR RECRUITING “TECHNIQUE”? DO YOU FOCUS ON THE PRODUCT BENEFITS OR BUSINESS OPPORTUNITY?**

“I focus on both the business opportunity and the efficacy of the products. I host meetings in my home on a regular basis. From 4 to 8 people attend, generally people I know and sometimes people I meet and introduce to the product.

“Once more people started joining my team and the numbers got bigger, I began having meetings at a small hotel, where Candice (my Upline) would give the presentation. This has had a great impact. People try the product, then end up joining the company!

“Many of the people I sponsor join right away because of what they see happening in my life, or simply because they trust me.”

#### **WHAT HAVE BEEN SOME OF THE HIGHLIGHTS OF YOUR CAREER WITH IMMUNOTEC?**

“Shortly after joining the company I attended a meeting Candice was having in Colorado where I also invited a couple I was friends with to join me. Before long they wanted to have their own meeting for a few friends at their home. One of the couples they invited to their meeting was the country-gospel singer, Barbara Fairchild, and her husband Roy Morris. They were in town giving concerts for Veteran’s Day at various churches at the time. Barbara had some health issues herself, which Immunocal promptly helped her with. However, Barbara was most concerned about her mother, who was suffering with two serious diseases. I remember Barbara asking if this product, Immunocal, could help her mother. Candice told her straight out that the research showed that those diseases were associated with low levels of glutathione. So, although there was no guarantee that it would help her mother, Immunocal would raise her glutathione levels, and that might possibly do some good. Barbara replied that if this product helped her mother, the world would know about it...and it improved her mom’s health dramatically! So, needless to say, everywhere Barbara went to perform, she told others about Immunocal. This really helped to get the word out and add volume to my business, as you can imagine!

“I always ask the Lord to put someone in my pathway who needs our product and one morning, I was seated near a lady who was on oxygen. I told her I had something that might help her get off oxygen. She had a Lung Disease and was a candidate for a transplant. Originally unable to perform the daily activities of life, she has had a miraculous recovery with Immunocal, and has introduced many people to the product herself.

“These are the reasons Immunotec has been a blessing to me, both by giving me a purpose, later in life, by enabling me to help others with their health, and in helping me so much financially. Another good thing is that I can pass my business along to my family. I can’t recommend this company and their products enough!” ☑

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

# ► RECOGNITION

## Rank Promotions - November 2009

Gold	Karl Airey
Gold	Daniel Butts
Gold	Jay Kanik
Gold	Amanda Shuen
Silver	Beatrice Achiaa
Silver	Sean Airey
Silver	Maurizio Arena
Silver	Benjamin O. Biel
Silver	Joel Billy-Taitt
Silver	Annabel Bitoon
Silver	Francis Brochu
Silver	Caroline Caracas
Silver	James Caughron
Silver	Lolita Kwai-Fa Choi
Silver	Elsa Chick Wan Chu
Silver	Colette Delfrate
Silver	Carmen A. Desantiago
Silver	Lisa Fadi
Silver	Don Fedoruk
Silver	Leah M. Gajes
Silver	Rainer Geertz
Silver	Stéphane Grothe
Silver	Richard Guzman
Silver	Jane & Theophilus Hendrickson
Silver	Joyce Hill
Silver	Ying Jiang
Silver	Miodrag Kandic
Silver	Colagie Kiadi
Silver	Mary Lee
Silver	Siu Yen Lee
Silver	Maria Kelly Legaspi
Silver	Nancy Lévesque
Silver	John Lord
Silver	Cathy Maguire
Silver	Silas Martine
Silver	Cindy Mcdowell
Silver	Earl Mcleod
Silver	Brian Mitchell
Silver	Erica Molino
Silver	Guillaume Muloin
Silver	Fatima Nasri-Ghajari
Silver	Rolda Pierre
Silver	Noel A. Pilgrim
Silver	Colette Plourde
Silver	Graham A. Quansah
Silver	Olga Rabsatt
Silver	Paul Reyes
Silver	Glen Rice
Silver	Simon Robidas
Silver	Vera Satoo
Silver	Harold Leon Shaw
Silver	Diane Stephenson
Silver	Loren P. Stroup
Silver	Jae Woong Suh
Silver	Lai Fong Tang
Silver	Patricia Therrien
Silver	Agatha Tiessen
Silver	Yiu-Ki Tong

Silver	Matthew Toren
Silver	Bintuk Tshilandadibunda
Silver	Josephine Tuazon
Silver	Hugues Villeneuve
Silver	Lyne Vinette
Silver	Daniel Peng Wang
Silver	Feng-Lin Wu
Silver	Paula Zuehlke
Silver	Tuula Zuliani

## Rank Promotions - December 2009

Gold	Dr. Greg Kuruliak
Silver	Emilie Bakembo
Silver	André Chelini
Silver	Uda Competiello
Silver	George William Cormier
Silver	Felipe De Jesus Elizalde Haro
Silver	Michael Elmer
Silver	Mitzie Engstrom
Silver	Joel David Francis
Silver	Thelma Gardner
Silver	Ahmed Gedi
Silver	Sandra Geyer
Silver	Andrea Hart
Silver	Donna Hernandez
Silver	Edith Johnson
Silver	Patricia Martens
Silver	William Stuart Martin
Silver	Ken Mehrling
Silver	Bria Mitchell
Silver	Kevin Moonesar
Silver	Rosario Navato
Silver	Patrick Palmer
Silver	Andrew Pounder
Silver	Iraleigh Ritchie
Silver	Jennifer-Campbell Scott
Silver	Natasha Sinanan
Silver	Diana Stroup
Silver	Suzanne Thomas
Silver	Denise G. Woods
Silver	Bonnie Yee
Silver	Emily H. Yuen
Silver	Stephen Zelezic

## Rank Promotions - January 2010

Diamond	Karl Airey
Diamond	Gabriella Antoinette Ankrah
Gold	Isaac V. Ankrah
Gold	Woo Ho Chung
Gold	Carmen A. Desantiago
Gold	Jay Franklin
Gold	Patty Luong
Gold	Roodal Naipaul
Gold	Graham A. Quansah
Gold	Mei-Ying Szeto
Gold	Thich Vu
Gold	Denise G. Woods

Silver	Duane Lake Academy
Silver	Felicia Aidoo
Silver	Joy Ajang
Silver	Ginette Beaulac
Silver	Paula Mae Begall
Silver	Letisia A. Bello
Silver	Manjit Biant
Silver	Donna Blanchard
Silver	Mary Boateng
Silver	Barry Boman
Silver	Eleanor Kw Chan
Silver	Patricia Cooper
Silver	Caroline Cressens
Silver	Sandra G. Csizmadia
Silver	Ian Driscoll
Silver	Renée Faure
Silver	Henry Feingold
Silver	Dennis Finn
Silver	Charles Fournier
Silver	Thomas Frederick
Silver	Margaret Yaa Ghansah
Silver	Richard P. Hague
Silver	Gavin Harris
Silver	Robert Hoffman
Silver	Tan Tai Huynh
Silver	Lai-Jane Ip
Silver	Phyllis M. Ketchum
Silver	Jeffrey Kistner
Silver	Micheline Langlois
Silver	Herrian Lee
Silver	Dana Levering
Silver	Kwan Betty Ma
Silver	Ricky Ma
Silver	Doloris Marero
Silver	Laure Mc Mahon
Silver	Nelson Melendez
Silver	Julie Mérineau
Silver	Janet Naipaul
Silver	Agnes Ntiamoah
Silver	Janet Obeng
Silver	Denise Ouellet
Silver	Stéphane Perreault
Silver	Inessa Petrova
Silver	Jackson R. Piper
Silver	Luc Roy
Silver	Leona Ryan
Silver	Dr. Skip Skibsted
Silver	Julia Smith
Silver	Michel St-Hilaire
Silver	Maureen Sutherland
Silver	Dani Sweet
Silver	Christina Tarnate
Silver	Lisa Thomas
Silver	Estrella Tietz
Silver	Ellie Topnik
Silver	Colette Vachon
Silver	Dr. Carol Vachon
Silver	Lilia G. Westmaas
Silver	Ronaldo Zardeneta

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