

# SUMMIT™

Senior Vice President, Marketing  
Trent Tenney

Vice President of Marketing  
Jason Gough

Design Director  
Wade Palmer

Graphic Design Staff  
Jeff Burns  
Trent Jameson  
Juan Martinez  
Ken McEntire  
Patrick Patno

Photographer  
David Stoker

Editorial Director  
Rachel Thomae

Associate Editor  
Esther Hayden

Lead Writers  
Tennille Lisonbee  
Angie Trammell

Latin Copywriters  
Judith Diaz  
Monica Tucker

Contributors  
Amber Benson  
Lesley Dunn  
Calvin Jolley  
Tracie Kay  
Adam Lisonbee  
Allie Middleton  
Curtis Ostler  
Chad Renshaw  
Jann Shaw  
Natalie Slater  
Stephanie Walker

4Life  
9850 South 300 West  
Sandy, UT 84070  
summit@4life.com

Summit is published bi-monthly by 4Life Research USA, LLC,  
4life.com. © 2012 4Life Trademarks, LLC

No part of this publication may be used or copied without the written consent of 4Life Research USA, LLC. The information listed in this publication has not been evaluated by the Food and Drug Administration and is not intended to diagnose, treat, cure, or prevent any disease. Advice on personal health matters should be obtained directly from a healthcare professional.

**4Life**

TOGETHER, BUILDING PEOPLE®

## Build Your Business with the Power of 4

*“I challenge you to live and share this exciting four-part strategy to experience greater retention, teamwork, and financial freedom.”*

As a 4Life® distributor, you work every day to share the products and financial opportunity with others. You encourage everyone in your group to take the products and develop a commitment to 4Life. You dedicate yourself to making your dreams a reality. As such, you appreciate the importance of an effective business-building strategy.

In the *Summit* and *Accent* publications over the past several months, we’ve discussed some very important concepts: home meetings, product socialization, Diamond4Life enrollment, and Power Pool participation. On its own, each represents an important tool for successful business building. Together, they create an exciting strategy that we call The Power of 4.

- **Home meetings:** Welcome new friends into your home on a regular basis to introduce them to the 4Life products and financial opportunity.
- **Product socialization:** Make 4Life products a part of your daily routine and tell others how they’ve made an impact on your life.
- **Diamond4Life enrollment:** Sign up new distributors at the Diamond4Life level so they have a great inventory of



products and marketing tools to get their 4Life businesses off the ground and running smoothly.

- **Power Pool participation:** Recruit new distributors every month to build your business and help make sure they stay committed to 4Life. As they experience greater rewards, they become more likely to stay dedicated to 4Life and their dreams.

Distributors who recognize the effectiveness of these principles, and realize the synergy that can occur when they’re utilized together, tap into a powerful opportunity for steady, consistent growth. I challenge you to live and share this exciting four-part strategy to experience greater retention, teamwork, and financial freedom. Discover the Power of 4!

Sincerely,

Trent Tenney  
Senior Vice President of Marketing

▶ Get to know Trent even better by reading his executive bio online at 4life.com. Simply follow the Company link to Executives.