

John Maxwell: Improve Yourself—Every day, Starting Today

FREE
DualDisc™
INSIDE

SUCCESS | FROM HOME

FROM THE PUBLISHERS OF **SUCCESS** MAGAZINE

**FEEL THE ZEAL
DIFFERENCE**

Simplicity, value
and real results

Could an **EXTRA**
\$500-\$1,000
a Month Change
Your Life?

THE POWER OF
ONE

ZURVITA Believes That Each
Customer, Consultant and
Employee Matters

\$5.95



VOLUME 11 • ISSUE 10 • DECEMBER 2015

SUCCESS FROM HOME

ZURVITA

VOLUME 11 • ISSUE 10 • DECEMBER 2015

Fighting for:



all the things that make air worth breathing.



The American Lung Association is fighting for a day when we can all breathe easier. When every child's lungs are healthy and strong, and the air they breathe is safer. Until that day, we are fighting for air. Join the fight at FightingForAir.org.

 **AMERICAN
LUNG
ASSOCIATION®**
Fighting for Air

YOU MATTER

ZURVITA IS ON A MISSION TO CHANGE LIVES BY
HELPING PEOPLE BELIEVE IN THEMSELVES AGAIN.

40 Cover Story

You Matter

Zurvita is on a mission to change lives by helping people believe in themselves again.

12 Life On Your Terms

With bad news at every turn in the corporate world, Network Marketing offers a liberating alternative.

16 Feel the Zeal Difference

Zurvita's flagship product, Zeal Wellness Blend, offers simplicity, value and real results.

36 Transform Your Health, Your Life

Transform your life and health with the Zeal for Life Challenge.

50 Hall of Fame

Hard Work Pays Off.

64 Ministry of Love

Zurvita's Feed500 impacts the hungry across the U.S.

76 Growing Confidence, One Incentive at a Time

Zurvita rewards business growth.

84 It's Personal & It's Business

What to do in the first 30 days as a Zurvita consultant.



ADVISORS

34 Dream Big, Work Hard

Someone has to be the best. Why not you?

By John C. Maxwell

68 The Courage to Do the Right Thing

We don't trust rules, we trust people.

By Simon Sinek

88 Live With Confidence

Don't allow fear to paralyze you or keep you from achieving your goals.

By Victoria Osteen

DEPARTMENTS

- 5 Editor's Note
- 7 News & Notes
- 52 Bookshelf
- 94 Rendezvous: Caribbean Cruise
- 96 Going Forward

88



A photograph of a park bench with light-colored wooden slats and a dark metal frame, situated in a lush green field. A clear plastic bottle lies on the grass near the bench. The background is a clear blue sky with a few wispy clouds.

*“I want
to be
a bench.
Recycle me.”*



IWantToBeRecycled.org



KEEP AMERICA
BEAUTIFUL

24 Big Goals, Bigger Dreams

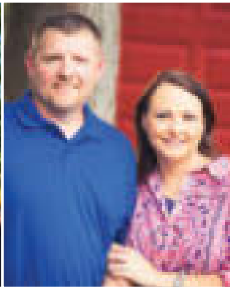
Brad and Stasha Murray knew to put their trust in Zurvita's founders.

26 Finding the Joy Again

Zurvita filled in the missing pieces for Billie and Dennis Dison.

24

26



28 Called to Serve

When Michael Williams learned about Zurvita, saying no wasn't an option.

30 Helping Others Dream

One person at a time, Todd and Emily Elkins have shared the dream.

28

30



32 Dreaming Big

Ezequiel Escalera rediscovers the joy of living on his own terms.

32



54

56

58

60

62

54 Pushing to the Top

Ezequiel Escalera is building a better future for his family.

56 Full Speed Ahead

Emilio Coronado plans to take Zurvita around the globe.

58 Work Hard, Play Hard

Frank and Lori Jarvis enjoy being surrounded by their like-minded, positive team members.

60 A Family Business

Jason and Paige Wadley work their business as a family and have enjoyed the benefits that their hard work has brought for themselves and so many more.

62 Her True Calling

Babette Teno has always had a passion for helping others through nutrition, which Zurvita has allowed her to take to a whole new level.

How often have you heard people say, “I’m so tired?”

As the busy mom of a preschooler, I know what it's like to try to fit a lot into my hours of daylight. And I'm not the only one. You've probably heard it at least three times this week; in fact, you may have even said it yourself, “I'm so tired.” Or, “I just don't have any energy.”

Across the U.S., energy drink sales have been outpacing those of carbonated soft drinks, and figures from *Forbes* place revenue at just under \$7 billion annually. It's clear that people are relying on energy drinks to make it through ever-busier days.

For me, I know that I need more than just great energy; I also need a great support system and people who are committed to my family's success. And when I have energy, support and great connections with people, my family is happier and I'm more likely to succeed.

That's one reason we at *Success from Home* loved featuring Zurvita. The company is more than just great products that deliver a full spectrum of nutrition needed to power through the day. Zurvita is the embodiment of what founders Mark and Tracy Jarvis envisioned: a company where people succeed, of course, but also a place where people connect with others and know they matter.

Creating this environment began with products that truly work, but it continued with a true commitment to ingenuity in establishing a culture where people can begin to believe in themselves. A certain level of success can be achieved when a person



believes in a product. But there are no limits on the success that can be achieved when a person believes in himself or herself. Our whole team was impressed by one of the proactive ways Zurvita leaders use to help people understand that they can lead, too, called *Next Man Up*.

We've highlighted some extraordinary leaders in the company, with stories that will inspire those who are looking for more energy and better health, and who want to be able to spend more time helping others.

We've also included articles by some really great thought leaders, including Victoria Osteen, Simon Sinek, John C. Maxwell and introducing John Addison. We're thrilled to bring you this new issue of *Success from Home*, featuring a company that has captured the attention, and the hearts, of so many.

A handwritten signature in dark ink that reads "Meridith Simes".

Meridith Simes
Editor in Chief
msimes@success.com



DO YOU HAVE
WHAT IT TAKES?

THE
ENTREPRENEUR
ROLLER COASTER

*WHY NOW IS THE TIME TO
#JOINTHERIDE*

NEW YORK TIMES BEST-SELLING AUTHOR
DARREN HARDY

ROLLERCOASTERBOOK.COM

SUCCESS^{FROM}HOME

5800 Democracy Drive
Plano, Texas 75024
Phone: 877-282-5354
www.successfromhome.com

EDITOR IN CHIEF MERIDITH SIMES

CREATIVE DIRECTOR JULIO GARCIA

EDITOR R. TODD ELIASON

PRODUCTION MANAGER ALAN DWELLE

ART DIRECTOR TIM KUCK

GRAPHIC DESIGNER FLORO TORRES

DESIGN/PRODUCTION ARTISTS MARIANA STEELSMITH

PROJECT/TRAFFIC MANAGER CINDY KIRKLAND

COPY EDITOR PETER TEPP

CONTRIBUTING PHOTO EDITOR MARK PERLSTEIN

NEWSSTAND CONSULTANT JOHN MORTHANOS

Success as a Zurvita associate is not guaranteed, but is dependent upon the hard work and efforts of each individual. Earning levels that appear in this magazine should not be construed as representative of fixed or typical incomes earned with a Zurvita business. These incomes are not intended to suggest that other associates will eventually reach these income levels. Income is dependent upon, among other things, each associate's business skills, personal ambition, time commitment, activity and willingness to persist. Success at Zurvita is the direct result of an individual's perseverance, diligence, hard work and leadership.

Statements included in this magazine about Zurvita products have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure or prevent any disease.

© 2015 *Success from Home* magazine. (ISSN 1936-0177)

All Rights Reserved. Material may not be reproduced in whole or in part in any form without prior written consent.

Frequency: monthly. Printed in USA.

SUCCESS
PARTNERS[®]

News & Notes

➤➤ **Now is the time for us to shine.**

The time when our dreams are within reach and possibilities vast. Now is the time for all of us to become the people we have always dreamed of being. This is your world. You're here. You matter. The world is waiting.

| *Haley James Scott*

1

Greet others with a smile and look them directly in the eye to convey confidence born of self-respect.

Always show real appreciation for a gift or compliment. Don't downplay expressions of affection or honor from others.

2

3

Don't brag. A confident person is genuinely modest.

Confidence Boosters

by
Denis Waitley

4

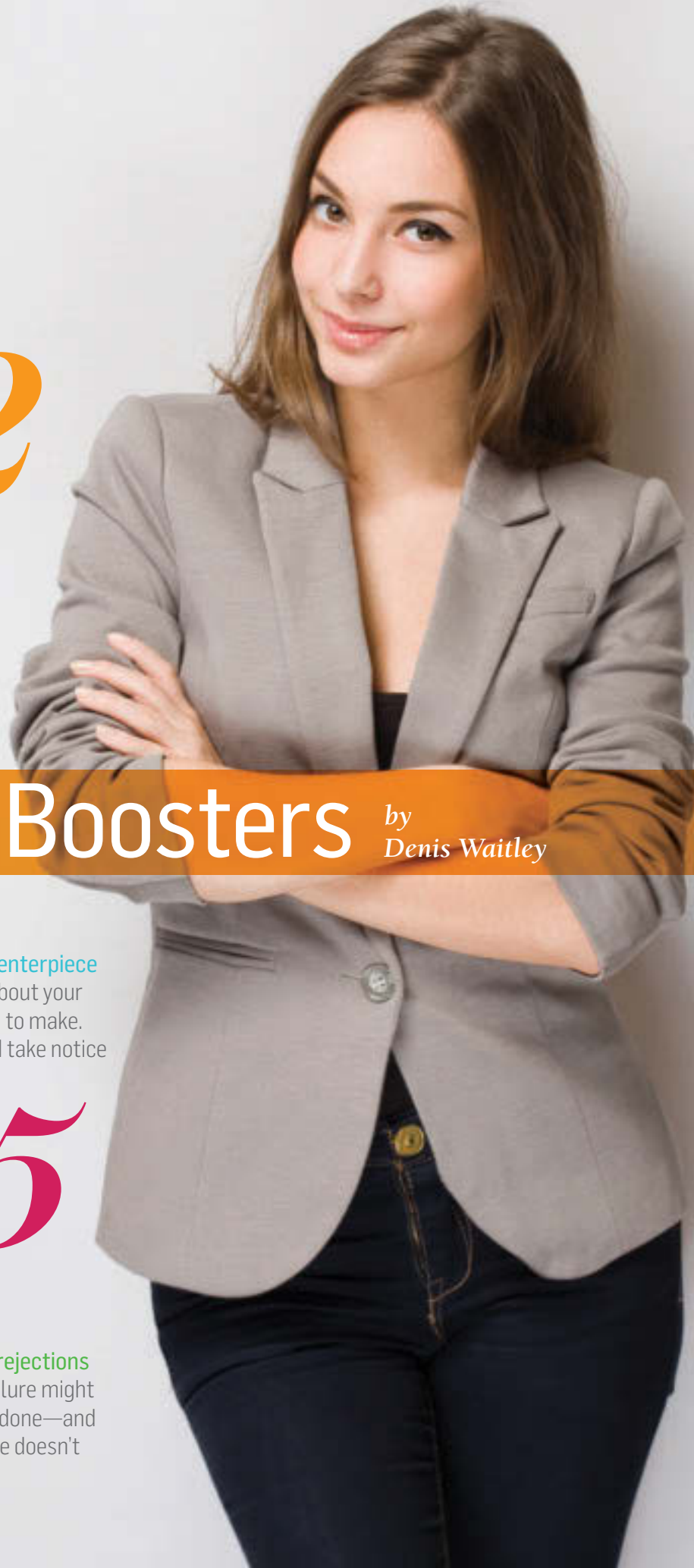
Don't make your problems the centerpiece of conversation. Talk positively about your life and the progress you're trying to make. Be aware of negative thinking and take notice of how often you complain.

Respond to difficult times by increasing your level of productive activity. Don't sit around and fall victim to paralysis by analysis.

5

6

Choose to see mistakes and rejections as opportunities to learn. Failure might result from something you've done—and you might fail again. But failure doesn't define you.





Analyze Your Energy Cycle

Determine when you are at your best physically and mentally. Schedule challenging tasks during those times of peak performance and you will accomplish more in less time.

Examine Interruptions

Try to eliminate what you can immediately screen out or delegate. And set aside specific times for certain tasks on your to-do list. These designated time blocks might not always work—emergencies occur. But when you have a plan for organizing and investing your time, an extra hour each day will be available.

Think of Time as Money

The more wisely you invest time—just like money—the greater the yield. Before you invest time in a given activity ask yourself, 'Is there something more profitable that I could be doing?'

Proven
Ways
to Make
Time

—Paul J. Meyer
*the late founder of Success
Motivational International*

Spot Your BLIND Spots

A different set of eyes can help you gain perspective. The “blind spot” is the area in the back of the eyeball that lacks receptors and thus cannot absorb the light coming into the eye. We’re not consciously aware of these gaps because our brains literally invent information that fills in our fields of vision.

Similarly, in *Before Happiness*, I wrote that we all have mental blind spots that distort our perspective about aspects of our lives or work, impairing our decision-making and judgment. Here are two common examples:

When you face a big challenge, are you blind to the ways other people could help you? Do you always try things alone? People with this blind spot lose connection to their social support networks in the midst of challenges when they should be investing more heavily in their support systems.

Are you blind to your emotions at work, focusing only on your team? Are you good at seeing how others lose perspective because of their egos or anxieties but have difficulty seeing past your own ego or anxiety? People with this blind spot are quick to judge, even though they are modeling negative behavior.

The best corrective lens is a different set of eyes. Find a partner—someone who has a different personality, background and/or position—who can offer another perspective. Meet for coffee monthly and give each other permission to shed light on each other’s blind spots. The more light you let in, the more possibilities you will perceive for success.

SHAWN ACHOR is a Harvard-trained researcher and the author of *Before Happiness*. Get a daily dose of happy at [Facebook.com/ShawnAchor](https://www.facebook.com/ShawnAchor).





Instead of Whining...

What separates achievers from dreamers? Whiners from winners? It's all about attitude, so take these tips to change yours and go from complaining to "can-do!"

Disown helplessness. Aggressively pursue solutions and you're likely to uncover creative answers that others have missed.

Enter the no-whining zone. Recognize complaining's futility and guard against indulging in this time-wasting activity.

Empathize. See any disagreement from the other person's perspective in order to make the best decisions.

Go with the flow. Don't get caught griping about an unexpected curve in the road. Accept transition with an optimistic outlook.

Walk the second mile. Don't settle for any acceptable solution; set expectations for yourself that are higher than what's dictated by the people or situations around you.

Quit stewing and start doing. Don't be crippled by worry, fear or anxiety; press forward. The perfect moment when all is safe and assured may never arrive, so why wait for it?

Expect a return on your commitment. Passionate commitment is contagious, and resources follow resolve. Committed leaders will reap rewards and find open doors as others are drawn to their excitement and energy.

—John C. Maxwell





WITH BAD NEWS AT EVERY TURN IN THE
CORPORATE WORLD, **NETWORK MARKETING**
OFFERS A LIBERATING ALTERNATIVE.

Life On Your Terms

ONCE UPON A TIME, most Americans could expect to get a job right out of college, work their way up the ladder, make enough money to support their families and eventually enjoy a comfortable retirement.

But times have changed. People still go to college expecting to secure a career after graduation, but the job market for college graduates is not as promising as it once was. Many of today's college graduates are facing corporate markets where jobs are scarce. To compound the problem, climbing college costs have resulted in many recent graduates carrying astronomical amounts of debt from student loans. With good-paying jobs hard to come by and huge student-loan debts to pay off, an alarming number of college graduates have had to settle for jobs that don't require college degrees.



According to

a recent report from the Center of College Affordability and Productivity, 48 percent of recent college graduates are working jobs that don't require bachelor's degrees. The report predicts that while the number of college graduates will grow by 19 million by 2020, the number of jobs requiring a college education will grow by less than 7 million. Basically, there are too many college graduates and not enough jobs.

Overworked and Underpaid

Even for the graduates who do find jobs, adequate pay is not guaranteed. Despite the fact that Americans are making less money, they are

women work more than 40 hours per week. While 134 countries have laws regulating how many hours can be worked per week, the U.S. does not. The U.S. also has no law requiring paid sick days, and it is also the only industrialized nation that has no legally mandated annual leave.

These facts add up to a deeply troubling truth: The U.S. is the most overworked developed nation in the world. Huge amounts of student-loan debt, jobs that are difficult to find, falling wages, soaring child care costs and high stress levels all contribute to a vicious cycle that can seem impossible to escape. There has to be a better way.

Luckily there is. Direct selling, or network marketing as it is often called, offers a way for people to build careers and live their dreams with flexible schedules, more time with family and the ability to achieve financial freedom. By 2012 almost 16 million Americans had become part of the network marketing industry, according to the Direct Selling Association. That year, network marketers achieved sales totaling \$31.63 billion, which was an increase of 4.6 percent from the previous year, according to the DSA. Every year, more Americans are discovering that in network marketing, they can get behind a company and products they are passionate about, set their own hours, work from their homes and set themselves free from the vicious cycle so many American workers feel trapped by.

\$500-\$1,000 a Month Can Make a Big Difference

Most people could use extra cash every month, and for different reasons. Some just want a little mad money, but some people need it for survival. An extra \$500 to \$1,000 a month could be just what families are needing to gain some much needed relief. According to a recent survey by Bankrate, 76 percent of Americans are living

working more hours, requiring their children to spend even more time in child care. According to the International Labour Organization, Americans are working 137 more hours annually than Japanese workers, 260 more hours per year than British workers, and a staggering 499 more hours annually than French workers. A study by the United Nations found that 86 percent of American men and 67 percent of American

MEDIAN FAMILY INCOME IN THE U.S. (ADJUSTED FOR INFLATION) FELL FROM \$67,943 IN 2007 TO \$62,241 IN 2012, ACCORDING TO THE U.S. CENSUS BUREAU.

5 Advantages to Being Your Own Boss:

1) CREATIVE CONTROL. In some work environments, creativity is not always encouraged. But when you're at the helm of your own career, creativity is not only allowed, it can make reaching your goals even more rewarding.

2) PINK-SLIP FREE. In today's rocky economy, mass layoffs and corporate shutdowns make the news almost daily. By being your own boss, you never have to worry about losing your job.

3) THE SKY IS THE LIMIT. You can only go so far in some careers. But in network marketing, you are in charge of how far you advance. Whether you just need a little extra income every month, or you want to go straight to the top, your career's future is in your hands.

4) HEALTHIER MORALE. Would you rather work for someone else's business or your own business? Being your own boss can create a healthier attitude and atmosphere, which you can pass on to others.

5) PLAN YOUR OWN RETIREMENT. Don't want to wait until you're 65 to retire? With network marketing, your future is up to you. By setting your own goals and navigation course through your career, you can hit the golf course earlier in life.

THROUGH NETWORK MARKETING, MILLIONS OF AMERICANS HAVE BEEN ABLE TO TAKE THEIR LIVES BACK AND LIVE THEM ON THEIR OWN TERMS.

month-to-month. Of the 1,000 adults surveyed, 27 percent had no savings at all. In another survey by CashNetUSA, 46 percent of respondents had less than \$800 in their savings accounts, and 22 percent didn't even have \$100 saved up. When asked why they hadn't saved more, these respondents revealed what is a grim reality for a lot of Americans: After paying expenses related to their homes, cars and childcare, there just wasn't enough left over to save at the end of the month.

Through network marketing, millions of Americans have been able to take their lives back and live them on their own terms. Network marketing can also offer other bonuses, such as residual income, low operating costs and portability. Instead of creating a competitive, dog-eat-dog atmosphere that is common in many corporate environments, network marketing fosters a culture in which people help each other succeed.

Traditional business models worked well in America for a long time. But in today's changing world and unpredictable economy, many American professionals are opting for something new and better. While the limits of the corporate world are obvious, the freedom available in the network marketing industry holds limitless promise for the future. ■



**FEEL
THE
ZEAL**

DIFFERENCE

Zurvita's flagship product Zeal Wellness Blend offers simplicity, value and real results.

by Brittany Glenn



FEEL
THE
ZEAL

DIFFERENCE

A

ccording to the U.S. Centers for Disease Control, during the past 20 years, there has been a dramatic increase in obesity in the United States. Today, more than one-third of U.S. adults and approximately 17 percent of children are obese. But while many Americans are overfed, they are simultaneously undernourished due to poor dietary habits.

"It is very sad that obesity is at an all-time high, not just for adults but for children as well," says Zurvita Founder Tracy Jarvis. "The problem is with the food we are eating. We don't get the balanced nutrition we need. Our nation's obesity rate clearly indicates that we are not getting what we need in our food."

Eating nutritionally deficient foods such as processed starches and "super-sized" fast-food meals has taken a toll on our overall health. Our unhealthy diets weigh us down, depleting us of our natural energy. Perhaps this is why so many Americans are turning to coffee and energy drinks just to get through the day.

"Too many people find themselves feeling sluggish because of the lack of nutritional value we put into our bodies on a daily basis," says Zurvita Co-CEO and President Mark Jarvis. "I think everybody is striving to maintain that alertness and that energy level throughout the day."

"I JUST HAVE THIS
ENERGY TO WAKE
UP EVERY DAY
AND ENJOY LIFE
LIKE I NEVER HAD
BEFORE.
IT'S AFFECTED
MY WIFE,
MY DAUGHTER,
MY PARENTS –
MY ENTIRE FAMILY –
FOR THE BETTER."

–DAVID GUTIERREZ,
ZURVITA CONSULTANT



**OPTIMAL HEALTH
IS IN THE BOTTLE**



200 Nutrients, ONE BOTTLE

**"OUR NATION'S OBESITY
RATE CLEARLY INDICATES
THAT WE ARE NOT
GETTING WHAT WE NEED
IN OUR FOOD."**

—TRACY JARVIS,
ZURVITA FOUNDER

THE REAL DEAL

On top of all the unhealthy fats and sweeteners featured in today's food, American farmers are taking shortcuts to optimize their production. Insecticides, additives, chemicals and preservatives are par for the course among today's supermarket selection.

"When it comes to food production, everything is about speed to market today," Mark says. "So everything is super-fertilized and grown in mass quantities. Unless you grow your own vegetables and fruits, you're really not in the position to get the nutrients you need."

But what if there was a product that could help you rediscover your zeal for life through optimal nutrition? Zurvita set out to do exactly that when the company developed its exclusive Zeal Wellness Blend. This healthy energy formula combines core vitamins, minerals and antioxidants with phytonutrients from fruits and vegetables, along with more exotic botanical ingredients.

The powder formula comes in single-serving bottles to which you can just add water or juice, making a delicious and nutritious super-food snack that can be conveniently carried "on the go." Each serving contains a comprehensive profile of core vitamins and minerals and omega fatty acids as well as a blend of fruits and vegetables like blueberry, cranberry and broccoli. Zeal Wellness Blend also harnesses the power of many exotic, hard-to-reach botanicals from all over the world, like acai berry, noni powder, turmeric, aloe vera and red ginseng.

MORE ENERGY, NATURALLY

Thanks to Zeal Wellness Blend, you don't have to worry about whether you've eaten enough fruits and vegetables in your daily diet. You can get everything you need in one product that will give you energy naturally. Based on Zurvita customers' testimonials, the product has made a big impact on their lives.

"Zeal Wellness Blend has really affected my life and health," says Zurvita Consultant David Gutierrez. "I just have this energy to wake up every day and enjoy life like I never had before. It's affected my wife,

FEEL
THE
ZEAL
DIFFERENCE



ALL-IN-ONE NUTRITION

ZEAL WELLNESS BLEND

OTHER DIETARY SUPPLEMENTS



my daughter, my parents—my entire family—for the better.”

Some customers are enjoying unintentional weight loss—without even going on a diet—because they now have more energy to be physically active. “I was introduced to Zeal Wellness Blend and lost 27 pounds in the first month of taking it,” says Zurvita Consultant Tracy Davis. “I have more energy than I’ve had in a long time, and I feel like I did when I was in high school.”

Imagine coming home from work and actually having the energy to go work out, spend quality time with your kids or take the dog on a long walk. It’s possible with Zeal Wellness Blend. “Little did we know how much this one product was going to change our lives,” says Zurvita Consultant Mike Granger. “Within the first week, we noticed how much more energy we had and how much better we were sleeping.”

ZURVITA'S PRODUCT PROMISE

- SIMPLICITY
- ALL-IN-ONE FORMULA
- VALUE
- OPTIMAL NUTRITION AT A VALUE PRICE
- RESULTS
- MONEY-BACK GUARANTEE



Zurvita is committed to pushing the edges of the nutritional space today, pioneering new innovations and approaches to health and wellness. For example, Zurvita is one of the first and only direct selling companies to pioneer the use of stabilized rice bran in its Zeal Wellness Blend. This emerging superfood is one of the most nutrient-dense food compounds available. Stabilized rice bran is the nutritious part of the rice kernel, and it is typically stripped away during the milling process. This single food item contains an estimated 100 nutritional components, including an array of fatty acids, glyconutrients, fibers, antioxidants and many other nutrients. In fact, studies are continually revealing new benefits of this new superfood. Only recently has science discovered a way to stabilize this nutritional powerhouse, and

now it's available as the core of Zeal Wellness Blend.

Zurvita's focus on health energy is part of the company's product promise, whose hallmarks are simplicity, value and results. Rather than taking pill after pill, you can get all the nutrients you need with one simple product.

"At Zurvita we wanted to come up with something simple and convenient for the everyday person," Mark says. "To get everything that's in Zeal Wellness Blend you'd have to buy \$400 of different nutritional supplements. In addition to simplicity and value,

"AT ZURVITA WE WANTED TO COME UP WITH SOMETHING SIMPLE AND CONVENIENT FOR THE EVERYDAY PERSON."

—MARK JARVIS
ZURVITA CO-CEO AND PRESIDENT

Zurvita also promises results. If you don't feel the Zeal difference, we offer a money-back guarantee."

So what are you waiting for? Radiant health and optimal energy are just around the corner with Zeal Wellness Blend. "If we can give ourselves all these nutrients in one bottle, we can feel good about our diet," Tracy Jarvis says. "We will notice that our cravings change, we'll be making better choices, and we'll be feeling better and more active. That just turns the whole cycle around. I believe we have an answer that can help a whole lot of people." ■

Grow Inspired!



Your one-stop personal-achievement resource!
store.SUCCESS.com



TAKE
A
GLIMPSE

into the lives of these top leaders who are living life on their terms.





BIG GOALS, BIGGER DREAMS

Brad and Stasha Murray knew to put their trust in Zurvita's founders.

by K.C. Barlow



© Jeff Katz

Brad & Stasha Murray

Zurvita Status

Only Crown Ambassador
and Top Income Earner

Home

California

Key to Success

Stay committed to the
dream that God put in
your heart.

When Brad and Stasha Murray first heard about Zurvita, they knew it would be a company worth their attention.

That's because the founders, Mark and Tracy Jarvis, were their best friends and business partners for more than two decades. In fact, the Murrays had so much faith in Zurvita's founders that Brad stepped away from a large six-figure income to join. "We had big goals, and bigger dreams and I needed to plant my career stake someplace where I knew it would be long and fruitful," Brad says. "That's why I sacrificed what I did to start from zero and build a business with Zurvita. I've been there since the very beginning."

It has paid off for the Murrays, who recently achieved the \$100,000 a month club. They've been living some of those big dreams and goals that brought them to Zurvita, including a recent trip to Italy. "We're going to be able to travel the world," Brad says. "Zurvita gave us our hope back. It's allowing us to realize our dreams, to provide for our family at the level families dream of. We're thankful to the Lord for all of this." Just as importantly, it's allowed them to lead other people in the same direction—people who share their hopes, goals and dreams. "It's nice to have a business model that you can teach somebody else how to achieve the same thing."

Brad and Stasha were pioneers with Zurvita, smoothing the path for those starting their businesses now. "It's going to happen for them bigger and faster than what it even took us," he says. "It's always slower to pioneer it than work it once it's proven. It takes a vision, and you have to have a purpose and you have to be focused and you've got to be committed. You have to see it through until you're successful." ■

FINDING THE JOY AGAIN

Zurvita filled in the missing pieces for Billie and Dennis Dison.

by Wendy Rudman



© David McNeese

Billie & Dennis Dison

Zurvita Status
Ambassador

Home
Oklahoma

Key to Success
Do the parties, you have a system in place. You have to work the system that already exists.

Before Billie Dison was introduced to Zeal, she suffered from depression.

It was hard for her to get out of bed and she didn't want to leave her home. "I was missing out on my kids' life," Billie says. After taking Zeal, she started to see some things change in her life. "I lost 50 pounds, I felt better and for the first time in a long time I had joy back in my life."

And for the first time in years she was spending quality time with her kids and husband Dennis, who is so thankful to their friend who introduced them to Zeal. "I tell her often, 'Thank you for giving my wife back.'"

From then on both Billie and Dennis have been passionate about sharing Zeal and have been able to reach the top position in the company just by working their Zurvita business part time.

Dennis owns a traditional business where Billie works full time as a bookkeeper. Before Zurvita, Dennis spent more time competing with people than helping them. "In my husband's industry, it's all about beating the other guy to the business," Billie says. "With Zurvita, he gets to share a product and have people coming back and asking for it, and he knows he is changing lives for the better."

Now, although they have kept their full-time jobs, Zurvita has added the missing pieces to their lives. They still have a crazy schedule, keeping up with kids and jobs. But they know they're providing for their future in a way that traditional employment can't. They have doubled their retirement resources, traveled with their children and gone on a company cruise—their first vacation as a couple since having kids. "I love Zurvita because it has given me something I can have goals with again," Billie says. "Also, we work this business with some of our really good friends, which is amazing. Not only do I get to travel and share the product, but I also get to spend time with Godly people I enjoy being around." ■

CALLED TO SERVE

When Michael Williams learned about Zurvita,
saying no wasn't an option.

by Wendy Rudman



© Scott Miller

Michael Williams

Zurvita Status
Ambassador

Home
Missouri

Key to Success
When you find something bigger than you that's not about you, that's what people are truly praying for. Get out, talk to them, be diligent, be passionate and put their needs before your own.

Michael Williams doesn't mind putting in some hard work on the front end...

because he understands the kind of success Zurvita will bring to him, both financially and personally. And the father and grandfather has 22 reasons to build a brighter future. Each of those reasons has a name and a relationship to Michael—son, daughter, in-law or grandchild. “What you do today will pay you for the rest of your life and take care of the next generation,” he says. “You put your head down for two or three years, you develop an income each month that most people never make in a year.”

He's already feeling the rewards. This summer, he paid for his entire extended family to meet at a location central to all of their homes. They spent time together, enjoying each other, without worrying about how much it would cost. He was even able to replace any income that his grown children lost by taking time off work. “We had several days of total quality time that most people will never see,” he says. “To get everybody in one place, that's very expensive. To be able to do that is freedom. It's a lifestyle. But you cannot have that lifestyle unless you're helping other people achieve that lifestyle.”

Zurvita made it easy for Michael to see the promise. He had already had staggering success with another multilevel sales company and was retired when he heard about Zurvita. He describes it as almost a spiritual calling. “I was blissfully retired and I saw this and I could not say no to it. This was bigger than us,” he says. “It was literally a spiritual thing. I would have had to answer to God if I did not do it.” ■

HELPING OTHERS DREAM

One person at a time, Todd and Emily Elkins have shared the dream.

by Wendy Rudman



© George Frey

Todd & Emily Elkins

Zurvita Status
Ambassador

Home
Utah

Key to Success
Commitment leads to success.

Two years ago, Todd Elkins dreaded the start of each day.

He and his wife, Emily, were struggling to pay their bills on time. They were drained by the demands of their home services business of 19 years. “We were losing that passion for life because we dealt with unmotivated people in the labor force,” he says. “I stayed up at night because I was afraid of what the morning might bring.” That changed after a friend introduced them to Zurvita by sending them samples. And although they noticed a change in how they felt, it was concern for a family member that led them to embrace Zurvita’s promise. “I believe that a lot of us are involved with Zurvita for people we care about,” Todd says.

By July 2013, they were 100 percent committed to building their business, which grew slowly. “It was an answer to a prayer,” Todd says of their commitment to Zurvita. “Sometimes answers to prayers take sacrifices. We were all in,” Todd says of his amazing team. But it was at a company event in Nashville where Todd’s business really took off. “It was at that event where we caught the vision of Zurvita and their simple system for success,” Todd says. “We just grabbed ahold of the concept and ran with it. In fact, our monthly volume tripled and we became Ambassadors with the company shortly thereafter.”

Todd and Emily also knew people were praying for answers and changes in their lives. “You grab hold of that newest person and help them start dreaming again,” Todd says. “For the first time I’m not scared of the next day.” ■



DREAMING BIG

Ezequiel Escalera rediscovers the joy of living
on his own terms

by K.C. Barlow



Ezequiel & Agustina Escalera

Zurvita Status
Ambassadors

Home
Texas

Key to Success
Putting family first

After working for decades in the construction industry, Ezequiel Escalera was ready for a change.

He wanted to be his own boss, start earning more money and slow down a little. “I was tired,” he recalls. “I had worked construction all my life, and I was looking for something better. I wanted financial freedom.” Then he was introduced to Zurvita in 2013, and he began to think his dreams were possible. Ezequiel quickly realized Zurvita could position him to build a healthier income and also allow him to work at his own pace from home or on the road. He especially enjoyed getting healthier—and showing others how to do the same—along the way. “Zurvita has excellent products,” he says. “I knew they were exactly what the body needed.”

In the past two years, Ezequiel has risen to the rank of Ambassador and leads his growing team from his home in Texas. “I can enjoy my family more, and I have time to spend with them,” he says. “I can travel to many different areas and meet so many more people.” The success he’s experienced in Zurvita has transformed his outlook on life, Ezequiel says. “I was a person without hopes,” he says. “I was a person without dreams. Now I know I can achieve something. I never thought I would have that.” The best part is watching his team reach milestones both big and small. “I always, always have my cell phone with me, and I’m always talking to my team members,” he says. “It’s changed my life and my finances. Now I want others to have that same experience.” ■

Dream Big, *Work Hard*

Someone has to be the best.
Why not you?

My biggest passion in life has been pursuing my potential. I may not be able to become the best in the world, but I can become my best. That's what keeps me going strong, even at the age of 67. I regularly take on tasks that cause me to grow and stretch. I like being in over my head because it keeps me sharp and pushes me to give my full effort.

Becoming your best self is part attitude and part strategy. I can't help you with attitude, because that comes from within. But I can offer tips on how to unlock your potential and reach your goals.

Focus on your strengths. This is really simple: You're good at some stuff. You are not-so-good at other stuff. Focus on the stuff you're good at. Where you are naturally good, you have the potential to become great if you put time into developing those talents. Conversely, if you get too wrapped up in worrying about your weaknesses, you're probably wasting time and energy.

Focus on today. One of my favorite sayings is, "Yesterday ended last night." It doesn't matter whether yesterday

Becoming your best self is part attitude and part strategy. I can't help you with attitude, because that comes from within.

was good or bad. It's over. Don't get stuck there. For that matter, don't think too much about the future, either. You can't change the past; you can't mold the future. But you can influence what happens right now. Give the present your full attention and best effort.

Focus on your priorities. Protect your calendar! Your daily agenda can be turned upside down by others and the many requests they send your way. Be selective about what you do because you can't do it all. As Zig Ziglar said, "Lack of direction, not lack of time, is

the problem. We all have 24-hour days." Choose your priorities and use your time to accomplish them.

Focus on your results. It's easy to become tired or frustrated when the work is hard and the journey is long. When you start feeling aimless, make like a 4-year-old and pester yourself with questions. What am I working toward? Why am I trying to achieve it? Why does it matter? Reminding yourself of your purpose will keep you focused on the big picture, and your drive to succeed will triumph over adversity.

Focus on your contribution. The best version of you will emerge when you decide to use your potential to make the world a better place. As author Steve Maraboli says, "You were put on this earth to achieve your greatest self... do it courageously." Be bold and be you. Improve yourself and improve your world.

What about you? Are you dreaming big and working hard? Are you working every day to reach your potential? After all, someone has to be the best. Why not you?

JOHN C. MAXWELL

leadership expert, coach and author who has sold more than 20 million books. Maxwell founded EQUIP and the John Maxwell Co., organizations that have trained more than 5 million leaders in 153 countries. He speaks to Fortune 100 companies, government leaders and organizations such as the National Football League and United Nations.



TRANSFORM YOUR



Ready to take your health to another level altogether? Transform your life with the Zeal for Life Challenge! This program combines doctor-approved nutritional products with a healthy lifestyle and fitness plan.

At the core of the Zeal for Life Challenge is the Zeal Weight Management Program, a system that was developed by a team of scientists, medical doctors and fitness experts. Their advice and approach to clinical nutrition and lifestyle training has been invaluable to the people the program lifts up. The Zeal Weight

Management Program features a powerhouse pack of products designed to kick-start your success such as Zeal Wellness Blend, Zeal Advanced Formula Protein Shakes, Zeal Cleanse and Zeal Burn. These breakthrough products come bundled in a convenient nutritional system designed to support your journey to a healthy lifestyle.

On the following pages you will see the amazing results achieved by Zeal for Life Challenge participants, in their own words. As they discovered better health and fitness, this positively influenced other areas of their lives as well—including their emotional outlook, improved relationships, greater self-esteem and even deeper spirituality—proving that the Zeal for Life Challenge is truly transforming lives.

Health, Your Life

Transform your life and health with the Zeal for Life Challenge.

by Brittany Glenn



**dave
simpson**

**"I GOT HOOKED
ON FEELING
GOOD WITH
ZEAL."**

—Dave Simpson

"I'm 5' 6" tall and weighed 140 pounds when I started the challenge. Although my goal was to gain lean muscle mass, I went from 14 percent body fat to 9.5 percent body fat, putting on 14 pounds of lean tissue.

I weigh 175 now. This is my healthy weight. The Zeal Wellness Blend makes you feel so good that every decision gets easier.

When you feel good and your mind is right—and your body is set nutritionally—every decision gets easier. I got hooked on feeling good with Zeal."

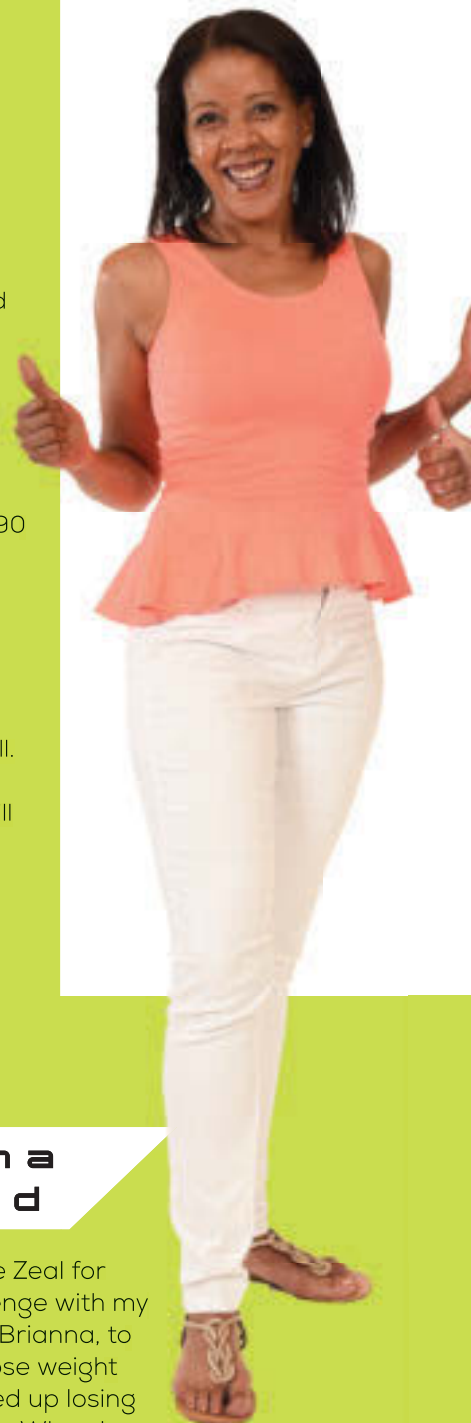


**"WE WILL
NEVER GO A
DAY WITHOUT
ZEAL."**

—Brooke Dawson

**Brooke
Dawson**

"I had my third baby in 2012 and gained 80 pounds, so I was looking to lose weight. I signed up for the Zeal for Life Challenge and lost 25 pounds in my first month. I couldn't believe how good I felt. I felt better than I had in a long time. I lost 50 pounds in 90 days, going from 190 pounds to 140 pounds. I love Zeal and what it's done for my health. I have more energy and no longer need my 2 p.m. nap. My husband, David, jumped on board and had amazing results as well. He's like a different person now. We will never go a day without Zeal."



**Diana
Ward**

"I did the Zeal for Life Challenge with my daughter, Brianna, to help her lose weight and I ended up losing 25 pounds. When I started the challenge, I weighed 160 pounds and today I weigh 135. To this day, I have not gained any weight back. I've actually lost more. I went from a size 12 to a size 4. Although I did the challenge to be supportive of my daughter in the beginning, in time what I got out of it was a healthier lifestyle. What you put in your body does affect how you feel and how your emotions go. My daughter and I got our relationship back. We'll never go without our Zeal now."



**"MY
SPIRITUALITY
GOT SO MUCH
DEEPER
WHEN I
STARTED
LOVING ME
AND PUTTING
GOOD THINGS
IN MY BODY."**

—Brianna Ward

**Brianna
ward**

"I was at 272 pounds when I started the challenge. My mom and I entered the contest together. We did not skip one day of working out for 90 days. I've lost about 117 pounds in total and over 20 inches. But I would take back those 117 pounds if I could keep everything I have gained mentally. Prior to the challenge, I had an extremely negative attitude. Looking back at that person, I realized it was because I wasn't happy with me. But once I started feeling better, my perception changed. My spirituality got so much deeper when I started loving me and putting good things in my body. I just feel this peace that I never felt until I was in touch with my health. And I did that through Zeal."

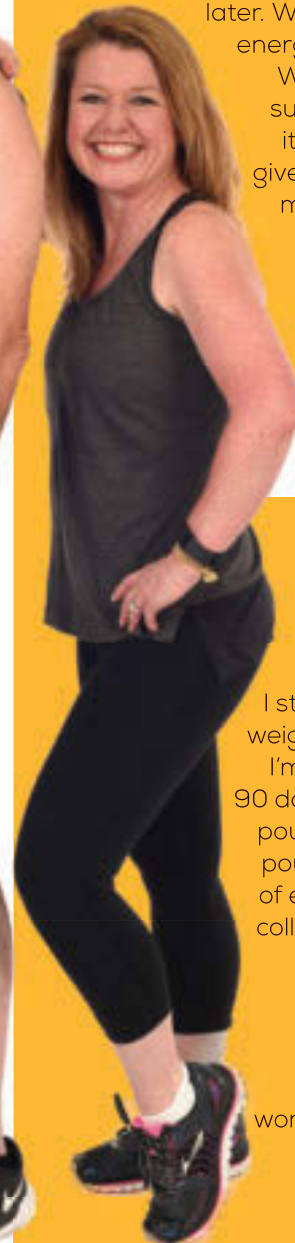


**steve
lofton**

"I started out at 265 pounds and got down to 205 pounds on my challenge. I just love the energy that the program gives me. I am a truck driver and I notice a lot of the other drivers drink energy drinks to stay alert. But with energy drinks, you have a crash a couple of hours later. What I love about the energy you get with Zeal Wellness Blend is it is sustained energy and it lasts all day long. It gives you that clarity of mind that makes you feel really good."

**Genny
lofton**

"Weight loss was something I had not ever been able to be successful at achieving. When I started the challenge, I weighed 186 pounds and I'm only 5' 2". In the first 90 days, I got down to 149 pounds. I now weigh 132 pounds. And I have tons of energy. I can wear my college kid's clothes now. So it's been life-changing for me. I look younger, I feel younger and I have tons of energy. I love working out now and am constantly on the go."

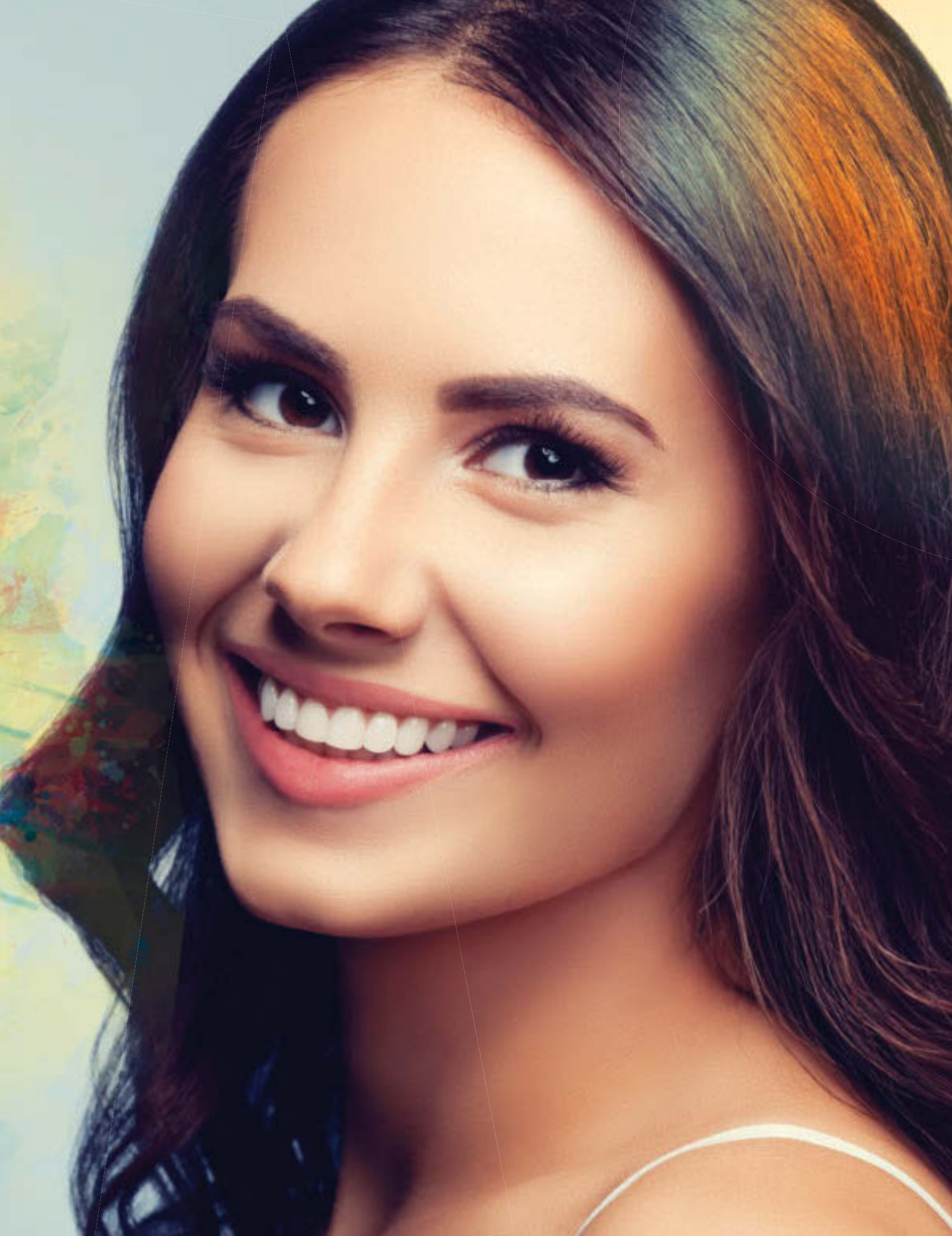





YOU MATTER

ZURVITA IS ON A MISSION TO CHANGE LIVES BY
HELPING PEOPLE BELIEVE IN THEMSELVES AGAIN.

by Sarah Paulk



s founders, Mark and Tracy have a passion for direct sales. They watched their own life change as a result of this industry. Starting part time they were able to grow a seven-figure income. After over 20 years of being in the field and witnessing hundreds of people have life-changing results they knew that they would spend the rest of their lives in this industry. But unlike most executives, the attention they receive is a result of friendship, empathy and walking side by side with their leaders and field representatives. Their brain-child Zurvita, which is projected to reach \$100 million in revenue this year, serves as proof of the Jarvises' gifted leadership. But ask individual Consultants about the husband and wife team, and endearing terms like "friend" and "mentor" surface more frequently than "leader" or "boss."



Zurvita's culture of family, support and friendship is no happy accident; for Mark and Tracy it was a key component of their business from the beginning. With a history of seven-figure income in the network marketing industry, the couple knew what the industry had to offer and they knew how to create success. They also knew what it was like to flounder and experience disappointment at the hands of an at-times tumultuous industry. In the midst of great success, their focus was on how to provide a hand up to other families. The two began to dream and envision what it would be like to use a bigger channel to reach people who, like themselves, may not be naturally successful in the industry. The answer:

Zurvita.

ANSWERING THE CALL

The two began to dream and envision what it would be like to build a company where everyone believed they matter.

They made a decision to walk away from their security and income to launch a company that they believed would be special. It was not an easy decision but they both believed that this was what they were called to do.

Walking away from the security and celebrity of their million-dollar network marketing status was difficult. In fact, Tracy recalls, those closest to them admitted they thought the two were ‘basically nuts.’

“It certainly wasn’t an overnight thing,” she says. “Mark and I knew God had called us to do this. From that moment on we never looked back.”

The company’s foundation would be built on three principles: honor God, lead humbly and create an environment where people could win at every level. Placing those core values in writing and in front of every representative is a brave, vulnerable act, but one that the couple describes as a safety net.

“There is definitely accountability associated with putting those three principles out there,” she says. “We make every decision in this company based on those three core principles. But if someone comes to us and says, ‘This doesn’t line up,’ we can fix it and make it line up with what we say we are. As the company grows, it keeps us pointing in the right direction; it’s our saving grace.”

With those three components as their baseline, the two took intentional steps toward creating an encouraging, team-focused culture, leading by example.

“Tracy and I have had a rule for over 15 years that we don’t leave a ballroom that still has someone in it,” says Mark, who in addition to Founder, also serves as Zurvita’s Co-Chief Executive Officer and President. “We stay as long as it takes to make sure that anyone who wants to speak with us has the opportunity to do so. At our conventions now, most of our Ambassadors are hanging around until the last person leaves as well. It’s part of our culture—people at the top serving new people.”

That commitment has manifested itself in tangible ways, like the welcome call every new Consultant receives and the willingness of the company’s Ambassadors to invest in new team members.

“Zurvita was created because every person needs to believe that they matter,” says Jay Shafer, Co-CEO. “It’s in our DNA, it’s why we exist.”



THE ZURVITA MISSION: BELIEVE YOU MATTER

ANDI DULI

Andi arrived in the United States from Albania speaking no English and with only a few hundred dollars in his pocket. His parents had sacrificed a lot of their own comforts to allow their son to seek the American Dream but the reality of starting over in a foreign country soon hit hard. Andi found himself living paycheck to paycheck, driving a car that spontaneously honked and he had over \$40,000 in credit card debt.

"I lost the dream," Andi says. "When you struggle too long you forget to look up."

A friend at church introduced him to Zurvita in 2008, the company's first year, but he struggled for months, believing he wasn't smart enough or good enough to enjoy success.

"I had allowed my bank account to define me," he says. "I was overrun by my financial distress. Zurvita helped me feel like I belong, that I matter. People believed in me when I did not believe in myself and helped me see my potential. Through this environment I blossomed. Currently I make over \$50,000 a month."





YOU
MATTER

EMILY DINVERNO

For Emily Dinverno, financial security was only a dream. As a single mom and nurse, Emily was only able to pay some of her bills and was suffering from depression.

"Zurvita gave me hope," she says. "I got excited, it took off in my hometown and I quickly replaced my nursing income."

With 12-hour shifts behind her and previous debts paid off, Emily now has the privilege of choosing how she spends her time and money. Her Zurvita sponsor is more than her biggest fan; he also recently became her husband. In fact, relationships have been one of the biggest payoffs Zurvita has offered her.

"I've got Tracy Jarvis's cell phone number," Emily says. "It feels like working for family. The friendships I have made in this company are some of the best friends I have ever had. The relationships alone have been worth it."



• TRACY DAVIS

Tracy Davis's story has an unlikely beginning. Stationed in Kuwait with the military, a fellow soldier shared Zeal Wellness with him and his results were astonishing.

"I lost 27 pounds in the first month," he says. "I went from running a 39 minute 5K to a 27 minutes pace. I took a PT test and scored better than 95 percent of my brigade. I was blowing 18-year-old kids out of the water, when before I had barely passed the PT test."

Soldiers witnessing his results were drawn to the products but Tracy knew he was missing out on a business-building opportunity by being an ocean away from most of his contacts. Instead of waiting for his deployment to end, he began waking up at four in the morning to make calls to people living a nine-hour time difference away.

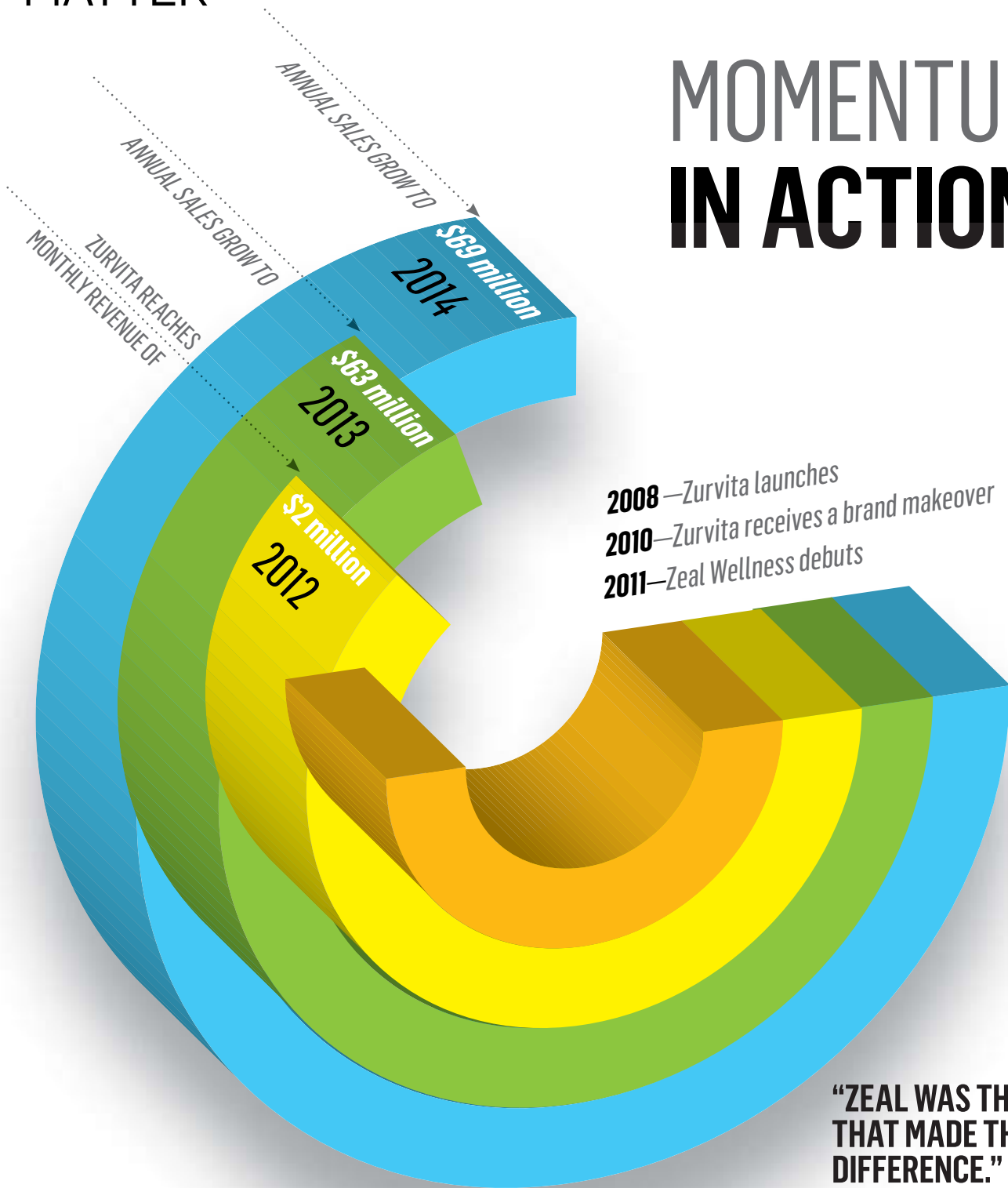
Once he returned home, his commitment continued and by the end of his second year his Zurvita earnings equaled just shy of \$500,000. But after years of military service and a career in a maximum security prison, it was the caring leadership behind the Zurvita opportunity that stood out to him.

"When I was going through difficult times with the military I remember getting calls from Mark Jarvis, the President and some of the top leaders," he says. "They were calling me because everyone cares. Everyone matters—you can see it, feel it. I want people to feel the way I do, I want them to know that they matter."

Each Consultant has their own individual story. For some, Zurvita has been a beacon in the midst of financial upheaval, for others it has been the camaraderie and encouraging atmosphere they couldn't find in the corporate world. But each story shares a common thread: they are all treasured by Zurvita's leadership.

"We search for stories about the little guy," Jay says. "We live for it."

MOMENTUM IN ACTION!



**“ZEAL WAS THE FOCUS
THAT MADE THE
DIFFERENCE.”**

— MARK JARVIS, ZURVITA FOUNDER,
CO-CHIEF EXECUTIVE OFFICER AND
PRESIDENT



THE POWER OF ONE

During a branding brainstorming session, the leadership team kept coming back to the motto that every single person matters. It was a powerful statement and one the meeting's facilitator warned them would be difficult to convey if it wasn't genuine. "You can't fake this," he told the leaders. For the participants in that meeting, the motto was simply a description of the life they were already leading.

"It's not a gimmick, it really is us," says Jay Shafer, Zurvita Co-Chief Executive Officer. "It's not a tagline we came up with, this is who we are and it has permeated the company and the culture. It's duplicating itself."

The motto gave the company's mission a name, sharing Zurvita would be the vehicle.

"People get beat down so that they're just existing," Tracy says. "They lose hope and aren't getting the appreciation and recognition that they need. Then we bring that back into their lives."

The Power of One means that each one Consultant, each one customer, each one employee, each one ingredient matters. The most exciting part

of Zurvita is the stories of lives being changed. This could be about the results people experience on the product or the financial success they receive. Their stories are priceless to Mark and Tracy, serving as fuel to continue to pursue the call they received years ago.

"It's not a gimmick, it really is us," says Jay. "It's not a tagline we came up with, this is who we are and it has permeated the company and the culture. It encourages them and makes a big difference. Mark and I have been in that place where we were just existing and then had someone believe in us. We had our breakthrough and passing that on is our purpose."

The beauty of this mission is seen in the individual accounts of innumerable Consultants whose lives have been improved by the Zurvita products and opportunity. Their stories are priceless to Mark and Tracy, serving as fuel to continue to pursue the call they received years ago.

"Every single person in Zurvita has a story," Tracy says. "It's why we do what we do." ■



HARD WORK PAYS OFF //

These Zurvita Consultants have reached Executive and Regional Consultant rank. Through hard work and persistence, they have created a life most people only dream of having. And they are helping many others reach their goals through a unique opportunity of wealth and wellness.



Holley Alfeld



Leivy Castro



Brenda Castellanos



Abraham and Sunjin Contreras



Vilma Darang



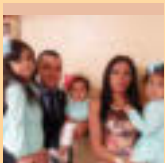
Xinia Diedwardo



Jeremy Engel



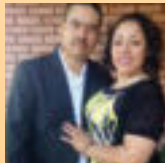
Elizandro Escalera



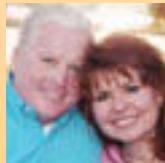
Osvaldo Escalera



Nancy Fydell



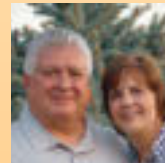
Alberto Gutierrez



Kimberly Hawkins



Anjie Johnson



Steve Mahlstede



Ana Karina Martinez



Forrest and Jenn Mcmurdo



Kent and Suzanne Ogle



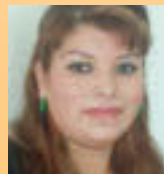
Rodrigo Olivas



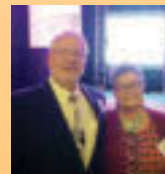
Noe Rodriguez



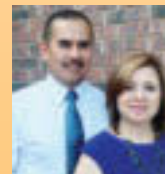
Norma Rodriguez



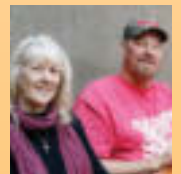
Sonia Ruiz De Reyes



Jean Rutledge



Jose and Isela Sanchez



Darold and Beverly Schafer



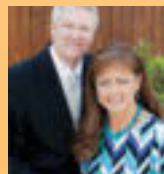
Alisha Sparks



Lauri Sundo



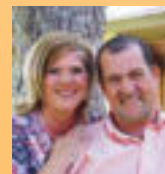
Eduardo Teixeira



Karen Turner



Cristian Walker



Shawn Wilkins



Kimberli Zezima



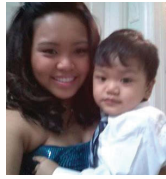
**Mauricio
Alvarado**



Rebeca Alvarez



**Stefany
Anderson**



Joanne Badong



**Orlando and
Leslie Baez**



Hilda Barboza



Jairo Barboza



**Miranda
Berkman**



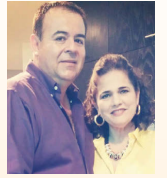
Tina Berg



**Faron and Cindy
Buxton**



Juanita Caro



Elvia Carretero



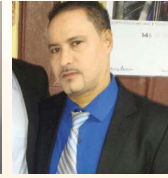
**Maria De La Luz
Castillo**



**Benjamin and
Shalin Clark**



Ryan Clark



Tonny Corniel



**Timothy and
Chasity Crain**



Lucilo Fierros



Pam Fullmer



Rocio Fonseca



**Misael and
Roberta Garcia**



Ruben Garcia



**Lee and Elvira
Gonzalez**



Jerrod Grissom



**Ray and
Meghan Hall**



Sammie Harper



**Carmen
Hernandez**



Brenda Hines



Megan Jackson



**Jack and Janet
Lake**



Mark Lawson



**Maria G.
Leatherman**



**Bernadette
Lueck**



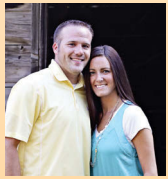
**Lyle and Kristine
Madison**



**Emanuel
Marban**



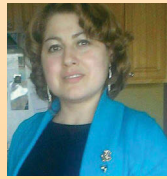
Jerry McFalls



**Mandie
Mendoza**



Christian Moran



Maria Morales



Nery Nunez



Juana Ordonez



Gemma Quasay



Ana Ramirez



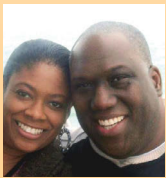
Gabriela Ramon



Isabelle Ramos



Nubia Reyes



**Odis and Coretta
Richmond**



Caleb Rodriguez



**Lorayne
Rodriguez**



Kari Roman



Talia Rowberry



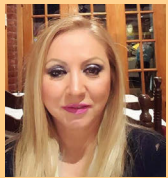
Martin Ruiz



Christine Smith



Tim Smith



Gladys Sokolof



**Mary Hyacinth
Soquera**



Randy Springer



Ryan Summers



Dennis Taylor



Nancy Thomas



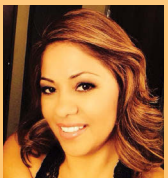
**August
Tolentino**



Emily Tolton



**Raymundo and
Jane Trujillo**



Lida Vidal

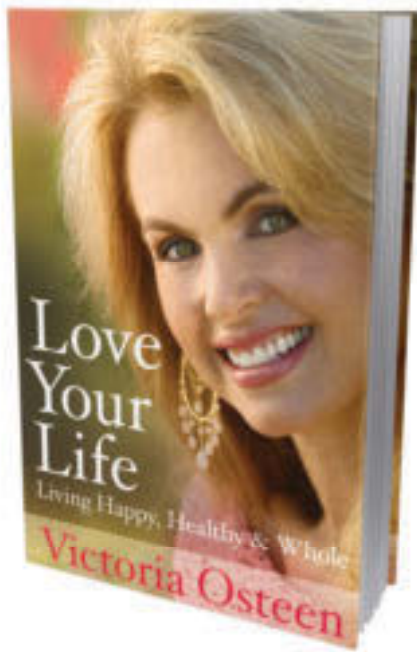


**Bruce and Betty
Wood**



Riika Wright

When forging your own path to success, it may be difficult to know where to begin at first. Fortunately, there are many resources from which to draw to help you on your journey. Here are just a few from some of the best in the business, who share their secrets to success.



Love Your Life: Living Happy, Healthy & Whole
by Victoria Osteen

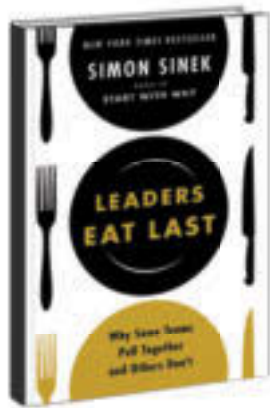
In *Love Your Life*, Victoria Osteen shares from her personal life experiences and her journey of faith lessons she's learned that have made her the woman she is today. As you read, you'll feel like you're in a conversation with a trusted friend as Victoria shows you how to tap into all that God has given you to live effectively—as a positive influence on the world around you.
(Publisher: Free Press, 2008)

Leaders Eat Last: Why Some Teams Pull Together and Others Don't
by Simon Sinek

Why do only a few people get to say “I love my job”? It seems unfair that finding fulfillment at work is like winning a lottery; that only a few lucky ones get to feel valued by their organizations, to feel like they belong.

Imagine a world where almost everyone wakes up inspired to go to work, feels trusted and valued during the day, then returns home feeling fulfilled.

This is not a crazy, idealized notion. Today, in many successful organizations, great leaders are creating environments in which people naturally work together to do remarkable things.
(Publisher: Portfolio, 2014)



Sometimes You Win Sometimes You Learn: Life's Greatest Lessons Are Gained From Our Losses
by John C. Maxwell

Drawing from nearly 50 years of leadership experience, Dr. John C. Maxwell provides a roadmap for winning by examining the eleven elements that constitute the DNA of learners who succeed in the face of problems, failure and losses.
(Publisher: Center Street, 2013)





TAKE
A
GLIMPSE

into the lives of these top leaders who are living life on their terms.





PUSHING TO THE TOP

Ezequiel and Irene Escalera are building a better future for their family.

by K.C. Barlow



© F. Carter Smith

Ezequiel & Irene Escalera

Zurvita Status
Ambassadors

Home
Texas

Key to Success
Help other people reach their goals.

For years, Ezequiel Escalera used his talents as a carpenter to support his family.

At times, he would juggle multiple jobs, making just enough to pay the bills. “He would work 10 to 12 hours a day,” says his wife, Irene. “He had a lot of stress, and when he was home, he was too tired to play with the children.” Ezequiel and Irene decided they wanted more out of life and began looking around for new opportunities. When they discovered Zurvita in the spring of 2013, it was a perfect fit. “We love the products and we use them every day,” Irene says. “Zurvita has changed our lives—in a healthy way.”

They launched their own business with the goal of replacing Ezequiel’s income, and it happened within only four months. “Our finances are growing!” Irene says. “Our goal is to buy a house. Our ‘why’ is our family. We’re doing this for them to give them a better lifestyle.”

Irene recently left her job to help Ezequiel lead their team full-time from their home in Texas. They say the greatest benefit is the time they now have to spend with their two sons—6-year-old Eduardo and 3-year-old Ezequiel. “It’s amazing to spend each day with them because they are really growing fast,” Irene says. “It’s a time when they need us most.” They also like the idea of the boys watching them build their own business. “We want to set a good example for them,” she says. “When you have a dream, you don’t let it go. You always fight for what you want.”

They send that same message to their team members, and when someone hits a milestone, everyone celebrates. “We are really proud of them, and we let them know it’s important,” Irene says. “We know we are making a difference in people’s lives.” ■

FULL SPEED AHEAD

Emilio Coronado plans to take Zurvita around the globe.

by K.C. Barlow



© Noel Del Pilar

Emilio Coronado

Zurvita Status
Ambassador

Home
Puerto Rico

Key to Success
Teamwork and believing in myself.

There was a time when Emilio Coronado worked 60 hours a week and seldom saw his family.

His lowest point was when his 6-year-old daughter came to him in tears because she missed him. “That broke my heart and I could tell that I was losing my family,” Emilio says. “I started to look for options and thank God I found Zurvita! It gave me the opportunity to work my business a few hours a day on my own time and still generate income.” For the first time in years, he began to dream about a better future. “Zurvita changed my life. It’s been the best experience of my life,” Emilio says. “Owning my time is priceless.”

After almost three years with Zurvita, he has reached the rank of Ambassador and has transformed his family’s finances. “Today we understand what it means to have freedom,” he says. “We can take vacations together, and we are healthier, and we have more quality time together. We give thanks for these blessings every day.” That excitement is what pushes Emilio to share Zurvita’s products and business opportunity with as many people as possible. “I want to change the lives of at least 100 families in the next three to five years around the world,” he says. “What I enjoy most is building my team and helping others create new stories of economic success.” Emilio travels extensively to support his team and strives to create a high-energy atmosphere. “I help them identify their dreams and then we make a plan to achieve them,” he says. “There is nothing stronger than a dream, and when that dream is driven by a purpose to change lives, it’s even better.” ■

WORK HARD, PLAY HARD

Frank and Lori Jarvis enjoy being surrounded by their like-minded, positive team members.

by Nicole Bywater



© Mark Pertstein

Frank & Lori Jarvis

Zurvita Status

Ambassador,
30K a Month Club
Member

Home

Texas

Key to Success

Start every day with a passion and a purpose; believe in yourself; and more than anything, have fun.

Frank and Lori Jarvis' favorite part of the day is being part of hosting the Zurvita wake-up call each weekday morning.

"It's a great way to start on a positive note and set the tone for the rest of the day," Frank explains. "We need that call just as much as anyone else on our team because no matter how we wake up, it always gets us in the right mindset."

Before Zurvita, Frank was involved with a different direct sales company, but he wasn't seeing the results he wanted and was looking for a change. When he joined Zurvita, he worked hard and slowly built his business up. It was during this time when he met Lori, who at the time was working in the medical field. They eventually got married and started working the business together as a couple. "It was always one of my dreams to build a business with my wife, and now I get to do it with Lori by my side," Frank says. They have now been able to build a nice six-figure income from their home, and they work when they want to. "Being able to work our business from home, take road trips whenever we want for as long as we want is priceless," Lori says. "Plus the people we have met while in Zurvita have such a positive outlook on life and possess an energy that is fun to be around."

That positivity and energy is what first attracted Lori to the network marketing industry and to Zurvita. And it's what keeps her and Frank moving forward in their business. "I always say, 'If you're not having fun doing this, then you're not doing it right,'" she says with a laugh. "Frank and I share a passion for helping people. This company and product make it easy to do just that. When we started this, we really began to grow and believe in ourselves again. That's what we try to do for other people. That's why we get excited about things like the wake-up call; we're not only feeding our soul, we're also putting good into others so that they can hopefully get through their day with fewer struggles."

Frank and Lori both agree that they're getting the best of both worlds. "We basically live like we're retired, but still get to enjoy all the benefits of being employed, such as a substantial income and our company cars," Frank says. "Plus we get to have an impact on people's lives. That's a true blessing." ■

A FAMILY BUSINESS

Jason and Paige Wadley work their business as a family and have enjoyed the benefits that their hard work has brought for themselves and so many more.

by Nicole Bywater



© David McNeese

Jason & Paige Wadley

Zurvita Status
Ambassador

Home
Oklahoma

Key to Success
Fall completely in love
with helping others
succeed!

Jason and Paige Wadley's Zurvita business is truly a family effort.

From goal-setting with their parents to helping out during parties, their three children are learning firsthand what it means to work hard, help others and accomplish your dreams. "This all started because we fell in love with the products," Paige explains, who lost 100 pounds with Zurvita before they began their business. "A year later, we signed on as Consultants, with the hopes of earning our products for free. But the more we shared Zurvita, the more we fell in love with the stories we were hearing back from people."

At the time, Jason worked in oil field sales—a job that had him driving long hours and on-call every other weekend. Paige began building their Zurvita business at home. "We knew that we wanted him to retire from that job and had been praying on it," Paige says. "Still, it was scary to take that leap of faith."

Thankfully, less than two years after starting their business—which they were still working only part-time—the couple's ultimate dream of bringing Jason home became a reality. "Today we're stay-at-home parents, focused on helping others and following God's plan," Paige says.

Jason remembers the day he picked their two boys up from school and told them that he had officially retired from the oil fields. "They were so excited because we were going to be able to go fishing a lot more and I could coach their baseball teams," he says. "Later on, when we were able to reach our goal of a Disney vacation, they got pretty excited too."

"Our children are part of everything we do and really get to see that we love our work and serving others," Paige says. "It's amazing how this business isn't just a job, it's become a ministry for our family." ■

HER TRUE CALLING

Babette Teno has always had a passion for helping others through nutrition, which Zurvita has allowed her to take to a whole new level.

by Nicole Bywater



Babette Teno

Zurvita Status
Ambassador

Home
California

Key to Success

Work hard. Stay focused. Lead by example. Develop skillset and mindset. Be part of a community of collaborative, achievement driven, supportive relationships.

© Dana Fineman

Babette Teno has dedicated her career to helping others achieve greater wellness through nutrition.

But it wasn't until she discovered the platform of Zurvita that she says she found her true calling.

"As soon as I started drinking Zeal and did my research, I knew that this was something amazing," she says. "I was introduced to the network marketing industry about 18 years prior and liked that it offered a 'level playing field' where anyone can make a difference.

"The timing of this opportunity was ideal," Babette says, as she was yearning to break free from the long commute and stress of her job as a director at a university. "So instead of complaining during my commute, I would make calls and build my Zurvita business." In just 10 months, she achieved the highest level in the company at that time.

Babette has a passion especially for helping women and young people achieve health and financial freedom—something that comes from a very personal place.

"I was 12 years old when I went on my first 'diet' and started learning about nutrition," she says.

"Unfortunately, I took it to the extreme and realized in college that I had an eating disorder." Later on in life, her father's lung cancer was misdiagnosed before his death, further cementing her passion for helping others through nutrition.


In addition to providing financial and time freedom for herself, Babette is thrilled that her 19-year-old daughter, Caitlin is also part of the company and was able to pay cash for her first year's college tuition and board. Both mother and daughter are excited about what the future holds.

"For the first time, I really feel that I've found my purpose in life," Babette explains. "I have my freedom and the ability to help others. That's everything I'd been looking for." ■





Ministry *of* LOVE



BY BETH DOUGLASS SILCOX

Zurvita's Feed500 impacts the hungry across the U.S.

When **Zurvita** founder Tracy Jarvis returned last year from a philanthropic mission trip with Living Water, a non-profit focused on providing clean water for rural Nicaraguans, lives changed—for the villagers who now had safe drinking water, the volunteers who dug the wells, and for thousands of Zurvita Consultants as well. / Jarvis experienced immense love and gratitude and felt the privilege of positively impacting people's lives, and she wanted this for Zurvita's Consultants too. Jarvis wanted them to witness and absorb the entirety of giving back to others. / "When we created Zurvita, we wanted to be a company that gives back," says Jarvis. "We're certainly known as a Christian organization. Our number one founding principle is to build a company that honors and glorifies God. So with that comes giving back, blessing others as we grow."

**“IT MAKES SUCH
A DIFFERENCE
TO THESE
PEOPLE, AND IT
BLESSES OUR
CONSULTANTS
WHO ARE ABLE
TO DO IT.”**

—Tracy Jarvis

While Jarvis relished getting her hands dirty and spending a week in Nicaragua, she understood not every Consultant could spare the time or money to do so. How then could the company provide Consultants with opportunities to open their hearts and expose their giving natures a little closer to home?

The desire to help was there. Zurvita Ministries, an umbrella non-profit that provides help and spiritual counsel to Consultants in times of crisis, was proof. Director of Ministry Services Shelly Alley says, “I minister what we call ‘discipleship training.’ We have people who come in and talk over personal issues. We pray with them and help them.”

What Jarvis felt in her heart after returning from Nicaragua meshed with Alley’s desire to expand Zurvita Ministries’ reach into the communities in which Zurvita Consultants lived and worked. “Zurvita Ministries is really the heart of the company,” says Alley. “We’ve been

Dallas, Oklahoma City, New York City, Los Angeles and Salt Lake City—Zurvita has hit the streets passing out box lunches and loving people. Working with Zurvita leaders in those communities, as well as local charitable outreach organizations, Alley says, “We’ve seen tremendous ministry results. Every city is different and every one we’ve done has been a blessing. We’ve ministered to street people and women and children. You could just see the light in their eyes, especially the little children, as we give them a hot plate of food and accept them right where they are.”

Key to the Feed500 process is a local Zurvita Consultant raising a hand as host, who as Jarvis puts it, “Shows us where the need is.” It takes between 50 and 100 Zurvita volunteers to make each Feed500 work. Volunteers assemble lunches, pack them and then distribute them. Sometimes this takes the form of staffing a shelter-type kitchen line or one-on-one ministry in the streets.

“Big cities or small towns, it really doesn’t matter as long as we have the people in that area who are willing to get their hands dirty and make it work,” says Jarvis.

Demand is high for Feed500, which is funded through Zurvita corporate and contributions made by Zurvita Consultants and others at www.Zurvita-ministries.com. “There are so many people who are in need, and we’re so blessed being able to give back, serve a meal

blessed by God, so we want to minister to people and giving back is a big part of that ministry.”

Soon a plan to help the hungry and often homeless in communities across the United States took shape. Zurvita’s Feed500 philanthropic outreach launched last September. Once a month, they go to a different city and spend one day giving people food, and hopefully giving them hope. “We let them know that the heart of Zurvita is that every person matters,” says Alley. “We show them they matter. We’re there because we love people and because God loves people.”

and share a smile,” says Jarvis. “It makes such a difference to these people, and it blesses our Consultants who are able to do it. It’s fun to be able to take that around the country and let everybody experience it if they want to.”

As Zurvita grows and as Zurvita Ministries expands, they are always looking for new ways they can minister directly. “We could go to certain ministries and give money, but we want to be involved in it ourselves,” says Alley. “So Living Water is great and Feed500 is working great and we are seeking new outreach efforts as well.” ■





**“ SURE,
AT FIRST I WAS A LITTLE TAKEN ABACK
BY THE WHOLE PEEING STANDING UP THING.
BUT I TAUGHT HIM TO THROW A STICK
AND NOW HANGING OUT WITH HIM
IS THE BEST PART OF MY DAY.”**

**— EINSTEIN
adopted 12-09-10**

**A PERSON
IS THE BEST
THING TO HAPPEN
TO A SHELTER PET**



adopt

theshelterpetproject.org



The *Courage* to Do the Right Thing

We don't trust rules, we trust people.

"How many souls on board?" the air traffic controller asked. "One hundred twenty-six souls," replied the pilot.

The Florida-bound flight was somewhere over Maryland, at an altitude of 36,000 feet, traveling at about 560 miles per hour, when smoke started to pour into the cockpit. Smoke on board an aircraft is one of the most terrifying emergencies a pilot will ever face. They don't always know the cause of the smoke. They don't know if there is a fire. They don't know if the emergency is contained or if it is going to spread...and spread out of control quickly. The smoke itself can make seeing or breathing difficult and it is sure to cause panic among the passengers. No matter how you look at it, it's bad.

"Center, KH209," the pilot radioed when he realized the problem.

"KH209, go ahead," replied the controller monitoring the air space.

"KH209, I need to descend immediately. I can't maintain altitude," was the abrupt call from the pilot.

But there was a problem. There was another flight, also flying to Florida, 2,000 feet directly below the troubled aircraft. The FAA rules are simple enough: no two aircraft flying en route may pass each other any closer than 1,000 feet, above or below, or five miles around each other. The rules are there for good reason. Traveling at three quarters the speed of sound, it becomes very difficult to maneuver aircraft without creating a serious risk of collision.

To make matters worse, the two planes were flying on a narrow route toward their destination. Because of a military exercise that was going on in the area, the airspace was restricted to a narrow band, much like a lane of a highway. And though there were other lanes on this highway, there was other traffic in them at the time.

The air traffic controller replied to the pilot's request to descend immediately, "KH 209, turn fifteen degrees right and descend."

Not only had the air traffic controller ordered the distressed airplane to enter

SIMON SINEK an unshakable optimist, is the author of the bestselling book *Start with Why*, which challenged traditional assumptions about how great leaders and great companies inspire people. He has shared his ideas with companies big and small, member of Congress and the highest level of the U.S. Military. More more information, visit www.startwithwhy.com



When the people feel that they have the control to do what's right, even if it sometimes means breaking the rules, then they will more likely do the right thing.

restricted airspace, but telling the pilot to descend would mean he would pass well within the five-mile buffer of the plane flying beneath him.

But this was a very experienced air traffic controller sitting at the console that day. He was fully aware of all the aircraft in the area. What's more, he was very aware of the rules and restrictions. He radioed the pilot of the other aircraft and spoken in very clear, plain English. "AG1446, there is an airplane flying above you. He has declared an emergency. He's going to descend through your altitude at approximately 2 miles off your right front. He needs to resend immediately."

This same message would be repeated again as the troubled vessel passed through the airspace of another three aircraft as it made its way down.

On that day over Maryland, 126 souls were saved because one very experienced air traffic controller decided to break the rules. Keeping people alive was more important than maintaining boundaries.

More than 815 million passengers each year entrust their lives to the pilots who transport us, the mechanics who ensure the aircraft are airworthy and the FAA, which develops the regulations to ensure everything runs as safely as possible.

Then there are the air-traffic controllers. We trust these relatively few people to obey the rules to ensure that all those aircraft are kept moving safely across the skies. But in the case of flight KH209, the controller broke the rules. He disobeyed the clear lines set to ensure our safety.

That's what trust is. We don't just trust people to obey the rules, we also trust that they know when to break

them. The rules are there for normal operations. The rules are designed to avoid danger in to help ensure that things go smoothly. Though there are guidelines for how to deal with emergencies, at the end of the day, we trust the expertise of a special few to know when to break the rules.

Imagine if every time we had a fight with a loved one, they reacted to a set of variables or deferred to the rulebook for advice. How long do you think that relationship would last? This is the reason we find bureaucrats infuriating. They simply default to the rules with no consideration for the people those rules were designed to help protect.

The true social benefit trust must be reciprocal. One-way trust is not beneficial to the individual or the group. What good is a company in which management trusts labor, but labor doesn't trust management? It is hardly a strong marriage in which the wife trusts the husband, but the husband doesn't trust the wife. It's all fine and good for a leader to expect the people to trust them, but if the leader doesn't trust the people, the system will fail. For trust to serve the individuals in the group, it must be shared.

The responsibility of leaders is to teach their people the rules, train them to gain competency and build their confidence. At that point, leadership must step back and trust that their people know what they are doing and will do what needs to be done. In weak organizations, without oversight, too many people will break the rules for personal gain. That's what makes the organizations



weak. In strong organizations, people will break the rules because it is the right thing to do for others.

Think about it. Would you feel comfortable watching your family board a plane knowing there was a qualified pilot or controller who will do everything by the book no matter what? Would you let your family get on a plane knowing that the pilot or air traffic controller cared only about what they need to do to get their next bonus? Or would you rather watch your family board a plane knowing there were confident pilots and controllers with lots of experience who will know what rules to break if something should go wrong, possibly putting their bonus at risk as a result? The answer is so plainly obvious. We don't trust rules, we trust people.

The responsibility of a leader is to provide cover from above for their people who are working below. When the people feel that they

**Our
confidence
to do what's
right is
determined
by how
trusted we
feel by our
leaders.**

have the control to do what's right, even if it sometimes means breaking the rules, then they will more likely do the right thing. Courage comes from above. Our confidence to do what's right is determined by how trusted we feel by our leaders.

If good people are asked to work in a bad culture, one in which leaders do not relinquish control, then the odds of something bad happening go up. People will be more concerned about following the rules out of fear of getting in trouble or losing their jobs than doing what needs to be done. And when that happens, souls will be lost. ■

Excerpt from Leaders Eat Last: Why Some Teams Pull Together and Others Don't. Published by Portfolio/Penguin. Copyright 2014 by SinekPartners LLC.

Aiming High

by K.C. Barlow

Zurvita is a place where dreams come true, and these eight National Directors are living proof. They are enjoying optimal health and building lasting wealth. Here's what they have to say about their experiences.



ALMA ARIAS
National Director
Texas

I heard about Zurvita from my good friends. I am thankful for it every day. I don't see one day without these wonderful products in my body. And I feel good about my finances. In Zurvita, we can earn whatever we want. We decide. Everything depends on us, not others. I really love it because I've always been independent. I want to control my own retirement. I want to travel to Dubai. I want to be available to help my mother. I want to do more and more for her. But you are not going to find success if you don't have your team together. Actions mean everything. When you help others solve their problems, your problems are solved. It's that simple.



JUAN SANCHEZ
National Director
Oklahoma

I have been in Zurvita 18 months. I was looking for something to improve my health because I lost my mom to diabetes very young and I lost my dad to cancer. Then after I saw the compensation plan, I realized the potential. I can see myself going international with Zurvita. Before Zurvita, I was in a traditional business, so I was busy all day long. Now I wake up in the morning and drop my kids at school and go to the gym. I have an opportunity to read and travel. This year I've already traveled to maybe 15 states. It's fun. Zurvita is the best. Anybody can do this. The most beautiful experience I've had is seeing people's lives change. When I hear their stories, it makes me cry. I feel good! That's why I share it with everyone.



BRIANDA CASTILLO

National Director
Oklahoma

I was introduced to Zurvita in May 2014. My motivation was that I was looking for a new job. I was just so tired of getting paid so little that I couldn't pay the bills. I worked at a cellphone company and would be there for more than 50 hours a week. I would come home and I just wanted to sleep. Now I feel the freedom. With Zurvita, I can travel and take a vacation. I can grow as a person. I feel this is what God had for me. I really feel the heart of this company. I like the humble leadership and how the owners set up their principles. They care about you. They know your name and who you are. Zurvita is not just about getting, it's about giving too. I love that.

SANDRA SANCHEZ

National Director
Oklahoma

Zeal has been a blessing in my life. It has changed my family's health, especially my mother's, who is the most important person in my life. Hearing the countless health testimonies since I started sharing Zurvita has been priceless. On the business side, it's been a journey with lots of growth, and I was one of the first in the Spanish market in Oklahoma. Thanks to Zurvita, I have the freedom I was searching for. Zurvita has given me the chance to manage my own time and support my team to improve their health and wealth. I thank God, Zurvita, my mentor Juan Ramos and my amazing team for everything we have achieved, and I am excited and looking forward to what the future has for us. I believe that if you help enough people accomplish their goals and dreams that yours will be accomplished too!





SHANE & TAMMY GIGLIO

National Director
Texas

Our friends Justin and Tara Eschberger introduced us to Zurvita. Our why was to help supplement our income so that Shane could retire from the oil field. The corporate staff is phenomenal to work with and the people of Zurvita are so loving and caring. They bring you in and treat you like family no matter where you are in the company. With that kind of environment, you are bound to be successful! Thanks to Zurvita, we are able to travel more than ever before. We drive a free Mercedes, and we are working on the time freedom. We truly feel that we are where we are supposed to be, helping people on a daily basis feel better, live a better quality of life and showing them how they can have freedom.



BRIAN CARROLL

National Director
Iowa

I was introduced to the Zurvita opportunity after working corporate jobs for 30 years, and I was burnt out. I wanted to do my own thing. I wanted to throw away the alarm clock! My decision was easy after considering the value proposition of Zeal for Life and seeing the results achieved by others. I would say it was a no-brainer. What I saw was a company and an opportunity that was going to retire me early. It was a product that delivered results and a corporate culture unlike anything I had experienced. It's amazing what this product is doing when it gets inside people's bodies. Today, I am living my life with a higher purpose by offering a healthier lifestyle and, for those who desire, a chance to build a reliable secondary income. I am on track to retire in 2015 and look forward to spending my time helping others and living a more enriching and fulfilling life.



ATHENA CASTILLO EBISON

National Director
Canada

My friend and co-worker, Imee Peterson, introduced me to Zurvita and after two weeks I felt better and had more energy. After a month of using the Weight Management program, I had lost 15 pounds and felt awesome! The business side also changed my life significantly. Before joining Zurvita, I was broke and had no savings. I was driving a 23-year-old car and struggling to pay my bills. But today I am debt free, have enough money to pay bills, and I am driving a brand-new Mercedes-Benz and saving for my first house. I am so thankful to God and my Zurvita family for changing my life!





GROWING CONFIDENCE ONE INCENTIVE AT A TIME

Zurvita rewards business growth.

By Beth Douglass Silcox

GROWING CONFIDENCE○ ONE INCENTIVE AT A TIME



Taking the stage at any Zurvita event are Consultants—shocked, thrilled, and excited Consultants—who are astonished by how far they’ve taken their Zurvita businesses. Most signed on to earn a little extra pocket money each month, never expecting luxury cars, cruises let alone an added income stream. But there they stand in the spotlight, beaming with pride.

“Most people don’t get involved in this type of business to make \$100,000 or a \$1 million a year,” says Zurvita Founder Tracy Jarvis. “They get involved to make a few hundred. If we can teach them and help them get that first \$100 in their pockets, we can help them believe they can get \$500 or \$1,000. If we can help them along the way and recognize them, they stay in the game, their confidence grows, and they want to get to the next level.”

Zurvita makes sure Consultants are always striving forrewards—both big and small. Center stage recognition inspires Zurvita’s prize recipients as well as audiences of Consultants who applaud their hard work. “It’s amazing to watch and it drives people,” Jarvis says. “You know, people who want that recognition—which I think is all of us—if they are at an event and they aren’t on that stage, they work really hard so that next time they will be up there. People want and deserve to be recognized.”

Basking in the love of a Zurvita audience doesn’t come easy. It requires Consultants to step up and focus on meeting qualifications for incentives and rank advancement. But Zurvita makes it fun and lucrative to

take each step on the way to the next level. Zurvita likes to keep it kind of stirred up and fresh. “Our comp plan is amazing just like it is, but it’s fun to get people excited about a promotion with something extra on the line,” says Jarvis.

That something extra could be a five-day Caribbean cruise with a stop over in Belize. It could be a long, sleek black Cadillac or Mercedes or BMW. It could be a gold, 5K lapel pin that tells the world you earned five grand this month or an impressive, sparkling diamond ring for production of \$100,000 in a year.

But regardless of the prize, rank advancement and cash bonuses come first. “We are big believers in putting promotional bonus money out there because that makes an incentive so crazy that you’ve just got to go do it,” she says.

Qualifying for Zurvita’s \$600-a-month car bonus incentive is enormously popular with Consultants who would love to slip behind the wheel of a luxurious automobile. “We love letting people have the opportunity to win it, but we also have to be smart and encourage people not to get themselves in debt,” Jarvis says. That’s why Zurvita recommends Consultants make sure they



“IT’S FUN TO GET PEOPLE EXCITED ABOUT A PROMOTION WITH SOMETHING EXTRA ON THE LINE.”

—TRACY JARVIS



can afford the car based on existing income alone, since the car bonus is a weekly production based reward.

The aqua blue waters of the Caribbean beckon Zurvita Consultants each year and inspire the hard work necessary to cruise its waters for five days in December. Those who promote up to Executive Consultant or higher through September this year earn a spot onboard for themselves and a guest. Zurvita expects 200 top performers, many new to the trip, aboard this fun excursion. “We spend time getting to know them and let them get to know each other, plus we do some training,”

says Jarvis. “We’re real hands on and involved with our Consultants, letting them know that we care and that they’re part of the Zurvita family.”

Few opportunities in life provide people the kudos they deserve for hard work, diligence and persistence. While the money Zurvita Consultants earn is important, Jarvis says, “Sometimes I think Consultants work harder for the recognition than they do for the money. It’s amazing to see their hope stirred up. They actually make it happen and they get recognized and awarded. You see their confidence grow. It’s amazing!” ■

FROM ALL WALKS OF LIFE

FELIPE & JESSICA CORONADO

Home: Oklahoma

Zurvita Status: Ambassador

Occupation Background: Felipe: Welder; Jessica: Receptionist




When Zeal came into our lives my wife and I were working full time. I was working over 50 hours a week as a welder and my wife was working full time as a receptionist. At the time, I was looking for a nutritional supplement that would help me feel healthier, because I felt so drained from my job, I had no energy and no time for my wife.

I found out about Zeal Wellness through a friend on Facebook. He shared with me the product and I became a loyal customer for two months. My wife and I fell in love with this simple yet powerful product. Not only did it help me feel healthier, it did the same for my whole family. I soon figured out that

more people needed to learn more about this product.

I also shared the amazing opportunity that comes from sharing this product. I made my All-Star bonus in my first three days in the business. My wife and I both come from immigrant parents who came to this country to give us better opportunities, and we have not taken that for granted.

Jessica and I had always been looking for the perfect opportunity to give us the financial prosperity we have always dreamed of. We plan on working Zurvita full time and are thankful that this opportunity has helped secure our future and the future of our children.



From a chiropractor to a college student, it just goes to show you everyone can be successful in Zurvita if they work hard and stay persistent in following their dreams. Here are their stories of how Zeal Wellness is helping them live a better life.

ABRAHAM & DESIRAE EASTMOND

Home: Utah

Zurvita Status: National Director

Occupation Background: Pool and spa industry

Prior to taking Zeal Wellness I was always tired. Emotionally, physically and spiritually. I regularly worked 12 hour days, was self-employed and owned two stores at the time of being introduced to Zeal. I was living what I knew to be the American dream but was worn out and tired every day. I was working so hard, but was not ever really getting ahead in my life. I would come home from work late at night after my kids were in bed and was so grumpy and emotionally drained that I didn't want to talk to my wife Desirae at all.

I soon met a Zurvita Consultant who told me all about Zeal Wellness and the opportunity that came with it. I had

tried direct selling before with a few companies, but wasn't really interested in joining another one. He told me Zeal helped him kick his soda habit, which I needed help with as well. So I committed to take Zeal for three days, not sure what the results would be. By the time I got back later that evening I felt so good inside.

Over the next couple of weeks I was communicating much better with my wife and was spending more time with my kids. This product has literally changed my life. I have since sold my store and am just working on pools out of my garage. I can't wait for the day that I can work Zurvita full time.





DANIELA MALDONADO

Home: Texas
 Zurvita Status: Ambassador
 Current Occupation: Single mother of two children

What I love about Zurvita is they are a company of integrity and purpose, and I especially love the availability of the corporate team to the Consultants, especially Mark and Tracy Jarvis. They truly care about us and it shows.

I've been able to spend quality time with my children and travel to places I never thought I would be able to go to, thanks to Zurvita. I can go places with my children without worrying if I can pay for them and am able to afford the things they need. My advice to those reading this magazine is to not give up on your dreams; let the Zurvita opportunity help you reach those dreams.



KRISTOPHER MCCLUSKY

Home: Illinois
 Zurvita Status: Presidential Director
 Current Occupation: Chiropractor

As a chiropractor, I've been searching for 10 years to find a nutrition solution for the members of our clinic and have pretty much seen them all. That's until I found Zeal. The unbelievable ingredients, ease of use, and affordability of Zeal have resulted in many people enrolling into our practice. I've been really impressed by what Zeal has to offer. In my opinion it's the most complete combination of whole foods on planet earth, and I am excited to share it with the world!

I feel honored and blessed to be a part of what may end up being one of the most incredible/influential wellness movements of all time.



RODOLFO & NORMARELIS FONT

Home: Texas
 Zurvita Status: Presidential Director
 Occupation History: Pastors, naturopathic doctor

We were introduced to Zurvita by a member of our church who showed us the simplicity of Zeal Wellness. Because of our naturopathic medicine background and knowledge of most of the ingredients of Zeal we were immediately sold on the product.

Since then we have seen the wonders of the benefits in many people to whom we recommended. After our first meeting with our CEO, Mark and Tracy Jarvis we were more captivated by their vision of hope and their love for God and His people. That was the time when we knew we had found that special opportunity we were looking for.



IMEE PAINIT & LEE PETERSON

Home: Canada

Zurvita Status: Presidential Director

Occupation Background: Waitress, Red Cross supporter, factory worker

Before Zurvita, I had three jobs, which made me feel tired and unhappy because I just had no time for anything but work. When I began taking Zeal Wellness I felt energized, and it was then when I committed to myself to sharing Zeal part time. I feel more confident in myself because I have been able to share Zeal with my dear family. In fact, my mother has increased energy as well since taking the product.

Thanks to Zeal and the opportunity that comes attached, I have the financial freedom I've been searching for, including a new Mercedes-Benz. Life is good, yes, life is good!



BRIAN & MARCI MCCLELLAN

Home: Utah

Zurvita Status: National Director

Occupation Background: Brian: Shipping manager; Marci: Stay-at-home mom

Being a part of Zurvita has been the most amazing journey we never expected to be a part of. We have finally found our passion for life, and we have grown leaps and bounds as individuals. We have grown together as a couple sharing Zeal with others, and it has enhanced our relationship with our kids. We love being a part of changing people's lives and thrive on helping others. Zurvita has blessed us to serve and lift others physically, mentally, spiritually, and financially.

When we joined Zurvita we were not sure it was going to happen for us, but it has been a dream come true because of our hard work and perseverance. Our lives have been changed for good and we are living the dream. It has been more than we ever expected and can't wait for the road ahead. We finally feel we are fulfilling our potential in life. Thank you, Zurvita!



TIM & LYNN WHITE

Home: Texas

Zurvita Status: National Director

Occupation Background:

Tim: Retired U.S. Navy Chief (Russian Linguist), former financial representative; Lynn: Stay-at-home mom

Being overweight, my wife Lynn and I took the Zeal Wellness 90-Day Challenge. I lost 40 pounds on the Challenge and have continued to keep the weight off and lose more weight. Lynn has dropped from a dress size 18 to a 12. She has more energy to keep up with grandbabies, and we both love how Zeal has improved our overall health. We love this product and share it with everyone.

We are currently working on helping our Zurvita team reach their goals. We attended the conference in Nashville recently, and Mark Jarvis, Zurvita CEO said something that resonated in my heart. He believed that each and every one at that conference needed to look inside themselves and make a shift in their thinking. We accepted that challenge and took advantage of all the tools and resources Zurvita offers and went to work. We are on the road to Ambassador and we know we will achieve that goal shortly.



IT'S PERSONAL &



& IT'S BUSINESS

*What to do in the first 30 days
as a Zurvita Consultant.*

by Katherine Ponder



“We coach people to ‘be yourself, have fun.’ We teach them the basics, and they develop their personal approach. We take the stress out of them starting their business.”

—Mark Jarvis, Zurvita Co-CEO and President

“Zurvita is all about supporting its Consultants with the best technology can offer but combining it with personal touches throughout their journey. In fact, they have a mobile app that makes sharing the business opportunity as easy as sharing a video.”

The personal approach comes out right at the start. First, people generally hear about Zurvita’s opportunity and Zeal products from a friend or family. Then, when someone joins Zurvita, the welcome team is on the job.

WELCOME ABOARD

“We like that personal touch,” says Debbie Travis, Vice President of Customer Relations. “As old school as that seems, people want to hear a voice.” So, within 24 business hours, Zurvita’s welcome team contacts new Consultants to welcome them to Zurvita. They make sure the Consultant received our initial email

and can access the back office tools, and they answer any questions the Consultant may have.

In addition to this personal phone call, Zurvita provides an introduction email with a video message from the founders, Mark and Tracy Jarvis. It includes access to the Consultant’s back office site, where even more training is available. The team follows up on the email with a text linking to videos about the product and the opportunity. In addition, the company sends a welcome kit with brochures and supplies including a starter pack of products to share with prospects.

POINTING THE PATH TO SUCCESS

Zurvita helps Consultants be successful with some key steps and goals for the first 30 days. “We have an All-Star program where if you can achieve the equivalent of \$3,000 in volume within 30 days, you get a bonus,” says Co-CEO and President Mark Jarvis. “If you can get Consultants to the \$1,000 mark, their confidence goes through the roof.”

To help reach this mark, sponsors work closely with Consultants to schedule a party within the first 30 days. The sponsor helps plan and



oversee a Consultant's first party, personally supporting them and helping them find their own approach to the business. In addition to explaining the products to new customers, Consultants use the party to share information about the Zurvita opportunity.

"The big goal is to get six people on the team within 30 days," says Jarvis. "You enroll two people, and then those two people get two more. That's it!"

PERSONALIZING THE BUSINESS

"You don't have to become someone you're not," says Jarvis. "We coach people to 'be yourself, have fun.' We teach them the basics, and they develop their personal approach. We take the stress out of them starting their business. You don't have to be anybody else. If you're shy, you don't have to become extroverted. The parties are easy and everybody can do them," he adds. "You simply share the product and let everybody taste it, then show the video. The more simple and fun, the better the results. Our Consultants let the tools do the work!"

ONGOING SUPPORT

Zurvita has a sales support division that continues to train and support their Consultants. "The vision of the department is to recognize and empower our Consultants to constantly achieve new levels," says VP of Sales Support Andre Sappingfield. "We also have two major conventions a year, along with Regional Success Summits where Consultants can receive advanced training and inspiration from the top leaders in the company. All of these events are great ways for Consultants to get together and network while building their belief level."

CONNECTING WITH THE CUSTOMER

Zurvita always calls a customer after they receive their first order. "It gives that personal touch that our Consultant's customers deserve," says Jarvis. "We answer any questions they may have, and we're retaining that business for the Consultant. Ultimately we work for them."

"We are here and available for our Consultants," says Travis. "Our goal is not to do everything through technology. We know it has its place, and we support it with personal contact and interaction."

Live With *Confidence*

Don't allow fear to paralyze you or keep you from achieving your goals.

A few years ago, Joel and I along with our children would pile on the sofa after dinner to watch one of our favorite television programs, *Fear Factor*. We enjoyed viewing the contestants as they attempted outrageous stunts – from jumping off buildings, to sitting in a bed of reptiles, to eating nasty bugs. We'd sit and watch in anticipation, wondering what the contestants would have to do next. And of course when it came to eating insects, Alexandra would bury her face in her daddy's chest while Jonathan would perk up and exclaim, "Cool!"

I'd choose a different word: "Gross!"

Each stunt tested the contestant's ability to confront and overcome his or her fear. If the person allowed fear to stop him, or even if fear slowed him down, the contestant would be off the show and the camera would follow him down the dreaded walk of shame. This continued until only one contestant remained. That contestant was of course declared the winner and received the prize money.

I noticed that most of the time, the contestant who won not only overcame her fear but approached each task differently from the others – with confidence. Her confidence not only allowed her to overcome her fear, but it allowed her to perform the tasks faster, more skillfully, or with whatever proficiency the task required. Many times we could tell who was going to win within the first 20 minutes of the show, just by that confidence factor. You could see it in the winner's eyes.

While that was only a television show, how often do we see a similar scenario play out in our own lives? We set out to complete the mission and we have our goal in mind, only to run straight into a wall of fear. Maybe you're about to apply for a promotion at work; then you find out someone that you perceive to be more qualified is also applying, so you shrink back. Or maybe there's something you've wanted to do for a long time, perhaps start a business or go back to school, but you're afraid you won't be good at it, so you stop.

VICTORIA OSTEEN

has always had an infectious passion and enthusiasm for life. She is an inspiration and mentor to women everywhere as she ministers alongside her husband Joel. She is active in her community and committed to helping women, children and families discover their purpose and reach their highest potential. For more information visit www.joelosteen.com



It doesn't take a television show to know how effectively fear can block us from pursuing our dreams. Fear is the enemy of confidence.

The only way to break the power of fear and build confidence is to move forward. Confidence isn't built by playing it safe. It's not built when you simply stand still. It's built when you press past your fear. Throughout life, we all have opportunities either to shrink back and settle where it's comfortable or to take a step of faith and embrace the new things God has in store. You were never created to be stagnant. You were never created to take that walk of shame; you were created to win. Don't allow fear to hold you back. Keep stretching, keep growing, keep learning.

Confidence isn't built by playing it safe. It's not built when you simply stand still. It's built when you press past your fear.

God is Certain of Your Abilities

Most people are familiar with world famous boxer Muhammad Ali, and his renowned trainer Angelo Dundee. What most people don't know is that just before every boxing match, Dundee would write a number on a small slip of paper and place it inside Ali's glove. That may sound like a strange thing to give a boxer right before a fight, but Dundee had a reason for what he did. The number that Dundee wrote on the slip of paper was the round in which he predicted Ali would knock out his opponent. Dundee was so confident in Ali's ability that he didn't just guess whether or not Ali win, but when he would win – and Ali knew it.

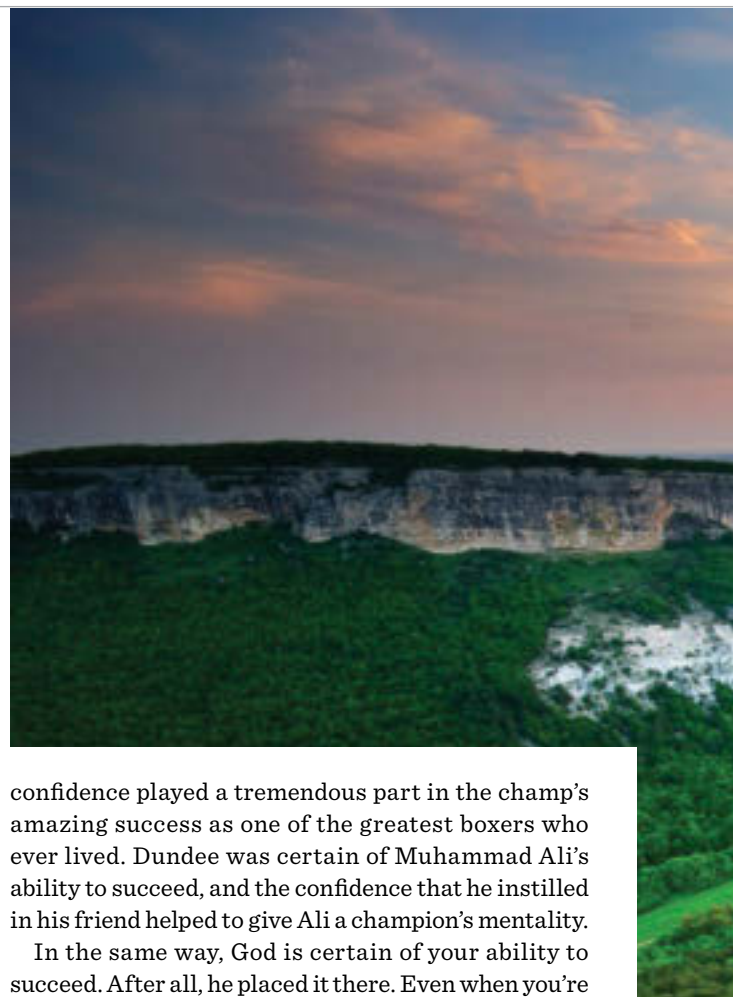
I love that story because it shows the confidence Ali's trainer had in him, and it shows the positive effect it had on Muhammad Ali. I believe that

confidence played a tremendous part in the champ's amazing success as one of the greatest boxers who ever lived. Dundee was certain of Muhammad Ali's ability to succeed, and the confidence that he instilled in his friend helped to give Ali a champion's mentality.

In the same way, God is certain of your ability to succeed. After all, he placed it there. Even when you're not certain of the outcome, God has confidence in you. When you really embrace the truth, it will cause you to have a champion's mentality.

Do you think Mohammad Ali was ever afraid? Do you think fear was a factor when he entered the ring to trade blows with the likes of Sonny Liston, Joe Frazier, or George Foreman? My guess would be yes. But I am certain that when he felt that little piece of paper in his glove, he knew without a doubt that the man who knew him best believed in him. That is when he pushed past his fear and marched toward his destiny. The little piece of paper that Angelo Dundee planted inside Ali's glove may have done more to make Ali the legend he is today than most people will ever know.

Have you ever stopped to think about how seed works? A seed is actually dormant until it is placed in the right conditions. You can have seeds for every kind of tree, plant, or flower tucked away in a drawer for years and nothing will happen. Those seeds are full of tremendous potential just waiting for the right environment. At any time, you can take those same seeds and plant them in the right soil, then give them the water and nutrients they need and





**Don't allow fear
to paralyze you
or keep you
from achieving
your goals.**

those seeds that were once dormant will begin to grow and produce.

I can remember how much fear I had to overcome when Joel and I took over as pastors of Lakewood Church. I didn't have much experience in public speaking and I dreaded getting up each Sunday and speaking in front of thousands of people. I would find myself uptight all week long. My mind was racing, full of anxiety and thoughts of doubt and defeat. It was as if there were a line of fear right in front of me that was trying to influence me to quit. One day I realized what was happening. That dread I felt was a symptom of fear that was trying to paralyze me. It was threatening to keep me from stepping into a new experience and growing to the next level.

Even though I recognized it was fear trying to stop me, that didn't make it any easier. The fear didn't go away just because I recognized it; I had to recognize something else: that God has planted seeds in me that enabled me to do what I needed to do. I could allow those seeds to spring forth and give me the confidence I needed, or I could allow them to remain dormant

and surrender to the fear that was paralyzing me. I made

the decision that I was not going to allow fear to hold me back.

The next time I stepped onto the platform, in my mind's eye I envisioned myself bigger than that fear. I kept telling myself that I am strong, talented, and able. I continued to plant those seeds in my mind, and as I did, I could feel my confidence growing. I saw myself moving forward, stepping over the line of fear.

From then on, every time I approached the platform, I visualized that scene until my fear was replaced with confidence. It was as if my seeds had developed into full-fledged oak trees.

These were my seeds. I encourage you to find yours. Don't allow fear to paralyze you or keep you from achieving your goals.

Victory starts in your mind. When you know that God is for you and that He has a good plan for you, your seeds will germinate and spring forth. You will see yourself as He sees you, capable of overcoming the paralyzing fear that blocks your way. ■



RISING STARS

Zurvita
has
attracted
individuals
who are committed to making the future bright
for themselves, their families and their
teams. They are finding new
meaning in their lives,
thanks to what Zurvita
has to offer. These
Consultants are rising
stars on Zurvita's horizon.

REBECA AND GUSTAVO RODRIGUEZ NORTH CAROLINA

I tried Zeal Wellness and loved the energy that it gave me. It was just what I needed. I was going through a crisis that led to extreme tiredness and most of the day I was sleepy. What really inspired me to think about the business was my mother because she was also getting great results with taking Zeal. That's when I started sharing the product with my family and friends.

My husband Gus was completely against the idea of starting in the business. But after he tried Zeal Wellness and saw the energy it gave him, coupled with the fact I earned a \$400 bonus from sharing the product with family and friends, he started to think about joining in the business with me.

Now thanks to Zurvita and the good Lord above, our life has completely changed, and I never imagined that God would reach me through this company. We're really blessed to be part of the Zurvita family.



JULIANNE DOLBEC MAINE

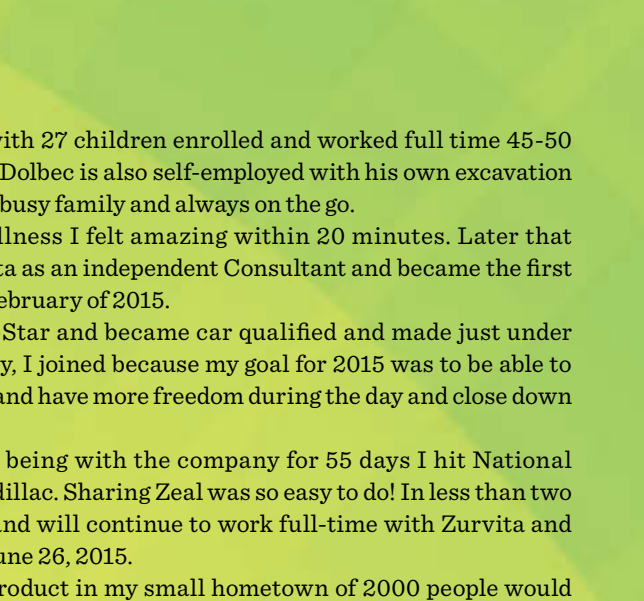
I'm the owner of a preschool with 27 children enrolled and worked full time 45-50 hours a week. My husband, Evan Dolbec is also self-employed with his own excavation and foundation business. We're a busy family and always on the go.

After I took my first Zeal Wellness I felt amazing within 20 minutes. Later that afternoon I decided to join Zurvita as an independent Consultant and became the first Consultant in Maine. That was February of 2015.

Within six days I reached All-Star and became car qualified and made just under \$3,000. I didn't join for the money, I joined because my goal for 2015 was to be able to spend more time with my family and have more freedom during the day and close down my preschool.

On March 31, 2015 after only being with the company for 55 days I hit National Director and got a brand-new Cadillac. Sharing Zeal was so easy to do! In less than two months I have reached my goal and will continue to work full-time with Zurvita and will be closing my preschool on June 26, 2015.

I never thought sharing this product in my small hometown of 2000 people would blow up like it did. Between parties and launch calls daily we are growing Team Maine every week. We are changing lives one sample bottle at a time in New England.



FRANCISCO MARTINEZ HERRERA TEXAS

I was introduced to Zurvita in December 2013, and when I looked at the Zeal for Life Challenge, I got very excited. I knew the products were natural and good and just two weeks were enough to confirm that. The results of the product exceeded my expectations because it helps to detoxify in a profound way and nourish and restore the human body. In a short time you can see fantastic results. I was also struck by the business plan because it allows everyone the chance to win the same way. I have been waiting for this for so long. I personally feel very blessed to be able to help others and improve my health and create a better lifestyle. I have a powerful team of leaders who are achieving phenomenal results in each of their networks. I am so thankful to God and Zurvita.



Caribbean Cruises: The Ideal Vacation

If there's anything that outshines the glamour of a Caribbean cruise, it's the simplicity and ease of cruising on your vacation.

Cruising

Cruises offer the ultimate in no-hassle vacations.

The ships offer exciting entertainment for all ages. Common features include a spa, swimming pools, a piano bar, a dance club that offers varying kinds of music each night, comedy showcases, a sports bar, casinos, live music and musical stage shows complete with Vegas-style costuming. There are also plenty of activities, such as karaoke and fun contests on deck.



Cozumel

One of the most popular ports in the Caribbean is Cozumel, on the Yucatán Peninsula. Known for its scuba diving, there is also plenty of shopping, great restaurants and the beautiful Chankanaab National Park. Vacationers can swim with dolphins, snorkel, visit a chocolate factory or get a massage on the beach.

Cruising the Caribbean offers all the best vacation options: relaxation, adventure and fun!

Belize

On the Central American coast is the country of Belize, another popular cruise destination. It is fringed by the longest barrier reef in the Northern Hemisphere, where snorkeling and diving are popular. Visitors can also tour Mayan ruins, zip-line over rainforest treetops, browse cathedrals and restored mansions and visit the marketplace.



A man with a mustache, wearing a blue and white plaid shirt and jeans, sits in a wooden canoe on a calm lake. He holds a long wooden paddle. In the background, a blue and white tent is pitched on a grassy shore. Several ducks are swimming in the water. The scene is set against a backdrop of green trees and mountains under a clear blue sky.

OF COURSE IT'S GREAT
IT'S CAMPING
AND IT'S AMERICAN

WILDLIFE FAN &
GREAT AMERICAN
NICK OFFERMAN



GREAT AMERICAN
CAMPPOUT™

PITCH A TENT TO PROTECT WILDLIFE
PLEDGE TO CAMP AT
NWF.ORG/CAMPOUT

Photo: Emily Shur



You don't have to be perfect to be a perfect parent.
There are thousands of teens in foster care who would love to put up with you.

1 888 200 4005 • adoptuskids.org



John Maxwell: Improve Yourself—Every day, Starting Today

FREE
DualDisc™
INSIDE

SUCCESS | FROM HOME

FROM THE PUBLISHERS OF **SUCCESS** MAGAZINE

**FEEL THE ZEAL
DIFFERENCE**

Simplicity, value
and real results

Could an **EXTRA**
\$500-\$1,000
a Month Change
Your Life?

THE POWER OF
ONE

ZURVITA Believes That Each
Customer, Consultant and
Employee Matters