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We have been Amway/Quixtar Independent Business Owners since 1990 and achieved the Emerald business level in 1996. In the process we have assisted other IBO's in our business to achieve some of their business and financial goals also. By developing our business network, we have improved our quality of life through personal development, goal setting, time management, leadership and communication skills that we have also been able to pass on to other IBO's through mentorship and coaching.

We have always attempted to operate our business with the highest level of integrity. We provide prospects with a verbal explanation and a printed sales and marketing plan; audios of other IBO's who have or are building a successful business; and a sample pack of products to try. This is a standard procedure that we do and teach our organization to duplicate. In the process of explaining the business opportunity, our prospects learn the effort that it takes if they decide to proceed with building a business of their own.

Perspective IBO's are invited to attend larger group meetings to meet and associate with other IBO's. They are encouraged to attend and ask questions with no obligation expected. We always stress that success in this business is based on individual effort and initiative.

Even though we present an example of how to structure a business to be the most profitable, each IBO business is a sole proprietorship; therefore incomes vary. A brand new IBO really has no income history to verify, which is why we use the standard FTC approved "Sales and Marketing Plan" which has been designed to show average profitability. This enables anyone to feel confident that they can achieve success.

Unlike many traditional business opportunities, the initial start-up cost can be as low as \$39.95 for registration as a Quixtar Independent Business Owner. For under \$150 one can obtain registration and receive a product start-up pack that contains a sampling of our core product line. All of the above is refundable within 30 days if the new IBO has a change of heart regarding their business ownership. Any training sessions or training materials are completely optional based on the individual's goals.

We feel like we present enough information and follow-up time that it is not necessary to have a seven-day waiting period to register. This could have a negative impact on the new IBO business.

Quixtar has done a great job of setting up a separate informational website to answer "Frequently Asked Questions" by prospects and provide personal stories from other IBO's at all levels of the Quixtar business, referrals from other businesses that provide goods and services through the Quixtar site, and comments from various organizations like the Chamber of Commerce, etc. (This information is also available on DVD for non-internet users)

Our experience is that we have seen people from all walks of life achieve financial and personal success from owning their Quixtar independent business.

Basil and Cynthia Wilfong