

Freedom For All!

Spotlight On Success

Chad Tomlinson wanted to be a physician.

Then he discovered ViaViente.

Now he can make something he couldn't as a doctor...



House Calls

ViaViente

Spotlight On Success

Chad Tomlinson wanted to be a physician. In fact, he desired to be a surgeon. Then something happened. Chad got *VíaVienté* in his blood. In so doing, he found he could help people improve both their physical and financial health, the latter of which he couldn't do as a doctor. There was also something else he couldn't do as a doctor that he did with *Vía*. He could make house calls.

School Daze

Some would have called him a genius. Others would've considered him a glutton for punishment. But as a university student majoring in Chemistry with minors in Biology and Economics, there was one thing Chad definitely wasn't: A slacker. "Actually," Chad now admits laughingly, "I think I must have slept through freshman orientation. I missed something

at any rate, because it seemed everyone else had the easy classes!"

There was something appealing about the medical field to Chad. "I always wanted to be a doctor," he says. "Over the years, I kept changing what specialty I wanted to pursue. I finally settled on becoming an orthopedic surgeon. I thought it would be really cool to use power tools on people and get paid for it. Besides, I admit, I liked the prestige the profession offered."

Power tooling people might be cool, but something else wasn't. Chad didn't like the idea of racking up a load school debt that would take many years to pay off. Thus, he tried to get through school quickly (amassing 152 credit hours in three years, more credits than most people attain over

four). "I didn't want to become one of those doctors who doesn't have any business sense," he says. "I wanted to be able to run an office and make money off of other physicians, a rather politically incorrect concept, I know. I figured if I made money off of what others did, I'd have a residual income, rather than just trading hours for dollars like everyone else." Chad certainly possessed the mentality for his own business. Little did he realize at the time, however, that it wouldn't be a medical practice.

A New Field

As time went on, Chad became more disenchanted with what he learned about the business side of medicine. "There are insurance companies, malpractice lawsuits, bureaucracies, and everything else," he says. "As time goes on, you get paid less for each procedure and take on more liability. I wanted to do surgery because it interested me, not just to get by."

So how did Chad get into *VíaVienté*? Answer: Virtually against his will. "I didn't want to get into it originally," he says, looking back. "I really didn't.

At A Glance

Name: Chad Tomlinson

Home State: Florida

Former Occupation: Student

Most Rewarding Achievement: Meeting the people in this business

Personal Philosophy: If you stay at it, you will become successful

Favorite Books: Think and Grow Rich by Napoleon Hill, Secret of Closing Sales by Charles Roth and Roy Alexander

Hobbies: Travel and doing things I haven't done before



Of course, my mother (Teri) was doing well with it and my sister Heidi started doing it to stay home with her child. Before I knew it, I was taking the product and it was great, especially around exam time. It gave me more energy and concentration. My friends were popping caffeine pills and I didn't have to. It also helped with my stress level."

That was the product side. Then there was the business too. Chad figured that he could actually make some money with Vía. "I had this leader come in under me," he recalls, "and before I knew it, I was making \$1200 a month. Not bad for a student in school who's not really doing anything. I slowly came to realize that I could help people in Vía, make money while doing it and not have to deal with all the headaches that a medical practice would involve. A medical career causes more pain than it cures! I mean a doctor can hardly help someone injured on the side of the road as he's afraid he might get sued. "

Business Minded

Forget medicine, the inner Economics major in Chad began pounding his way to the surface. "I kept thinking about how many more years of school I had, the amount of red ink I'd accumulate and how long it would take to pay it off," Chad says. So finally, he mentally set aside his stethoscope (not to mention those beloved power tools) and changed his major to Business. Chad's would-be medical career ended before it began, but with Vía there was still a way for Chad to help people become healthy while he grew wealthy.

After Chad hopped off the medical track in school, friends and advisors thought he needed to see a doctor himself- a head doctor! "One professor," he recalls, "told me sarcastically that some people can't handle the pressure of medicine. I retorted by inquiring, 'You mean like those people who can't make it as a doctor and so they teach instead?' He didn't have much to say to me after that."



Chad enjoying time in Vegas with his sisters Kiersten (left) and Heidi (right).

Chad finished his degree in Business Marketing and then started working Vía full time. He recalls his thoughts as he began his exciting new career, "I liked Vía because I wanted have residual income. As a surgeon, I figured it would be difficult to profit from efforts other than my own. However, I told my mom I would never go door to door in this business. Wrong!"

Gaining Experience

Feeling rather gung ho after his graduation at the end of 2005, Chad figured he'd rocket his way to the top of VíaVienté before you could ask, "Is there a doctor in the house?" Chad says, "I figured I'd go Platinum in six months and Presidential about six months after that." Yet, Chad had a lot to learn about himself and his business. "I had to learn how to be patient, take time with people," he says. There are many differences between Vía and a medical career, but they still both require a lot of, well, practice. It was definitely practice in Vía business that Chad needed.

"You have to be sincere and genuine with people," Chad says. "I wasn't at first. Not because I'm not



a sincere person, I am. I was just on autopilot from exhaustion after taking so many courses in college. You can't do this business on autopilot. I was also trying to manage the people I had rather than build. To enroll people originally I just said, 'My mom sells this, you might want to try it.' To guide people I'd just tell them things my mother or sister had told me. I didn't have my own experiences. I had to gain them." Although he wasn't a doctor, Chad was about to start doing house calls.

"I knew I had to get some experience," Chad recalls. "I remember when my sister was expecting and it was 100 degrees outside. We went door to door. We went with the family in our minivan and started passing out flyers and getting calls. We kept the door to the minivan open, my sister was pregnant and driving, and I almost fell out onto the interstate at one point. It was the most ridiculous thing you've ever seen! I'd been giving advice to others, but at that point I had to take my own advice. I laughed as I realized that I was going door to door just as I said I'd never do. We'd long encouraged other Distributors to talk to five people a day and so that's what we did. We hit houses, businesses, and anything else we could. I still do some of that door to door work today. I use the Internet and do other things too. The point is you just have to talk to people."

The Learning Continues

Chad had to make a transition in his thinking. "I never wanted to be a networker originally," he says. "At first, I just shared the product and that was easy. But then when I came to the realization that I was doing this for a living, it was different. I felt pressure. Eventually, I realized that we are all selling, influencing or recommending all the time. I'm selling you or you're selling me. I'm trying to convince someone that Via is great or they're trying to convince me they're perfectly healthy and don't need anything. I finally got it into my mindset that what I'm doing is good. The product helps people, it's not going to hurt anyone."

As time went on, Chad learned more. "I discovered," he says, "that I had to lead by example. I just can't tell other people to work and enroll. I have to do it. I have to make at least five calls a day and make "10 Club" if I want others to do the same. You can't sit around waiting for people to call you!"

Like the good health professionals he almost joined, Chad strongly believes in working his business with integrity. "I figured," he says, "that the compensation plan is set up so we can benefit from helping everyone, so that's what I do. For instance, there was this one prospect who would email me five times a day with 10-15 questions. I was determined to answer them all. Other Distributors were talking to her as well. Finally, she had a comfort level and emailed me and the others informing us that the first person who called her back that day would be her sponsor. I was out camping and so I answered on my Blackberry. I told her that I wasn't near a computer, so I couldn't sign her up at the moment. Nevertheless, I assured her that I would help her regardless of who she signed up with. That impressed her so much that she waited to sign up with me and soon became an enrolling machine. If you do things right, it all comes back to you."

Looking Ahead

Chad has not forgotten the health profession. He is still interested in holistic medi-



Chad loves to travel, especially with his family.



...and wants to become certified as a naturopath someday, but not before he becomes a Platinum Sales Leader in Vía. So on he goes, talking to people wherever they happen to be. "I go cold calling every day," he says. "I could be talking to a waitress or the lady who was the technician on my iPod. It doesn't matter."

As his friends eventually went off to medical school, Chad didn't say his goodbyes with envy. Instead, he looked at them with just a bit of pity. "I love what I am doing now," he says. "I also know about the pitfalls of what they will do someday. For myself, I know I can work Vía, build residual income, avoid the medical and insurance buracracies and never fall into hundreds of thousands of dollars in debt." Then he concludes with laughter, "Also unlike them, I get to make house calls."

