

United Networker

The Network Mark Business & Lifestyle Magazine

Interview

Bob Reina - Talk Fusion

CEO Profile

Rune Evensen Sitetalk

The Odzala Wilderness Camps

Eye in Eye with Gorillas

45th Anniversary

Mercedes Benz SLS AMG GT3

coverstory

What is LEO?





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Waldblickstr.40
D-75245 Neulingen
Phone: +49 (0)7237-443940
redaktion@unitednetworker.com

Editor in Chief: Ulrich Tram (V.i.S.d.P.)

Editors: David Bosley, Richard Bliss Brooke,
Tomas Kluener

Graphic : Markus Elsasser, Ulrich Tram,
Markus Th. Ruediger

Director of global Sales and Expansion:
Markus Th. Ruediger

Director of Advertising: Sabine Elsasser
media@unitednetworker.com
Tel: +49 (0)7237-443940

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D-66450 Bexbach

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Dear Readers,

It is a historical moment in time! You ask why? In July 2012 Markus Elsasser told me about an International English language based magazine for the Direct Selling and Network Marketing industry! After extensive market research, you can see the result! You have in your hands the first international print edition of the United Networker Magazine. Up to this point it has been a difficult task with phone calls, dates and events BUT this unique approach has been worthwhile!

Our goal is not only the MLM industry but also surrounding industries supplying them with valuable information worldwide! In our monthly editions you can find informative reports on companies, distributors and their events. In addition you will also find classical topics in the fields of automotive, fashion, music and or lifestyle.

The first cover story has a very special meaning for me. The career of the LEO Corp. resembles the steps which we have taken here at United Networker Magazine. The idea grows to the vision and the vision becomes reality.

Please take advantage of our magazine as an information source! We all work in a phenomenal industry. This message must be carried to the outside world! Take the time to divide and multiply this message!

I personally wish you a successful month and a lot of fun reading the first international United Networker Magazine.

„Expect the UNEXPECTED“

Sincerely

Markus Th. Ruediger
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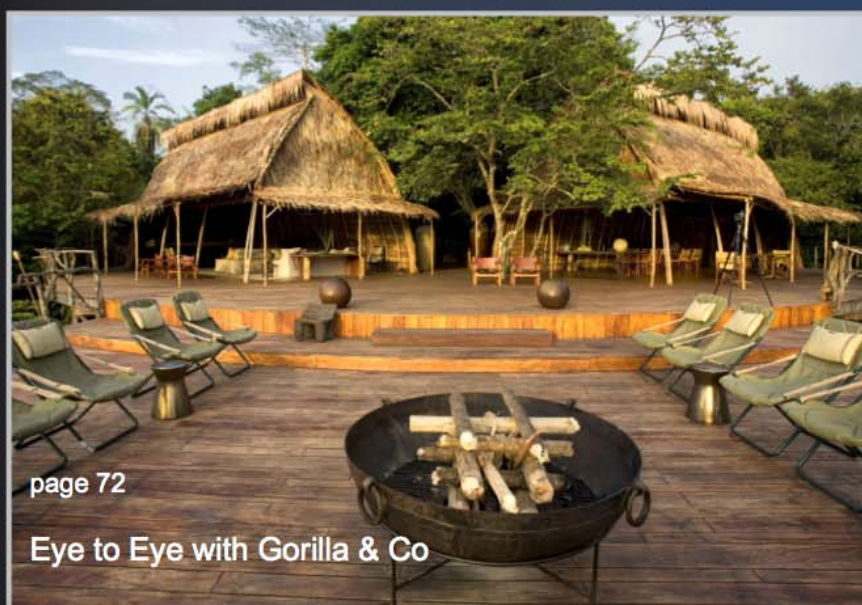
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A man with short, light-colored hair, wearing a dark pinstripe suit, white shirt, and blue patterned tie. He has his arms crossed and is looking directly at the camera. He is wearing a gold watch on his left wrist. The background is a blurred brick building with some architectural details.

coverstory

What is LEO?

'Certainly an interesting approach, going global from day one'

Was the comment from one industry expert. However after a telephone conference with Dan Andersson, and David Bosley, CEO and Commercial Director of LEO, he fully understood and loved the approach.

“It never occurred to us to do it any other way,” said Dan. “We know that so far as most networkers are concerned, they are ‘citizens of the world’, and the world is their marketplace, so why create a business limited by geographic boundaries?”



LEO (Learning Enterprises Organisation) is a new evolution of a concept tried before in Network Marketing. The products are based around e-learning, including major categories of personal development (soft skills), and technical training, such as IT, web design, accounting (hard skills), but with an underlying theme of learning how to become a successful entrepreneur, and with a core product range to help people achieve exactly that. "Success in business," says David, "is down to a combination of factors. Hard work and dedication are not enough. You need to be in the right place at the right time. It is up to companies to get ahead of the next big trend online, and that's exactly what we have done."

E-learning is the fastest growing area of digital content sales online, having doubled from 24bn in 2009, to 50 bn in 2012. Entrepreneurship is probably the hottest topic across the world right now. LEO gives associates the opportunity to leverage the former, to become the latter, to Learn, achieve the skills they need to succeed as an entrepreneur, to Earn money whilst they do it, and to end up Owning a real business as a successful entrepreneur.

"LEO is, to the best of our knowledge, the only MLM which has endorsed an end goal of owning a business outside of the MLM," says Dan. "Many people achieve an enormous amount in MLM in terms of earnings, but then it can all fall apart, and leave them with nothing. We take them on a journey, whereby they learn skills, which will be with them for life. They can earn a life changing income, and if they've learned well, then they'll end up with other business assets which will set them up for life."

Whilst the company delivers a state of the art e-learning platform, this is not quite what the business is all about. According to Dan Andersson, "The real product of network marketing is, always has been and always will be, about creating successful entrepreneurs. This is the dream sold by everybody in the industry. The fascinating thing is that many who succeed using their skills acquired in network marketing, end up applying them in a different business, either in different forms of direct selling, or in their own business. This is what inspired us to create a business model which really goes to the heart of what people are looking for."

In the current global economic climate, increasingly people are looking for opportunities to succeed, to make more money, but outside of the normal context of conventional employment. However, most people lack the resources to 'go it alone' in setting up their own business. In LEO they can learn the skill sets, which will give them the resourcefulness to build and succeed in their own business.

This is a huge marketplace. The way the world is changing it's remarkable that, wherever you go, entrepreneurship is the new buzzword. People have realized that the security they are looking for, which always used to come from 'a good job in a secure company', no longer really exists. In a macro-economic context, where banks and even sovereign states are at risk of bankruptcy, there's no such thing as a secure job.

Building your own business has much more appeal than this, since it can fit in around your lifestyle, personal circumstances, and priorities. It's also very egalitarian, it's open to everybody, all have the same opportunity, and results are according to efforts, not favoritism or politics.

The core products within LEO fall into four categories, which are:



eLearning



eTutoring



Technology



Live seminars

The first category is really the key to the business, and is the one that will transform the way in which we learn over the next few years. Most people have little idea what e-learning is, or why it's important. It's kind of like the Ipad - until we had it, we didn't know we needed it. The analogy is a good one, because when you look at the cutting edge e-learning content on the Ipad, it will blow your mind. Seriously. You may be touching the screen to delve into graphs, or expanding pictures, hearing music, or blowing onto the screen to power a windmill. Once you get it, you suddenly realize "This is how my kids will be learning in the future!"



The other categories are all secondary, and feed into and support the first. For example, the technology products all support the e-learning, with memory devices, or our fantastic LEO Pad tablet pc's. The live seminars are a fantastic way to engage people and create great fellowship in the real world, to support this amazing virtual world of learning.

What you need to understand about e-learning, is that it's not what you think. E-learning in the future will be exciting and dynamic as the technology develops. Up until recently it has been held back by the imagination of those who are bringing it to market, bandwidth issues and Internet coverage - in the future, it will push the barriers of what is possible. Think a writing quill versus the ink jet printer.

Dynamic e-books with content that is totally interactive. The ability to drill down into interesting areas, see videos, hear audio, are just the tip of the iceberg. Already there are e-books that use the tablet's accelerometer to use kinetic movement as part of the reading/learning experience, and even the sensitivity of touch screens, so you can interact by blowing onto the screen.

"This is the exciting world which LEO is tapping into. We really feel that we have the next Big Thing," says David Bosley, Commercial Director. "Internet showed us how technology could revolutionize connectivity. Social networking impacted on how we communicate and interact, and in doing so made the world a smaller place. We do a very similar thing, but with education and entrepreneurship, which also happen to be the greatest social levelers, and drivers for change across societies."

So what really is the LEO business?

Well LEO stands for Learn, Earn, Own. In our society many people aspire for something different, they want more. What they want more of they don't always know, but it usually comes down to core needs such as security, status, time, affection, and they want to meet these needs by having more money. What we teach them is that in order to have more money, you need to learn something.

When you look at people who suddenly have a lot of money, it often does not have a great affect on their life. The newspapers often run stories of people whose lives have not worked out well after winning the lottery for example. In order to benefit from having an abundance of money, we believe it is necessary to go through a process. First you must learn, learn how to make money, and how to handle it, learn to value it whilst keeping it in perspective, and master it.

Once you have learned you begin to earn money. By working with





LEO, and promoting the fastest growing digital product on the Internet today, the earnings possibilities are of course unlimited. This is precisely why it is so important to prepare people first. We have seen many people in previous opportunities burn out due to success, people who have never made real money, suddenly making tens of thousands per week, then a year later they are back to broke. We put in place a system to get you to the level you choose at a sensible pace, which is sustainable and real.

All the time whilst you are earning money with LEO, you are also working towards the final stage. LEO's innovative compensation plan means that the company is putting money aside all the time that you are earning 100% of your commissions, and once you achieve a level at which you trigger the release of these funds, the company will give you money to invest in your own business. This amount can be up to £15,000 or more if the associate chooses to apply for a 'Lion Award' which gives them access to additional funding if necessary, at the discretion of the trustees, and in return for equity in their new business.

Network marketing, Multi-level marketing, direct selling, whatever you call it, it's an industry which has been scratching at the surface of its potential now for forty years. We believe that now is the time when it will come of age. Now is the age of entrepreneurship, where the old paradigms are falling. The Internet gives the collective of individuals the power to challenge the corporation, for the first time in modern history. To succeed in this challenge however a business needs to be thoroughly modern, scalable, and focused on great products, and most of all looking after its people. This is where we feel most passionate about LEO, that we have built the company based on five core presuppositions:

LEO Core Presuppositions

We hold it to be true that:

- Our members are the heart of our business
- There is greatness inside everyone
- Diversity is empowering
- True success causes no harm
- Fast is better than slow

LEO has been built on solid foundations, with a management team who have global experience at top corporate level; we are in a fantastic position to have learnt from other people's mistakes. This is not meant to sound arrogant. We all know that mistakes are inevitable and great learning experiences. But with a team who has been around for long enough to learn from the mistakes of the past, we have put together a structure that is stronger and more resilient than any we have ever seen in the past.

When it comes to product, despite being in pre-launch, we know that we will have a world class system with ten years development costing millions of pounds gone into it. When it comes to payment systems both in and out, we are already streets ahead of 90% of the industry.

In summary, LEO is a new kind of MLM, for a new world. We deliberately chose a launch date of 2012, 2012, the end of the Mayan calendar, and according to some, the end of the old world. We believe it will herald the start of a new world, in which LEO will come of age.

Why LEO? How it all came about.

"How did LEO come to be?" Dan laughs and says, "Everything happens for a reason. And how things start is how they continue."

Dan Andersson is the founder of LEO. Together with Atif Kamran and David Bosley, he has created one of the hottest new companies

in the Direct Selling industry, catching the imagination of people in six continents. An innovative model of wealth creation, built around entrepreneurship training in four product category areas.

"I like Guy Kawasaki – former Chief Evangelist of Apple -- and his idea of forgetting convoluted mission and vision statements," says Dan, "and instead focusing on a mantra for the business. The mantra for LEO is 'Learn, Earn, Own'. It defines what we sell, what we promote and what we are all about."

The products of LEO are entrepreneurship training, sold in cutting edge e-learning programmes, live seminars and loaded into technology products, such as tablets, smart phones and electronic media in all shapes and sizes. In development are e-tutoring programmes, connecting students and tutors from all over the world.

"The aha-experience I had was when I asked 'What is the real product of Direct Selling?' What is the thing that ties it all together? What is the one thing that all the companies, representing so many different products, would agree is central to the industry?" Dan explains. "What is the white elephant in the room that everyone is ignoring?"

And, of course, the answer was personal and professional development.

"It is what all the companies implicitly or overtly embrace. That we can take a person off the street and by immersing him in the Direct Selling industry – by getting him or her to prospect, make presentations, sell and champion a product, build a team, motivate people, develop leadership skills, develop International organisations – we take an 'ordinary' person, whatever that means, and create an entrepreneur."

Atif Kamran agrees. "When I first came across this industry, I was an electronics engineer. Network Marketing was relatively new in Pakistan, people were skeptical, I was skeptical. But I joined and by luck, discipline and hard work I became successful. In the process I developed skillsets and abilities that would not have been available to me in an ordinary job. Also the business took me around the world



and opened up vistas I couldn't even have imagined when I first joined."

Atif then joined a global top tier company as a corporate sales manager on a salary, and worked his way up to European Training Manager, organising seminars and trainings in 20 countries in Europe and events in India and China. "If network marketing hadn't come my way, I might have still been working with computer hardware repairs in a small town in Pakistan!"

Atif's title in LEO is Global Marketing Director. His role is to be the distributor interface, the link between the field and the company. As a start-up, the company is not overly concerned with titles and hierarchy.

Atif laughs, "It's more about getting the job done. I am lead project manager of the IT team, making sure the systems we develop are cutting edge and really delivering on what the field needs."

Additionally, Atif manages distributor communications, recognition, incentives and training. "It gets pretty busy," Atif adds. "We are getting interest and developing in six continents."

The business model originally came out of long conversations and brain storming between Dan and Atif. They both had experience of companies moving the goalposts and disappointing their distributor organisations. They were frustrated with how companies in their experience had mismanaged both distributor expectations and in some cases the fundamental viability of the company.

"Honestly, it does my head in," Dan says. "An early foundation team has an idea, a business model that fundamentally works, demonstrated by some phenomenal growth. Everything is good, distributors are getting momentum, and then suddenly the management team, the shareholders, the corporate side loses its perspective. They start to think that they created the success, that they are visionaries, that they created the business, that they can make no wrong, and before you know it there is an 'us-and-them'. With distributors on one side and company on the other. The more distributors shout, trying to get heard, the more corporate digs its trenches, fortifying and justifying its position."

He adds, "Success in networking comes from the outside in. Distributors build companies. The best companies know this and protect the relationship above all else."



They both had experiences of companies that prioritized short-term profits over long-term adding value to customers. “The problem is this,” says Dan. “One of the core values of networking is ‘Freedom’. In this industry you can be free to choose your hours, choose whom you work with, choose where – and you can generate extraordinary income, which also adds choices to you. With financial resources you can do things that without financial resources you can’t.”

Dan realized that the core value of the industry is freedom. But for every value there is a counter-value. “For example in Star Wars, there is a dark side of the force.” Dan smiles sadly. “the dark side of ‘Freedom’ is ‘Greed’. The scorecard becomes money. The volume that generates commissions becomes the driver above all else. And suddenly you find yourself in a business that is far from life-enhancing.”

They realized that the only way they were going to be able to deliver a business built on integrity to the values clarified above was if they did it themselves. Once the decision was made, the creation of the business model became a labour of chipping away at it, until the shape inside the block of marble revealed itself. Atif had a notion that in some way the business should link in with creating a franchise model of traditional business. Dan’s over-riding passion was training

and personal and professional development. When they went to register the company name, the name that coalesced out of endless conversations was ‘Learning Enterprises Organisation Ltd’, a UK registered company.

“LEO, as in Learn Earn Own, came just before that,” Atif says. “Dan went to research web domain names available and rang me terribly excited and started talking about mantras and lions! It really was perfect. The lion is a perfect symbol for what our products are about.”

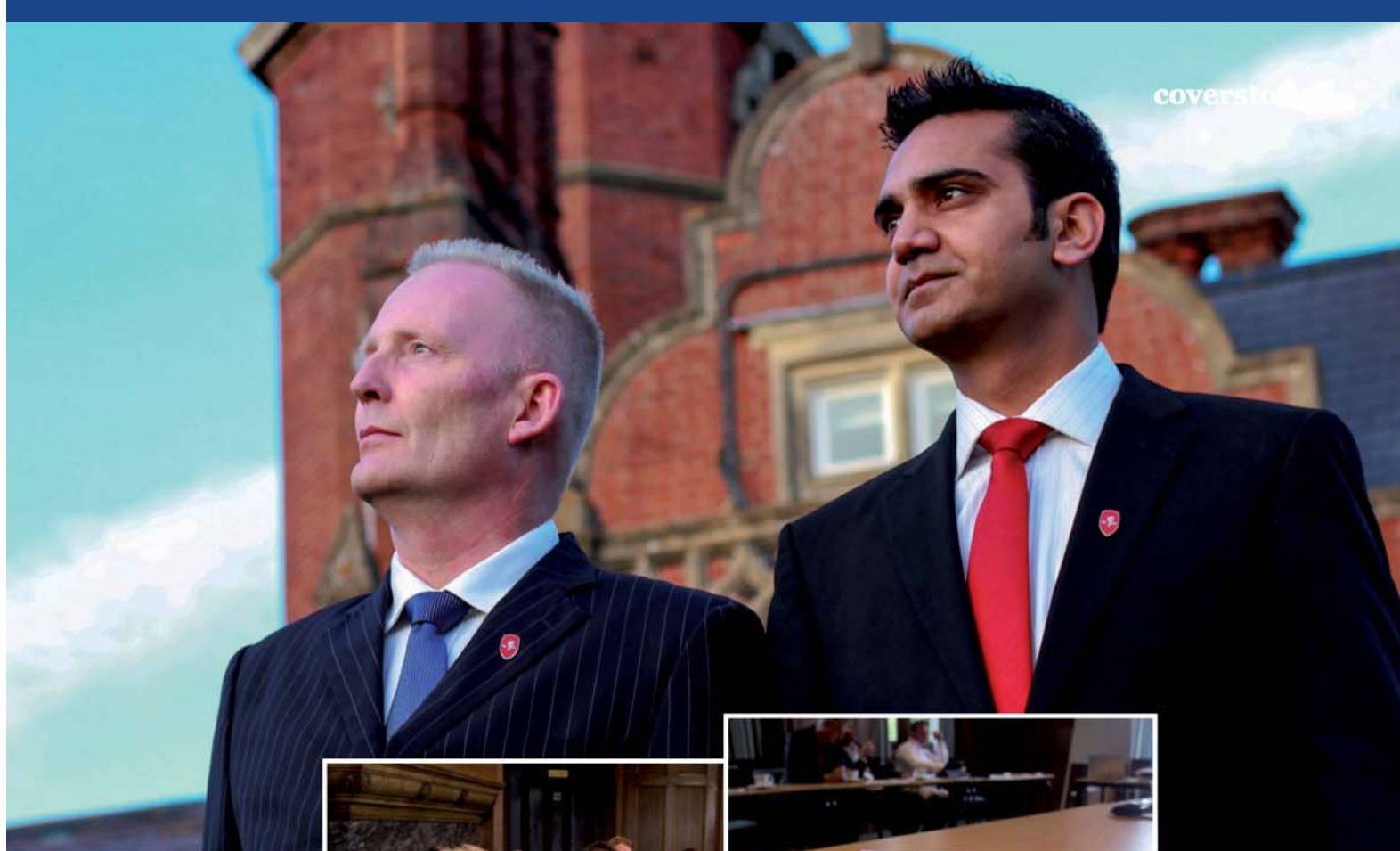
LEO believes and champions the pre-supposition that inside everyone is greatness, that inside everyone is a lion, just waiting to be unleashed. “In a sense LEO is all about this, about unleashing the lion within,” Dan says.

The final bit of refining of the business vision was aided greatly by David Bosley. He came to the team just after the initial genesis of the early formative elements. Dan and Atif knew that the products had to be more than just motivational trainings, more than ubiquitous rehashes of mlm goal-setting trainings, and that business skills were the key. David helped distill these thoughts down into the core of entrepreneurship.

David became a serial entrepreneur following his earlier career experience of City of London fund-management. His introduction to direct selling was through a halfhearted pitch by an old friend, whom David quickly dissuaded by a dismissive, “You’re not getting involved in one of those, are you?”

“But I have to say that my curiosity was piqued,” David says. “I had decided to leave the safe environment of the City to become an entrepreneur. I started several successful businesses, all to do with helping business ventures and start-ups. When I looked into direct selling I loved the basic premise. It’s a beautiful distribution model, my economic and fund management background made me





realize how successful the right company could be by using this model in the right way." He was featured in several magazine articles and even in a primetime television programme as an example of the new breed of entrepreneurs.

He joined a direct selling company, built a successful business, and then made the transition to the corporate side.

"I was asked to be the CEO of a funky little social community driven direct selling company. Two years later, we had achieved incredible things, and I had learned an immense amount, but it was time to move on. I really wanted to be one of the founders of a business, to be involved from the outset, and to be working with a company which shared my values about the standards we should attain, and getting things right, and building on solid foundations from the outset."

Not long after, he met Dan. "Initially I was consulting to the business which Dan had done extraordinary things with. I loved his vision for what the business could be. What I didn't know was that he was at a crossroads, working on his withdrawal from participation."

Dan laughs. "It was quite tricky. I saw that David had an awful lot of talent and that he could make a big difference. We had a natural rapport and shared many views and beliefs around how so few companies really capitalized on what the industry was able to deliver. So I didn't want to demotivate him!"

"I have to say that Dan was a true professional," David says. "He never let on that he was thinking about leaving. On the contrary, he was a great inspiration and I have to say that he was one of the main reasons why I decided to join them as a consultant. When he handed his notice in, I was surprised at first, but then very shortly after I saw the dissonance he had been struggling with and knew he had made the right decision for him."



Once Dan had resigned, he started to work

on LEO in earnest. "The hardest part of launching a new business is creating a business model that is congruent in all parts. It has to make sense as a business in terms of financials, profitability, upside and scalability. But, almost more importantly, it has to make sense as a business model – when you explain it to people it has slot into their brain and also make sense. Because if people can't understand it, they can't tell other people about it, and the whole thing gets stuck. It doesn't go viral. And above all, the products have to make sense to the customer." He laughs. "I am reminded of an old truism I learned as a distributor: a confused brain always says no."

When Dan and Atif shared with David the thinking that had gone into LEO. "I loved it," David says. "Everything about it was spot-on right for 2012. In my estimation, it had all the hallmarks of something that could go big."





Atif says, "David helped us refine our notions of entrepreneurship as the focus of LEO's products and his enthusiasm galvanized our belief that we were on the right track."

David's title in LEO is Commercial Director. He manages almost all external commercial relations with suppliers and partners. "Dan inspired me with seeing straight through me to my real talent. I love doing a deal. I love bringing it to the table, scoping a commercial relationship, putting it together and making it work. I love the fact that I can see the potential between two parties, and I am extremely persistent. I stay with it and have often put amazing things together long after others have left the table!"

"What makes LEO different from other companies?" Dan pauses.

"Well, here's the thing: there's a lot of me-too companies out there. There is nothing much wrong with that. Commercial forces will

create a survival of the fittest, will force competition and help customers get greater value. When you compare LEO to the current direct selling space, we are not that different at our core: We have great products, the same as others have great products. We have a great compensation plan. All the plans work if you work the plan. So we are not different there either."



Here is where Dan shifts and somehow goes up a gear. He looks you straight in the eye and says intently, "But where we are fundamentally different is in our Business Ownership Awards. No one else has this. It's what sets us apart from all the competition."

He explains that LEO's fundamental driver is not to use distributors to create a business for itself. It's the opposite. The LEO business model is to create entrepreneurs who by doing LEO are set free.

"How? By deliberately setting you up to own a business or asset of... your... own."

More importantly, by focusing on the real product, the real success of network marketing, the Learning which enables people to become successful, we get to the heart of the business, the reason everybody is in the industry.

The final part in the LEO business model is 'O' for 'Own.'

'Learn' stands for the products that teach the skills of entrepreneurship.

'Earn' stands for the compensation plan and the business model to give distributors an income with literally no cap. And a hothouse environment for skills development.

'Own' is for the potential for a would-be business owner to acquire the seed capital with which to launch his business or buy his or her cash-flow creating asset.

"Think about it this way," says Atif. "Many people after some years in this industry gain the ability to earn money. Lots of money. But the residual income – the Holy Grail of our industry – is not achieved by many."

Dan adds, "This came from a conversation I had once with Richard Berry, the former Chairman of the UK DSA. We were in Nairobi where Richard was guest of honour at an event with the Chinese company I was with. We were just about the only two westerners there and ending up spending a great couple of days together."





Richard shared that he sometimes was frustrated with some of the exaggeration almost endemic within direct selling. Dan laughs, "Let's face it – there can be a lot of exaggeration in the business, especially when it comes to distributors talking about how much money they are making!"

But Richard shared with Dan his and the DSA's assertion that as a creator of entrepreneurship, direct selling is absolutely phenomenal. The moment Richard verbalized this, Dan was struck by how true it was. "Think about it. A non-entrepreneur gets involved with direct selling, usually totally by chance. It's like he is entering a tumble dryer and for a few years he goes through the churn, the emotional roller coaster, the presentations, the leadership skill development, all of the good stuff it takes to build a large organisation. He is successful, or he is not, but he then sets up a business that takes the world by storm!"

He pauses.

"And why are they successful? Because of the skills they learned in doing direct selling!"

This is the key differentiator of LEO. The real measure of our success will not be our sales volume or the incomes the company will generate. The real measure of LEO's success will be the creation of businesses that add value in the real world.

"We will soon launch our first LEO business, created by one of our distributors, and owned by the same distributor. Regardless of what happens with his LEO business, his participation in our business will have created real value for himself, for his family, for the customers that business serves, and for the country it's in." Dan says this with real intensity.

"Then it will be ten LEO businesses. Through the power of duplication it will become thousands, tens of thousands. Think about it. We will become the largest force for entrepreneurship in the world. Now, that's a differentiator!"

We'd like to leave the last words to one of our new leaders in the



business, who said on hearing about the business:

"You speak to my soul."

At United Networker Magazine, we are passionate about Network Marketing, so we find ourselves to be soul mates with the LEO philosophy, so we look forward to following their progress with great interest, and will keep you fully up to date with this new force in Network Marketing.



LEO Corporate



www.welcometoleo.com

Global headquarters UK:
Howbery Manor
Howbery Park, Crowmarsh Gifford
Wallingford, OX10 8BA
United Kingdom
Tel: +44 1491822313
Email: info@welcometoleo.com

Regional headquarters UAE:
Humanitas Meritus FZ LLC
P.O. Box No. 502221
3rd Floor, Block 18
Dubai Knowledge Village
Dubai, United Arab Emirates
Tel: +971 44232067
Email: dubai@welcometoleo.com

Country headquarters Bangladesh:
Humanitas Meritus BD Ltd
House no: 202 (L-4)
Road – 9, DOHS Mohakhali
Dhaka Cantonment – 1206, Dhaka
Bangladesh
Email: bangladesh@welcometoleo.com