



RECOGNITION-AUGUST



Platinum Associate

Make a plan and execute it



Rookies to network marketing, **John** and **Monica Dawson**, from Lewiston, Texas, became Max Associates in late November of 2008 and began building their team in December. Initially, they started slowly with Monica working a couple hours a day. Before long they realized the potential their business had and John began working closely with Monica on building their Max business.

John was keeping busy, juggling Max with a sales management career and caring for his young family, which included three boys under the age of five. By May of 2009, John decided to leave corporate America to pursue Max full-time with Monica. Achieving Platinum rank was a major accomplishment for them. They set a goal to advance within 90 days of the time John went full-time with Monica and they achieved the goal.

John and Monica credit their success to valuable advice and training from their upline, which includes Bill and Jeanne Jelsomeno, David and Brenda Bridgforth, and Rick and Michelle Teague.

Focusing on the positive has had a tremendous impact on building our business, John said. Our motto is that we believe the power of life and death is in the tongue, so we always affirm the positive. We make a goal of giving thanks for every new Associate and every order that is placed on our team.

The 90-day plan was also an idea passed to them from their upline. They make a list of objectives and goals, such as advancing to Platinum, and give an all-out effort to achieve those objectives in that 90-day period.

By following this plan our team has grown and flourished in just a few short months, John said. Now we re looking toward our next goal making Diamond Associates by the end of the year!

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