

# Rocket to Success in 2012

Start Your Year With the Best Opportunity Possible

*Hundreds of thousands of dollars in cash, promotions, incentives and prizes*

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# New Product Launches

## Project: Cell Shield

*De-Classified: Advanced Military Technology Now Available from LifeWave to Protect Consumers from Cell Phone Radiation*

**Problem:** Cell phone radiation has been proven to be one of the highest health risks for consumers today. One report from *Life Extension Magazine* titled *The Hidden Dangers of Cell Phone Radiation* found that:

- Radiation from cellular phones may be linked to the development of brain tumors, genetic damage, brain dysfunction, and other conditions such as sleep disorders and headaches.
- Cell phone radiation causes DNA damage and impairs the DNA repair process
- Cell phone radiation causes increased levels of free radicals in the body which may lead to overall dysfunction of body processes.

**Solution:** LifeWave has now applied declassified military stealth technology in a remarkable new product, code-named **Project: Cell Shield**. This product, when applied to your cell phone, dramatically reduces the amount of radiation that your body is exposed to from your cell phone.

**What is “stealth”?** It is the merger of advanced materials and design to produce an aircraft that is capable of becoming invisible to enemy radar (microwave radiation). LifeWave employs the same class of materials and technology utilized in stealth to block radiation from your cell phone.

LifeWave's *Project: Cell Shield* is so effective that cell phone radiation exposure can be reduced by more than 99%, depending on the cell phone model. This is easily measurable with a cell phone radiation meter, also provided by LifeWave.

Further, in testing other products on the market only LifeWave's *Project: Cell Shield* actually reduced exposure to cell phone radiation. Some products tested actually increased the radiation that consumers were exposed to.

What this means to you is that using LifeWave's *Project: Cell Shield* can give you peace of mind, knowing that you are reducing the potential harm that cell phone radiation can cause to your body.

## LifeWave's Business Building Kit will show you exactly how to achieve success with LifeWave

On January 21, 2012 LifeWave will unveil our brand-new Business Building Kit. This revolutionary new network marketing business building system will show you exactly how to achieve success with LifeWave.

Included in this kit is:

- A 90-Day Business Building Kit guidebook
- *The LifeWave Business Companion*
- *Take the Lead – LifeWave's Lead Generation System*
- *The LifeWave Handbook*
- And a preloaded USB flash drive complete with flip chart presentations for each of our products!

With this new tool you are embarking on a journey that will lead you to success as you learn how to effectively build a successful LifeWave business. We will be launching this exciting new tool in the United States first and then will seek to gather feedback from our leaders before translating this kit into French, Italian and Spanish. We hope to release these languages in May of 2012.

This kit has a suggested retail value of \$249 but we are pleased to be able to make this available to our members at an amazing price of \$199!



# New Promotions

We are getting this New Year off to a great start by offering five extraordinary new promotions for our members to give you even more opportunities to earn!

## 1. Win an All-Expense Paid Dream Vacation for Two!

Between January 2<sup>nd</sup> and August 26<sup>th</sup>, LifeWave members will have an opportunity to win the dream vacation of a lifetime! We are currently in the process of putting together the final details for this promotion, but what we can share with you is:

- This promotion will be based on organizational growth, so any member that works hard enough can win!
- The dream vacation will be an all-expense paid trip for two. As an example, one of the locations we are considering is a cruise in the Adriatic to Greece and other historic destinations.
- Final details will be released by the end of January.

## 2. Earn up to 10,000 BV When You Enroll New Members – Find out How!

We're also offering another fantastic promotion to help our members accumulate more Business Volume (BV) points at an increased pace, putting you on track to cycle even faster, earning you more money! Between January 2<sup>nd</sup> and March 4<sup>th</sup>, LifeWave members will have the opportunity to cash in on huge bonus volume incentives in return for building their LifeWave Business. Here's how:

- Sponsor a new Silver member and earn 500 BV on your strong leg
- Sponsor a new Gold member and earn 5,000 BV on your strong leg
- **Sponsor a new Diamond member and earn 10,000 BV on your strong leg**

Rules to Remember:

- BV will only be awarded to new enrollees, not upgrades.
- BV points do not flow upline.



- The new enrollees must remain active for a minimum of 90 days.
- All bonuses will be paid at the end of the promotion period.

### 3. Want the New LifeWave Business Building Kit? Earn it With This Promotion!

Beginning January 21, existing LifeWave members will have the opportunity to **WIN** our brand-new Business Building Kit! This kit, which is valued at \$249, will be awarded to LifeWave members who meet the goals of the promotion. All details regarding this promotion will be released at our January 2012 Kick Off Event!

### 4. Get Ready for *Project: Cell Shield*! Win a *Project: Cell Shield* Demo & Trade Show Kit!

Beginning in April, LifeWave members will have the opportunity to build their business with LifeWave's *Project: Cell Shield* – the code name for our revolutionary new product for blocking harmful cell phone radiation! To prepare for this product launch – you'll want to take advantage of this one-time offer!

- Between January 2<sup>nd</sup> 2012 and April 1, 2012 – sponsor 6 new Gold or Diamond distributors and win a *Project: Cell Shield* Demo and Trade Show Kit! The kit will include:
  - (1) case of our cell phone radiation blocking product (10 units of varying size)
  - (1) Cell phone radiation meter
  - Testing tray for use with radiation meter
  - LifeWave's *Project: Cell Shield* retractable banner
  - 100-pack of product brochures
  - (1) Product DVD

## 5. Win \$5,000 in Cash – This Month!

Win \$5,000 in cash, this month! Have some holiday bills? Well not to worry because now you can win up to \$5,000 in cash, *this month*, just by building your LifeWave business! Here's how it works:

- During the months of January, February and March:
  - Sponsor a new Silver member and earn 1 point
  - Sponsor a new Gold member and earn 10 points
  - Sponsor a new Diamond member and earn 20 points
  
- Members who have earned the most points at the end of each month will win!
  - Third place: Win \$1,000
  - Second place: Win \$2,500
  - **First place: Win \$5,000**

\*New enrollees must remain active for a minimum of 90 days. Members must earn a minimum of 40 points *each month* to qualify. Bonuses will be paid out after the promotional period has ended and all bonuses paid will be in US dollars. In the case of a tie, the prize money will be split among the distributors who are tied.

# New Business Upgrades

## Enhancements to Gold & Diamond Enrollment Kits – More Value for the Money!

To help celebrate the launch of our revolutionary new Business Building Kit tool, LifeWave will be enhancing the Gold and Diamond enrollment kits, starting with the US, to include the LifeWave Business Building Kit at a discounted price! Any new member who enrolls at the Gold level will receive this Kit included in their enrollment for an additional \$50 and new members who enroll at the Diamond level will receive it *free of charge!*

The LifeWave Business Building Kit includes the 90-Day Business Building guidebook, *The LifeWave Handbook*, *The LifeWave Business Companion*, *Take the Lead – LifeWave's Lead Generation System* and a USB drive complete with brand-new PowerPoint presentations for all of our products!

Both the Gold and Diamond enrollment kits will also now include an *additional two packages of product*. We are pleased to provide you with a tremendous cost-savings by enhancing these enrollment kits, especially when you consider that the LifeWave Business Building Kit alone is valued at a price of \$249.\*

\*BV for the Gold and Diamond enrollment kits will remain the same at 275 and 600 (plus 55 BV per month for 2 months for Diamond only) respectively. Additionally, the price for the new Gold enrollment will be \$549.95 (which includes LifeWave's new Business Building Kit) and the price for the new Diamond enrollment kit will remain the same at \$1,499.95.

## LifeWave to Launch New Campaign for 2012: *Building Stronger Teams*

Beginning in the middle of February, LifeWave will begin the process of compressing all inactive members out of our database system and connecting all active LifeWave Members by line of sponsorship. This campaign will provide you, our members, with the following tangible benefits:

- Create new income opportunities so you can earn more money!
- As a result of compression, you may be given sponsorship of a member, or members, that you did not originally sponsor into the business
- Your team and organization will become inherently stronger
- Your binary tree will become much easier to navigate and view.

Ultimately, this campaign will allow you to connect with, support and have a direct financial incentive as the new personal sponsor of any and all active members below you by "line of sponsorship" who roll up to you.

For example, if a member's first and second generation is inactive, but has an active third generation, the first and second generations will be removed and that third generation will move up, becoming a member's first generation.

In addition, this compression may also help bring you closer to your active upline members who have a financial interest in supporting your success with LifeWave. Should a member have a cancelled sponsor, they will be assigned to the next active sponsor upline. Once this happens, the member will receive notification about their new sponsor, including relevant contact details.

Beginning in mid-February, LifeWave will begin the process of removing all inactive members in our database system. This will be the first part of an ongoing process of data validation as we reinforce our policies and procedures and thereby strengthen the binary structure. Ultimately, this campaign will serve to streamline our database; making it much easier for you to navigate the binary tree within your organization. This campaign is aimed at members only, and will not have an effect on customers.

This campaign also provides you with the opportunity to earn additional income. Once this process begins, members that have been inactive for more than 6 months will lose their position in your organization. This provides

you with a unique opportunity to reach out to inactive members of your organization and have them reactivate their position with a product purchase, or Autoship, in order to keep their position in your downline.

We would like to encourage all LifeWave members to take this opportunity to reach out to inactive members of their organizations and remind them that if they would like to stay active they will need to purchase product by January 31, 2012 in order to retain their position in LifeWave. Starting in mid-February, LifeWave will begin removing any positions that have been long-inactive (6 months or longer).

Over the course of the next several weeks we will continue to remind you about the start of this project so that you can properly prepare and communicate with your organization and team. Members with any questions or concerns regarding this optimization process are encouraged to contact Customer Service.

## New Compensation Plan Incentives

This year we are excited to offer you, our members, a package of four enhancements to our compensation plan that will make it easier and faster to earn in your LifeWave business! Here's an overview of what you can expect in the coming months:

- Starting in February, the organization will be compressed by eliminating positions that have been inactive for longer than 6 months. This project will provide our members with the opportunity to link with other active members – both downline and upline, to improve growth and income opportunity!
- Beginning in February/March we will be introducing a new “Wave Bonus” program, aimed at providing incentive for *anyone* who is actively building their business and sponsoring new members by paying bonuses in depth on organizational growth.

We anticipate this program to be a true game-changer in our compensation plan as there will also be a very lucrative matching component to the new Wave Bonus program. This program is currently being designed and programmed and we will announce a firm due date soon.

- Also starting in February we will be offering an incentive for people who stay on Autoship! LifeWave members who stay on Autoship will be eligible to take advantage of reduced prices on each package that is bought through an active Autoship profile (Business Volume will remain the same).
- Finally, starting in March LifeWave will initiate a change to the matching bonus program. The original 2-cycle requirement for first level matching bonus will be dropped, and instead a weekly limit of \$50 on first level matching bonuses will be instituted, unless you have the 2-cycles. Anyone who qualifies for the 2-cycles will be paid whatever the system calculates.

# New Events for 2012

## January 2012 Kick Off Event

In just a few weeks, January 20-21, we will be at the Ritz-Carlton in Laguna Niguel, California launching LifeWave's brand-new Business Building Kit. This kit promises to provide our members with more support and faster growth for building their LifeWave business than ever before.

On Friday evening, January 20, LifeWave will celebrate with an evening of entertainment including special guest speaker Suzanne Somers, award-winning comedian Steve Mittleman, a champagne cocktail reception and the now famous LifeWave Game Show, hosted by LifeWave Founder and CEO David Schmidt.

Then, on Saturday January 21 as we unveil our brand-new Business Building Kit we will host an all-day launch event which will feature lectures from some of our top leaders including: Rick DeLuca, Gilbert Louis, Ron Jimenez, Chuck Michel, Dr. Joan Norton, Phil Steinberg, Dr. Nicholas Tivoli & Jimmy Wan. These leaders from around the world will share with you secrets of how they achieved success in LifeWave. We will then celebrate later in the evening with a special champagne reception followed by a gourmet catered dinner put on by the exquisite chefs at the Ritz-Carlton. We'll also have live music from award-winning band *Tony Boyd & the True School All Stars!*

*It's not too late to register for this amazing event so visit your Back Office for more details, including a link to register. Don't forget that our international LifeWave family members are invited to attend this event free of charge – but you must pre-register!*

# New Marketing Tools

## Announcing the Launch of a Brand New Back Office Marketing Tool – L.E.A.D (LifeWave's Email Action Database)

Want to know a secret of the most successful networkers? *Cultivating leads through patient and persistent follow up!*

LifeWave has now developed a brand-new system to optimize and enhance your contact follow-up process. We've left nothing to chance – The L.E.A.D. (LifeWave's Email Action Database) system is a powerful yet simple way to ensure a smooth follow-up process with all of your contacts and prospects.

We've heard time after time from our most successful leaders that maintaining a connection with your prospects and contacts is a vital part of growing your LifeWave business. To assist you with that goal we have developed a new Back Office Marketing Tool. The L.E.A.D. system contains emails and free reports about LifeWave products and the company.

It's easy to maintain contact with your leads using L.E.A.D. Just follow these simple steps:

1. When you meet a new contact or prospect be sure to get their full name, email address and phone number.
2. Each month, send your contact an email from the L.E.A.D. system. These are intended to spark interest in LifeWave's products.
3. Allow a few days for your contact to read the email and download the free report, then follow up with them and ask that they place an order after reading about the benefits of the products.

Please remember that the emails and free reports contained in the L.E.A.D. system are meant to assist you with reaching out to, and following up with, contacts. Foundationally, LifeWave is still a business that is about building relationships through face-to-face contact and interaction.

There are many opportunities and possibilities that this new marketing email library presents and we hope that you will utilize it to grow your business and share the great news about the LifeWave opportunity! Continue to check your Back Office often as we will continually be adding to L.E.A.D.

## Revolution Is Here!

We are pleased to announce that our brand-new Back Office system, *Revolution* will be going live the week of January 9, 2012! Every LifeWave member will receive Revolution Basic, at **no charge**. You will need to complete a few simple setup steps in order to get your updated Back Office. After that, you'll be able to enjoy this new tool right away!

In addition, you now have the option to upgrade to a professional version of Revolution which offers even more features and tools than we've been able to offer before.

With the upgraded Revolution Pro Account you can:

Communicate with your downline

- Email specific groups in your downline
- Share videos and recorded files with your downline

Get the pulse of your business

- See who is "Active"
- See who has not purchased for the month
- View new customers and enrollments
- Manage new leads

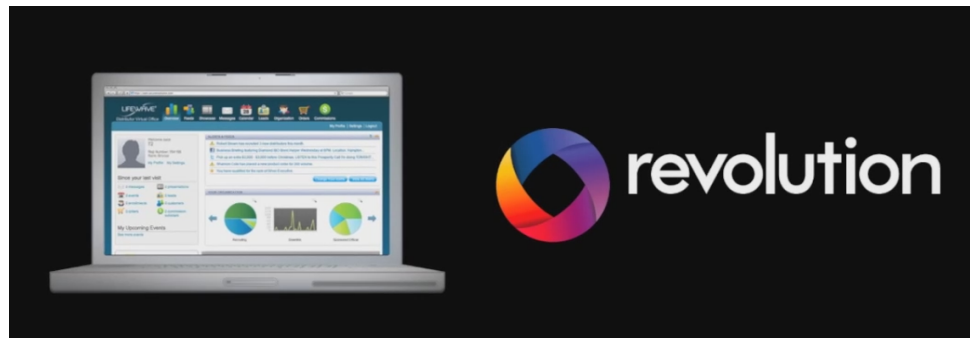
- Get detailed information on your downline with graphs, reports and charts
- View orders and track Autoship
- View your earnings and commissions

#### Stay up to date

- Manage your calendar
- View the corporate calendar
- Stay in the loop with social media news feeds

\*\*To upgrade your Back Office to the Revolution Pro Account, click on the "Get Started Now" prompt.

To see what Revolution can do for *your* LifeWave business – click the image below and watch a short video about LifeWave's updated Back Office solution!



#### PRICING STRUCTURE

The Revolution Pro Account will be available on a tiered pricing structure. As you move up in rank, Revolution will be available at a lower price. Offering pricing incentives such as this one allows us to reward our members for their hard work and success in advancing their rank. We hope that you continue to move up in rank in order to take advantage of this tiered pricing structure.

## Revolution Pro Account Price Per Month

- Senior Presidential Director – Free
- Presidential Director – Free
- Executive Director – \$7.95
- Senior Director – \$8.95
- Director – \$10.95
- Manager – \$12.95
- Others – \$14.95

All the tools you need to manage your business are at your fingertips through Revolution: in-depth information, effective communications and oversight into your sales operation. With this powerful new tool, you can focus on what's important – growing your business!

## Announcing – AcuLife!

Since the release of our Energy Enhancer patches in 2004, many of our members have decided to branch out and experiment with the use of our products on animals such as horses, dogs and cats.

As a result, one of our members, Dr. Lauren DeRock, published a clinical study on the pain relieving effects of our products on horses. This overwhelmingly successful study found that 135 out of 138 horses received pain relief after using LifeWave products. Then, later on in 2009, our very first LifeWave member, John Chance, began to heavily promote LifeWave to the equine market and in doing so achieved remarkable success. Due to this rapidly growing success LifeWave has decided to support the marketing of a specially developed product into the equine market.



This new product, called **AcuLife**, will be officially launched in the United States this year. To view the website for this project, please visit [www.patchingponies.com](http://www.patchingponies.com). We would like to thank John Chance and Dr. Lauren DeRock for all of their hard work and effort in getting this project off the ground.

## LifeWave Hires New Vice President of Marketing, Joel Patrick



LifeWave is pleased to announce that network marketing veteran Joel Patrick has joined the company as Vice President of Marketing. Joel brings nearly 20 years of marketing experience to LifeWave. Additionally, Joel's extensive expertise includes management positions at network marketing companies including Sisel International, Univera and Pharmanex.

Over the course of Joel's career he has managed a multitude of successful product launches and brings in-depth knowledge of international business expansion as well as proper utilization and leveraging of effective marketing techniques and campaigns to this position. Joel holds a bachelor's degree in business management with a focus on marketing and finance from

Brigham Young University. We are pleased to welcome Joel to the LifeWave family!

# New Countries Open

## Update to India Operations

Starting the weekend of December 3, 2011 LifeWave celebrated the grand opening of India with meetings in Delhi, Pune and Mumbai. These initial meetings were very successful and we are excited about the prospects for the future in this all-important market.

One of the unique challenges that we face in India is that a large segment of the market there is a cash-based economy. As a result we are now in the process of implementing a brand-new system so that members in India can pay using cash following the steps below:

- Members and customers in India only will soon be able to utilize a new option for paying with cash by visiting their shopping cart and selecting the cash option for order payment.
- Orders placed using the cash option will then enter into a “hold status.”
- The member will then go to the nearest bank branch where LifeWave has established an account and deposit the cash for the order directly into LifeWave's account.
- Once the cash has been properly deposited, LifeWave will then release the order for shipment to our fulfillment center in India.

This method for payment is presently being used by large and successful network marketing companies throughout India so we have every reason to believe this new system will be beneficial for our LifeWave India market. We expect to implement this system online for our members beginning in February.

We will monitor the success and feasibility of this system closely upon implementation in India as we hope to be able to utilize this system in other countries, such as Mexico.

LifeWave would like to thank Gilbert Louis, Dr. Thornton Streeter, Mohan Mohal and Dr. Rini Johar for all of their time and hard work in making the launch of LifeWave in India such a huge success.

## LifeWave Announces Initial Venture into Mexico beginning February 2012

As we continue with our global expansion efforts 2012 will see LifeWave continuing to open new markets, the first of which will be in Mexico.

LifeWave Founder and CEO David Schmidt has been invited to speak at the 3<sup>rd</sup> Mexico City Congress in Anti-Aging and Regenerative Medicine February 17-19, 2012. LifeWave will be sponsoring a booth at this event which we anticipate will attract large numbers of people interested in the LifeWave opportunity!

This exciting conference will be followed by our first-ever meeting in Mexico City. Mexico is considered to be one of the top 5 network marketing countries so we expect the opening of this market to be a phenomenal opportunity for both our members and our company! Stay tuned for more information as we prepare to launch this new market.

## Coming Soon! LifeWave's March 2012 European Meetings Tour

During 2011 LifeWave was presented with a unique opportunity to take our massive body of clinical studies and apply them in an entirely new way. Consequently, we are now quickly reaching the conclusion of this project which will result in LifeWave having extensive exposure in various media channels including television, radio, newspapers and magazines throughout the European Union.

This far-reaching media exposure will not only dramatically improve the number of people who are aware of our company, helping to drive sales, but will also boost our credibility and have an effect on how our company is positively perceived. As a result of this campaign we are planning to support our members with an aggressive meeting schedule during the month of March to promote and support our interests globally in both existing and emerging markets.

LifeWave Founder and CEO David Schmidt and President Mike Collins will be traveling to Europe specifically to support leaders at meetings throughout Europe. Meetings have been tentatively planned in the following countries: Austria, Denmark, France, Germany, Iceland, Italy, Norway and Spain.

We look forward to seeing you in the upcoming months and are excited about this public relations campaign across Europe and where it will take LifeWave's growth and expansion efforts!

Connect with LifeWave!

## **Facebook**

<http://www.facebook.com/LifeWaveHQ>

## **Twitter**

<http://twitter.com/LifeWaveNews>

## **YouTube**

<http://www.youtube.com/user/LifeWaveVideos/featured>

## **LifeWave Website**

[www.lifewave.com](http://www.lifewave.com)

## **LifeWave Training Website**

[www.lifewavetraining.com](http://www.lifewavetraining.com)

