



in

FOCUS

LIFE PLUS

SEPTEMBER 2008



Sommerfest in Hannover

Page 4



VISION • DREAMS • FRIENDSHIPS



—Jenny Westendorf

My name is Jenny Westendorf and I have been living on the island of Tenerife (the Canary Islands) for five years now. These five years have not always been easy but thanks to the challenges I have acquired a positive frame of mind.

My 20-year class reunion was in September 2007. I spontaneously booked a flight to Germany. I was excited and overjoyed at meeting Mike there again. We exchanged e-mail addresses and started keeping in contact via e-mail.

When I returned to Germany to visit my family for New Years 2008, we spontaneously met again and from there everything went fairly quickly.

He introduced me to the Life Plus products. The extraordinary quality of the products convinced me. I knew that the business idea would be interesting for my Spanish life partner Pedro because he was going through a transitional phase. That's why I started to read as much in German as possible and listened to the calls of Mike's German Diamond upline, Gabi Steiner, in order to tell him about the German experiences.



Pedro read the Spanish version of Gabi Steiner's book and was excited about the possibilities... Mike supported me during my search for Spanish networking literature so that Pedro could start as quickly as possible.

I didn't even notice that my thoughts only revolved around Life Plus. At some point, the people around me could no longer escape my enthusiasm and I started sponsoring as well.

That was about the middle of February. The contact to my former class mate and "our" sponsor Mike developed in such a positive manner that we communicated almost daily. Mike visited us on Tenerife about the middle of May and we started planning the next steps together. He is the best sponsor we could have.

Now, three months later, I have reached the Bronze level. We are continuously growing into the Life Plus concept and have set large goals for ourselves.

"I didn't even notice that my thoughts only revolved around Life Plus. At some point, the people around me could no longer escape my enthusiasm and I started sponsoring as well."

On the Move

—Matt Glanzner

Life Plus would like to congratulate its associate Matt Glanzner on his accomplishment of completing his first Ironman Triathlon challenge in Roth, Germany.

Did you compete in an event or have accomplished something noteworthy? Or do you know of someone in your downline that deserves special mention? Then we would like to hear from you. Please send your nomination with a short description of the accomplishment to lpnews@lifeplususa.com. We look forward to hearing from you!



Correction: In the July 2008 issue of *Life Plus in Focus*, we inadvertently misspelled the name of our associate Waltraud Bücken. We sincerely apologize for this error.

2008 Switzerland Tour

On July 4, 2008 the Life Plus Founders and Management Team began a four-day tour of Switzerland that started in Zurich and took them throughout the countryside as they met with over 200 Swiss partners.

The group first traveled to Rapperswil along the majestic Zürichsee, where they visited with Rita and Werner Senn and their partners. Here, they toured a castle and visited the rose gardens before dinner that evening at La Scala.

The following morning the group met Rüdiger Obländer and his partners in Oberdorf/Solothurn, where they rode the chair lift and hiked to see the amazing view at Weissenstein. Later in the day, they visited Bruno and Helen Tschuppert in Brunnen along the beautiful Vierwaldstättersee, where they were taken on a boat ride to see historic Rütliwiese, where Switzerland was born.

Sunday morning the group met with Walter and Sigrid Hari, Elfi and Beat Reusser and their partners at the Hari's house in Roggwil, after which they toured and socialized at the Emmental Show Dairy. Later that evening, a wonderful dinner was enjoyed with Hans Christen and his partners in Illnau at the Rössli restaurant.

Claudio and Silvia Musto-Barvitiis and Lorenzo and Sabine Togni then met the group at Hotel Feldbach in Steckborn along the beautiful Bodensee.

The trip ended sweetly with a visit to the home of Markus and Marie-Luise Jenni with their partners for a beautiful barbeque in their garden.

It was a fantastic journey through Switzerland that everyone involved will always remember.



Sommerfest

Sommerfest 2008 took place at the beautiful Hannover Congress Center in Hannover, Germany on Saturday, July 12th. Life Plus Partners and their friends from around the world came together for a day of family and friendship. The Recognition Reception, held in the Beethovensaal, was a celebration for everyone who qualified Bronze or above since our last meeting in Berlin. Attendees enjoyed an evening with the Founders and management teams of Life Plus. Congratulations to all who qualified, it was a fantastic evening.

Sommerfest kicked-off Saturday morning in the stunning Kuppelsaal with Ottmar Job and Gabi Winkler welcoming everyone and recognizing those from other countries. Bob Lemon, Dr. Dwight McKee, Robert Christian, Billy Evans, Malcolm Vincent and Tim Nolan all spoke during the morning session about how they came together and the future of Life Plus. New Diamond, Elfi Reusser, spoke about her experience with her husband Beat on the 2008 Diamond Cruise. Elfi described her amazing experience of being on the Norwegian Pearl with her entire family. After Elfi spoke, everyone enjoyed the 2008 Diamond Cruise video. Malcolm then introduced the Diamonds and Star Diamonds, calling them by name as they came onstage. Malcolm told the crowd to take the opportunity during the break to speak with the Diamonds and Star Diamonds. It was incredible to see all the Diamonds onstage at one time.

During the afternoon break, everyone enjoyed lunch in the beautiful garden while the Sommerfest talent show began. The Children's Olympics also took place during the day with awards presented during the afternoon session—congratulations to all the children who participated.

The afternoon session began with the LPU Olympics video. Gabi then introduced Rick Cesarski, who spoke about how he has grown since coming to Life Plus, and about how he enjoys working with the new Golds at LPU and with the Diamonds on the Cruises. The LPU Bike Race video was then shown, after which Malcolm called the Gold Partners to the stage. Monika Hauck, Stefan



July 12, 2008

Westerwinter and Brigitte Bieberstein, Petra Dominke and Hans Herbertz, and Karin Riedel-Mann and Wolfgang Mann all spoke for the Golds—congratulations! Gabi Steiner then spoke about her experiences with Life Plus and how everyone she spoke with during the afternoon activities inspired her. She also talked about the importance of relationships and taking time to enjoy life.

Malcolm then called the Silver Partners to the stage. Claudia Schulz and Stefan Lauterbach spoke on behalf of all the Silver Partners. Congratulations to all the Silvers. Malcolm then brought the Bronze Partners onstage and Bettina and Jörg Zidorn and their daughters spoke on behalf of the Bronze Partners—congratulations! Next, Lissy Schütt-Nothdurft and Werner Nothdurft spoke about what Life Plus means to them. They talked about their conversations during the afternoon session and were joined onstage by a young boy that they had met.

The next group to take the stage was the Builders. Bob Lemon then came back and talked about his belief that everyone can attain their goals. Bob stated that the next group is the foundation of Life Plus and they have taken the first step. Bob then called all Believers to the stage to be recognized for their achievements and their belief. It was incredible to see the Believers fill the stage to a standing ovation.

The program ended with a moving video of the day's events, including a musical video filmed at the Reception of everyone lip syncing and dancing to the song YMCA. Sommerfest 2008 did not end there—with the fountains aglow in little white lights; everyone danced the night away to a live band. It was the perfect end to an incredible party. Thank you to everyone who made Sommerfest 2008 an incredible memory that we will not soon forget. We look forward to seeing everyone in Karlsruhe for the next 'Spirit of Life Plus™' event on October 18, 2008.

For more images of Sommerfest 2008, log on to www.LifePlusEvents.com.



How has achieving your new level of rank motivated you in your Life Plus business?



Manuela & Frank Riedel—Builder

Motivation means being able to imagine how it feels to reach your goal. This vision urges us on and our new status is an important milestone. It will serve as a stepping stone to achieving the next levels in even shorter time.



Annette Jeric—Silver

Looking back I realize that there were other things on my life plan before I was finally able to reach my intermediate goal of “Silver,” thanks to great staying power... and now I'm completely inspired. A large part of my team is so highly motivated by this success that it gives me great pleasure to help these important people to reach the next level, to work closely with them and take a big step forward toward our big goal—FREEDOM.



Marion and Enzo Müller von Saalfeld—Gold

Nearly two years ago, we were introduced to this unbelievable opportunity to work how we always imagined: free, autonomous and without a boss. We immediately recognized our opportunity and consistently worked toward our goal of financial and personal freedom. We reached the GOLD status through our close and trusting relationship with our wonderful team partners. Xavier Naidoo's saying “what we can't accomplish alone, we will accomplish together” perfectly describes what truly is most important in our business: to support your partners and be there for them until they are where they want to be. And we will continue to work on that! Everyone who has a goal in life can achieve it here... we experience it daily!



Heike Martini-Haag & Clemens Haag—Bronze

We associate achieving a new level with reaching a milestone. These goals are important to us—and to our downline. It feels good to reach each milestone and we're very happy about it. We are also looking forward to visiting Life Plus in England. We carry the necessary motivation within us, as well as the gratitude and joy in our daily work.



Andrea Full—Bronze

Achieving the Bronze qualification personally made me a “Believer.” I suddenly understood on all levels that this business works. I not only see it as a source of a long-term income but also very soon as the opportunity for me to create financial freedom in order to live where I want, and to work when and how much I want. It has led to “setting all of my dreams free” and I'm convinced that they will be fulfilled in a short period of time, i.e. I will soon reach Silver... then Gold... and finally Diamond by the end of 2008. Since my qualification, I have talked to anyone that was willing to listen about the business or have recommended the products, which resulted in several new business partners and product customers during the first week of June. Since that time, I'm working closely with my downline on building the business while supporting them with their appointments with new prospects, leading to steady downline and sideline growth. I am enthusiastic about this concept and this enthusiasm has transferred to my business partners. I wish all Life Plus partners fulfillment and success.

Sue & Rolf Rado—Bronze

We are motivated by the entire “Life Plus Package,” because it offers us so many opportunities. We can build something sensible together with interesting people and can provide other people with an opportunity that they would not receive otherwise. We are much more on course with our personal vision, are able to live according to our values, learn a lot about ourselves and have made many new friends. And what's particularly important: We finally have the opportunity to leave the hamster wheel of “exchanging time for money” behind in the foreseeable future. Reaching the new level motivates us even more because we know from personal experience that it “works” if we persevere with the “stubbornness of a mule” and simply take advantage of every opportunity that presents itself during the course of everyday life.



—Ursula Schulz



My name is Ursula Schulz. I was born in 1946 and am married to Dieter. It is the second marriage for both of us. We each have two children and we are now a large family with four children and eight grandchildren. I am a secretary and Dieter is an engineer by profession.

In 1997, I came into contact with network marketing as a product customer. Back then I was only looking for part-time work, yet it turned into a business. It was direct sales where I had to buy the products and resell them. I was very successful in selling the products. However, in order to receive a bonus check I had to sell at least € 2,500 monthly. The pressure was incredible!

The years passed without being able to find a real perspective and I was unhappy. We had a wonderful house and the upkeep alone was expensive. Anyone who owns a

house knows what I'm talking about.

We also take great pleasure in visiting other countries and meeting people. For example, we love to go skiing and to travel. I have not seen as much of the world as my Dieter has, because he was a sailor in his younger days. We thought that if we had more time we could visit the nicer places in the world together.

Then Dieter retired. Now we had more time but not enough money because our income was cut in half. We wanted to continue with our lifestyle and I also wished for a house at the Baltic Sea, where I grew up. How would we be able to achieve all of this?

The wish for an income grew continuously and I desperately looked for opportunities. Luckily, I heard an interview with Gabi Steiner about referral marketing in December 2006. I remember it very well, I was so excited.

Wow, now I saw my opportunity—I didn't have to sell any products. This really is a long-term income. The Life Plus compensation plan states that it is fair and balanced and guarantees support. But it is

so much more... it is a philosophy that I am now living with great enthusiasm.

I was able to build a wonderful team with the full support of my sponsor and I provide exactly the same kind of support to my team because this is the only way we can achieve our goals and wishes together.

In the meantime I have achieved the Bronze level (the first management level). It was a great feeling to be recognized for it, and I haven't experienced anything like this until now.

I'm already fulfilling one of my dreams: to regularly visit lectures at the local university. I really enjoy being able to attend these lectures. Because of Life Plus, I am also able to participate in personal development seminars, which I truly appreciate. Everything fits together because the lectures I attend at the University are about personal development as well. This is very special to me. I also like to invite friends to these personal development seminars. I certainly don't have to worry about my retirement anymore.

We are happy and very excited about the future and the wonderful things life with Life Plus will bring us.

We have found an opportunity to realize our goals and dreams and I can only say that we are grateful for it every day.



The Spirit
of Life Plus™

Karlsruhe

October 18
2008

INFORMING • RECOGNIZING • CELEBRATING



We're looking forward to seeing you on October 18 for another inspiring 'Spirit of Life Plus' event in Karlsruhe, Germany. Come join us for a day of celebration spent meeting new friends and reconnecting with old ones.

The 'Spirit of Life Plus' events are about recognizing and celebrating your successes. Make this the year you reach that next level and let us celebrate your achievement. Everyone who achieves a new PIN level of Bronze or above during the months of July, August and September, will be invited to a special drinks reception with the Founders.

Throughout the day, you will be able to listen to the Founders of Life Plus speak passionately about their visions for the future, and hear inspiring personal stories from some of our top Diamonds. We invite you to bring someone new so they too can experience the unique philosophy behind Life Plus and see first hand what it means to be a part of Life Plus.

As always, we will be recognizing all levels of success. This is your opportunity to be honored for all your hard work and dedication. It's also a chance for you to meet the Founders of Life Plus and the Management teams from both Life Plus International and Life Plus Europe!

Everyone who shows up will receive a special 'Spirit of Life Plus' goody bag after the day program. Afterwards, we hope you also stay for an exciting evening event full of dining, dancing and special live entertainment.

Whether you are new to Life Plus or have been with us for years, there will be something new and exciting for you to experience in Karlsruhe, so buy your tickets today and come celebrate the 'Spirit of Life Plus' with us on October 18, 2008. And don't forget, tickets purchased before September 19th will receive a special Early Bird discount.

Ticket Prices*

EBS Price**
Ends: Sept. 19, 2008

Regular
Pricing*

Day Event:	€ 20.00	€ 25.00
Evening Event:	€ 40.00	€ 45.00

* Ticket prices are non-refundable and cannot be exchanged. All prices are inclusive of 19% VAT. The VAT varies from country to country, which reflects on the ticket price. Drinks are not included.
**Early Bird Special: There is a discounted price for tickets purchased by end of day 19 September, 2008.

Venue:

Karlsruher Messe- und Kongress- GmbH
Schwarzwaldhalle
Festplatz 9
76137 Karlsruhe
www.kmkg.de

Day Program

Entrance:	09.00 hrs.
Program Begins:	10.00 hrs.
Program Ends:	17.30 hrs.

Evening Dinner Dance

Doors Open:	19.30 hrs. til late
Buffet & Entertainment:	Gartenhalle

Visit www.LifePlusEvents.com for more information on the 2008 Karlsruhe event.



Life Plus International
P.O. Box 3749
Batesville, AR 72503

Life Plus Europe, Ltd.
Life Plus House, Eaton Socon
Cambs. PE19 8JH
England

Visit our Web site @ www.lifeplus.com

US International Ph: 1(870)-698-2311
US International Fax: 1(870)-698-2379
US Toll Free: 1-800-572-8446
US Toll Free Fax: 1-800-959-2777

UK International Ph: +44 (0) 1480-224-600
UK Free Phone: 0800-854374 (UK only)
UK International Fax: +44 (0) 1480-224-601
UK e-mail Orders: sales@lifeplus-europe.com

JPN Order Free Ph: 005-3123-0026
JPN Customer Ser. Free Ph: 005-3123-0005
JPN Local Call Fax: Tokyo 03-4496-5312
Osaka 06-6537-1492

Free Ph - Hawaiian JPN: 1-877-576-7347
Free Fax - Hawaiian JPN: 1-866-672-4291

Free Numbers

Germany: 0800 101 3201
Switzerland: 0800 000 122
Austria: 0800 111 977
Finland: 0800 117 505
Sweden: 0200 887 555
Norway: 80 01 48 88
Spain: 800 099 211
France: 0805 111 400
Italy: 800 906 511
Poland: 00 8001211984
Hungary: 0680014911
Netherlands: 08000 203639
Belgium: 080048265
Turkey: 0811 256 4685

