



Shawn Alford

Gold International Diamond, California, USA



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Gold International Diamond Shawn Alford was unemployed when he first discovered 4Life®. Although he had graduated from college with degrees in Marketing, Finance, and Spanish, he had difficulty finding a job that offered solid income.

Becoming a 4Life distributor has given Shawn the opportunity to enjoy life and pursue his interests, such as traveling and collecting cars. It has also given him the opportunity to serve and contribute to causes such as Foundation 4Life®.

Shawn says that the secret to success is constantly looking for opportunities to share 4Life. “I talk about 4Life in everyday conversations, and I share

packets of Energy Go Stix® and 4Life Transfer Factor® RioVida Stix® Tri-Factor® Formula with others,” he said. He also focuses on being a strong leader. “Leaders should demonstrate actions that can be duplicated by others to achieve success,” Shawn advised. “A leader must engage his downline members. A leader doesn’t tell people what to do, but instead works hand-in-hand to help them build their businesses.”

He shares that the foundation of his business is listening and understanding what motivates his leaders. “I strive to understand why they decided to build a 4Life business. I remember that it’s not about me; it’s about helping others

achieve their dreams and goals. This is how I serve others,” Shawn commented.

According to Shawn, passion is another important factor for success. It’s important to fully embrace the 4Life products and business opportunity. “I am motivated to educate people about the life-changing aspects of 4Life products and to help others achieve financial independence,” Shawn remarked.

His favorite 4Life experience to date was when he received the Silver Dollar award from 4Life Founder and Chairman of the Board David Lisonbee during Convention 2012: Passport to Freedom.