

SUMMIT™

PLATINUM EDITION

4LIFE® DISTRIBUTOR MAGAZINE • SUMMER 2018



4Life
TOGETHER, BUILDING PEOPLE®

**BAK MI AE &
EOM KWANG BOK**
PLATINUM INTERNATIONAL DIAMONDS
KOREA







“As a woman without a college education,
I reached the **highest level at 4Life®.**
If I can do it, **you can, too!**”

STRUGGLES AS A SINGLE MOTHER

Before Platinum International Diamond Bak Mi Ae from Korea was introduced to network marketing, she felt hopeless. Divorced with two young daughters, Mrs. Bak didn't make enough money to financially support her children. "I needed to make a good living to get my children back," she shared. "I always wanted to enjoy life, and I wanted more time to spend with my children and family."

With only a high school education, Mrs. Bak felt like her options were limited. She commented, "I liked the idea of network marketing because I could do it without a college degree. It seemed like it could help

me achieve the life that I wanted. Being prosperous and healthy was not the core of my happiness. I wanted to live the life of a leader. I wanted to positively influence others."

More importantly, Mrs. Bak wanted to be a good example for her daughters. She remarked, "I believe that mothers should not only teach their children verbally, but also, show their children how to overcome hardships with wisdom, chase after goals, and be diligent and wise. I hope my children realize that in life, the most important things are overcoming challenges through experiences."



"I wanted to live the life of a **leader**. I wanted to **positively influence others.**"



“Mrs. Bak and Mr. Eom always show love and dedication to their team members and a commitment to their 4Life business. They spend a lot of time building their business, often late at night. They never give up on us, and they always practice what they teach to their team members.”



Bang Seung Yoon
Gold International
Diamond
Korea




FINDING HOPE THROUGH 4LIFE®

Mrs. Bak got involved with network marketing, but she found it difficult to succeed with her first company. Though she achieved some success, her team members left one by one and she fell deeply into debt.

Mrs. Bak learned about 4Life from her future husband, Eom Kwang Bok. Although she was in the worst financial situation of her life, everything that she discovered in 4Life helped her feel hopeful about the future. “After choosing to join 4Life, I discovered

many great values, wonderful people, and love.” Mr. Eom agreed, saying, “The executive management felt like my family, and I was very confident that I could succeed. That’s why I chose 4Life.”

Mrs. Bak was also intrigued by the support that 4Life Transfer Factor® could provide, combined with 4Life’s strong compensation plan. She remarked, “I love that anyone can start their business with a small financial investment. 4Life brings together the best aspects of network marketing to help people climb the ladder to success.”

A man and a woman are standing in front of a traditional Korean building with a tiled roof. The woman is wearing a purple coat and a black fur collar, and the man is wearing a dark blue coat and a patterned scarf. They are both smiling and holding hands. The building has a red door and a stone wall. The text is overlaid on the top right of the image.

“I don’t consider a challenge
to be a **crisis**. It’s an
**opportunity for
success.**”

ACHIEVING SUCCESS, OVERCOMING CHALLENGES



When she began her 4Life® journey, Mrs. Bak was initially only interested in taking the products. She commented, “One day, I attended a 4Life seminar and became fascinated by the compensation plan. The low financial investment gave me the confidence to share 4Life products and the business opportunity with others. I love the Life Rewards Plan™, and I believe that it’s the best way for someone to start a business.”

Though they’ve experienced their fair share of challenges, Mrs. Bak and Mr. Eom have received many blessings because of 4Life. Mrs. Bak remarked, “I enjoy vitality because of the health support provided by the products. And, I’ve realized every dream I ever wanted to achieve. I’m very happy that I can enjoy my success and be a part of my team members’ growth and success.”*



Early on in their 4Life business, Mrs. Bak and Mr. Eom chose to utilize a system within their organization. They introduce 4Life to as many people as they can, train their team members, give them advice, and provide targeted training to the most influential and strong leaders. Mrs. Bak said, “In this way, we focus on fostering the growth of our team members.”



Mr. Eom is grateful for the teamwork that they’ve enjoyed with their group members. He said, “A lot of people think that anyone can succeed in network marketing. In reality, not everyone can succeed. Although it’s an easy business model, if you fail to work with your team members and don’t use a system that duplicates your efforts, you won’t achieve success.”



KIM HYUN JUNG

Gold International
Diamond
Korea

“I remember the day I met Mrs. Bak and Mr. Eom. They haven’t changed at all in the years since. They always put their team members first. They put in the hard work that many leaders might not want to do. They set great guidelines for managing our team and help us all work together well.”

PLATINUM ACHIEVEMENT

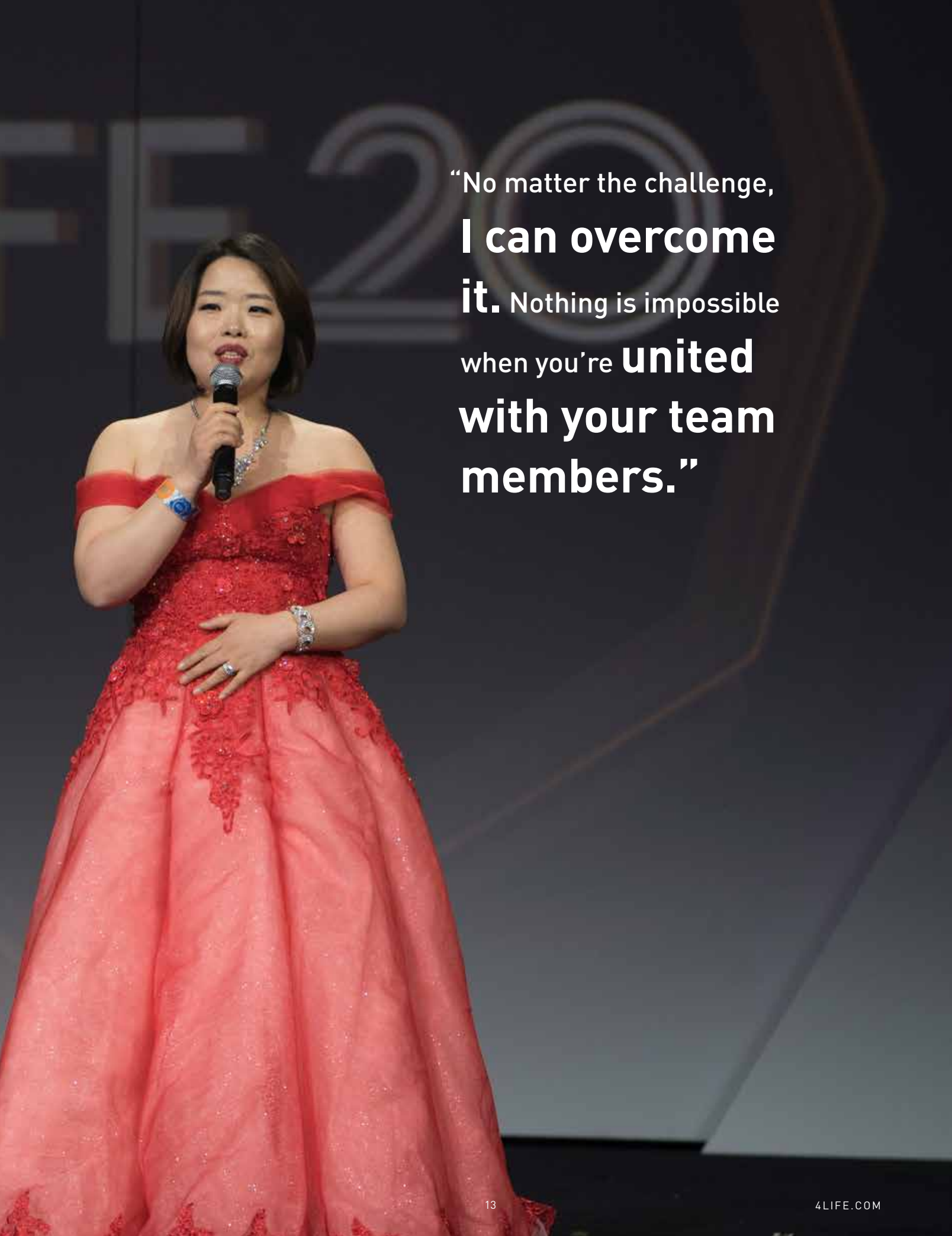
Mrs. Bak set out to become a Platinum International Diamond from day one, and she hasn't ever taken her eyes off that goal. She commented, "When I first started my business five years ago, I made a plan to become a Platinum International Diamond. I could have been satisfied with earning a good living. However, I decided to reach the highest rank to show my team members that with a great company like 4Life®, even someone in a difficult situation can succeed."

Mrs. Bak is grateful for the support she's received along the way from distributors like Platinum International Diamond Dr. Jase Khyeam, Gold International Diamond Kang Ok Nye, and her husband, Eom Kwang Bok, whom she calls, "the best sponsor."

And they couldn't have done it without their team members. Mrs. Bak and Mr. Eom use a system in which everyone in their organization comes together to reach collective success. Mr. Eom remarked, "We've helped awaken in others a sense of hope, reason, and love. Using our eight steps to success, we've fostered a culture in which our team members can reach their goals if they keep their dreams in mind throughout every step of the process."

Mrs. Bak agreed. "We've created a team culture that focuses on following the guidance of successful leaders. I guide my team members through our system, and they, in turn, guide other team members. Success stories motivate beginners who may lack confidence in their abilities. The efforts of all of our team members have helped us reach Platinum International Diamond."





“No matter the challenge,
I can overcome
it. Nothing is impossible
when you’re **united**
with your team
members.”

WORKING TOGETHER AS A FAMILY

Mrs. Bak and Mr. Eom love working together to build their business. Mr. Eom remarked, “When I built my business alone, there were some challenging aspects that I needed to handle on my own. But after I married Bak Mi Ae, I enjoyed going on sponsorship trips. Working together as a happy couple provides a good example for our team members and positively influences our business. We complement each other and give hope to people around us.”

Mrs. Bak agreed, saying, “We talk about 4Life all of the time. Going to different cities gives us opportunities to travel together. It makes us happy to build our business together, because we communicate very well with each other. We can accomplish anything when we work as a team.”

Because of the success she’s achieved with 4Life, Mrs. Bak can now spend more time with her daughters. They like going out to dinner as a family and taking time out of their day to enjoy tea, shopping, and just being together.





What do you love most about your spouse?

“Mrs. Bak puts people at ease. They trust her and feel her concern for them. She has an unwavering commitment to her dreams. She’s also a wonderful judge of character and helps people discover their hidden strengths.”

“Mr. Eom sets an example for everyone, and he has a servant-leader mindset. He cares about people. Also, he has a huge amount of love toward our team members and me. He’s a good counselor for everyone in our organization.”



Cho Yun Jung
Gold International
Diamond
Korea

“Mrs. Bak and Mr. Eom **always set good examples** for their team members. They take care of us and show us how to **achieve success every day.** They’re considerate of our feelings and they’re **great leaders.**”

FUNDAMENTALS OF LEADERSHIP

After having a negative experience with her previous company, Mrs. Bak learned important lessons about leadership. She said, “When I worked for a different company, I often saw leaders tell their team members what to do without doing it themselves. These leaders weren’t models for their distributors. I also witnessed some team members leave the company after they didn’t receive the type of mentoring they should have received. After seeing all of this, I promised myself that I would always be an exemplary leader.”

Mrs. Bak stayed true to her promise. Throughout her 4Life® journey, she has made sure to practice what she teaches her team members. She also recognizes that everyone has different talents. She shared, “By helping people realize their specific talents, everyone can truly shine. We lead our team like an opera, where everyone works together in perfect harmony.”

Mrs. Bak continued, saying, “We grow closer when we overcome challenges. My ability to wisely handle conflicts and help my team members through difficult situations has made me stronger. I give good advice to others, and my team members know they can count on me for comfort and support.”

Perhaps most importantly, Mrs. Bak feels proud of the positive example that she has set for her daughters. She said, “My children know that I’m a hard worker—an achiever—and someone who overcomes obstacles with a positive and passionate attitude. I always tell them to never give up and to allow challenges to develop them into the people they want to become. I think modeling behavior for my children and my team members is the best way to teach them.”





Dear Mrs. Bak and Mr. Eom,

Congratulations on achieving the Platinum International Diamond rank! Thank you for your leadership, integrity, and dedication. You have achieved your dreams, overcome challenges, and become a wonderful example for many people to follow. We're especially excited that you build your business as a couple. It's fantastic to witness the power that 4Life has to strengthen families. We are truly together, building families!

We're grateful for all you have contributed to the growth of the company. Congratulations again on this incredible accomplishment.

Sincerely,

Bianca P. Lisonbee

David and Bianca Lisonbee
Founders

Danny Lee
President & CEO

Congratulations!

Sten Taw

Mark Otter

Jeffrey Kalman

Jim





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Rare

Exclusive

Precious

Strong



Platinum makes everything around it shine beyond measure.

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