

INCOME ***OPPORTUNITIES*** MAGAZINE

Honoring *our* *Heroes*

FOR OUR NATION'S 250TH BIRTHDAY



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Our Foundation of Heroes

By **Jennifer Schwartz**, Publisher *Income Opportunities Magazine*

In this July/August issue, as we honor America's 250th birthday and pay tribute to the veterans who have served this great nation, I'm reminded that behind every business, every dream, and every mission – there are people whose influence makes it all possible.

While they may not have been part of the network marketing world or the home business industry directly, *Income Opportunities Magazine* – and before it, *Home Business Advertiser* – would not exist without them.

The late **Robert Schwartz, Sr.** (U.S. Army), Bob's father.

The late **Robert Parson** (U.S. Army), my father.

Rhonda Weader (U.S. Navy), my sister.

Rick Peters (U.S. Army), my other dad.

Troy Dooly (U.S. Marine Corps), my co-publisher – and someone who has become like a brother to me.

These are more than names.

They are the foundation.

Their service, their sacrifice, their discipline – and most importantly, their unwavering love and support—helped shape the vision, perseverance, and passion behind everything we do. This business was built on more than opportunity.

It was built on values.

On faith.

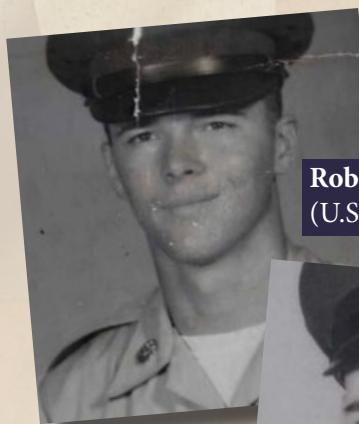
On family.

On freedom – the very freedom they defended.

So as we celebrate America...

and as we honor veterans across this great nation...

We also honor our heroes—the ones whose example, sacrifice, and teachings made this journey possible.



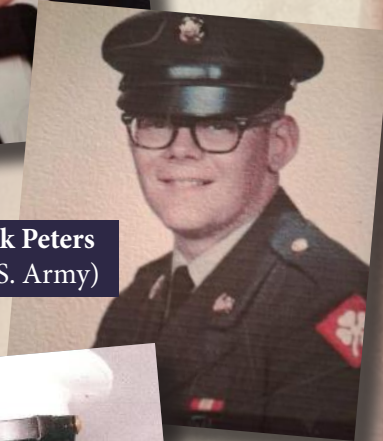
Robert Schwartz, Sr.
(U.S. Army)



Robert Parson
(U.S. Army)



Rhonda Weader
(U.S. Navy)



Rick Peters
(U.S. Army)



Troy Dooly
(U.S. Marine Corps)

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INCOME OPPORTUNITIES MAGAZINE

As we celebrate America's 250th birthday in this special July/August issue, I find myself reflecting on just how blessed we are – not only to live in this great country, but to have the freedom to pursue our dreams.

First, I want to extend my heartfelt thanks to all of our advertisers who renewed their ads with such a short turnaround time for this issue. I also want to welcome back several advertisers we have not seen in quite some time. Seeing familiar names return to our pages feels a little like a family reunion – and I am grateful to have you back.

This issue also helped put this business into perspective for me.

At its core, network marketing and entrepreneurship are deeply connected to the American dream. America was built by people willing to take risks, work hard, think differently, and create opportunities not only for themselves, but for others as well. That same entrepreneurial spirit is still alive and well today in home business owners, direct sellers, marketers, and dreamers all across this country. The freedom to build something of your own...to chase a vision...to create additional income for your family...that is something worth appreciating and protecting.

I pray you enjoy this issue as much as we enjoyed putting it together for you. Honestly, this was one of the most meaningful – and most enjoyable – issues we have ever created.

Now, relax and enjoy the summer. Spend time with family. Make memories. Recharge a little.

And don't worry – we are already working on the next issue! Our next deadline is August 7th, and I have a few exciting things in the works...so stay tuned.

God Bless You & God Bless America.

Jennifer Schwartz
Publisher, Income Opportunities Magazine





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American Bill Money

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How much do YOU spend on these Bills EVERY Month ?

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HEALTH INSURANCE \$ _____ CAR INSURANCE \$ _____ LIFE INSURANCE \$ _____
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FOOD \$ _____ CHILDREN \$ _____ PETS \$ _____ DONATIONS \$ _____
TAXES \$ _____ ENTERTAINMENT \$ _____ CLOTHES \$ _____ HOBBIES \$ _____

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Americans are increasingly pessimistic about their financial future due to an ongoing affordability crisis.

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THIS ISN'T HYPE. IT'S TIMING.

History has shown that many of the biggest success stories begin before the public knows the Company exists.
The question is simple:

WILL YOU HEAR ABOUT IT NOW... OR AFTER EVERYONE ELSE DOES? CURIOUS?

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Discover why so many people are taking a serious look at This New Company before it goes Public.
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WE CAN GET YOUR BUSINESS UP TO

300 LEADS!

TAKE A FREE TRIAL



Let's cut to it...

What would your business look like with a steady flow of up to **300 new leads** every single month?

- ✗ Not "maybe someday."
- ✗ Not "if the algorithm feels like it."
- ✗ I'm talking about real people actively looking for your service. 🔥

AND HERE'S THE PART MOST PEOPLE DON'T BELIEVE...

- 👉 You can test drive it **FREE** for 7 days
- 👉 No strings attached
- 👉 No pressure to continue

We're confident in what this does —
so we let the results speak for themselves.

HERE'S WHAT WE'RE OFFERING:

- ✓ Up to 300 targeted leads/month
- ✓ Works for Plumbers, HVAC, Tattoo Shops, Solar Reps, Restaurants, Gyms, Auto Detailers, Hair Salons (and plenty more)
- ✓ No complicated setup
- ✓ No long-term contracts

THIS ISN'T HYPE.

This is about helping local businesses get in front of people who are already ready to buy.

IF YOU'VE BEEN SAYING:

"I just need more customers..."

THIS IS YOUR MOMENT
to actually do something about it.



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- ★ Weekly newsletter from our co-publisher, Troy Dooly, filled with conversion hacks, shortcuts, and tips.



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From Busy to Productive: Working Your Business With Intention



This is the season we celebrate independence — and if you're building a home-based business, that's exactly what you're working toward. But here's a question worth sitting with first: At the end of your workday, do you feel like you actually moved your business forward — or just stayed busy?

There's a big difference. And for most home-based entrepreneurs, busy wins far too often.

Look, I get it. There's always another email to read, another training video to watch, another social media post to scroll through. It all feels productive. But activity and productivity are not the same thing — and confusing the two is one of the fastest ways to stay stuck.

So how do you fix it?

Start with your ONE thing.

Before you open your laptop, decide what the single most important task is for your business today. Not your whole to-do list — your ONE thing. The task that, if you got nothing else done, would still mean the day was a win. Revenue-generating activities come first. Everything else fills in around them.

Protect your time like it's money.

Because it is. If you're running a side hustle around a full-time job, your available hours are limited. That makes them more valuable, not less. Block specific time for your business and treat those blocks like appointments you can't cancel. Because honestly? You can't afford to.

Stop mistaking motion for progress.

Reorganizing your files, tweaking your logo, and researching tools you might use someday are not business-building activities. They're comfortable distractions. Real progress looks like sending that email campaign, following up with a lead, or finally publishing that post you've been overthinking for two weeks.

Know your numbers. How many leads came in this week? How many follow-ups did you send? You don't have to be a spreadsheet person, but if you can't answer basic questions about your own business activity, it's hard to know whether you're moving forward or just spinning your wheels. You don't need more hours in your day. You need to be more intentional with the ones you have. Because that's how you build a business that gives you something worth celebrating — real independence.

ARE YOU BUSY OR PRODUCTIVE?

Ask yourself honestly:

- ☐ Do you know your ONE most important task before you start work each day?
- ☐ Are your work hours blocked on your calendar — and protected?
- ☐ Did you do at least one revenue-generating activity today?
- ☐ Can you name three leads you followed up with this week?
- ☐ Is your to-do list full of business-building tasks — or just comfortable busywork?

If you checked fewer than three, you're not alone - but it's time to get intentional.



Ann Acord is The Systems Ninja, helping entrepreneurs build real businesses with strategy, automation and systems that work. Schedule a free call at thesystemsninja.com

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Are Your Affiliate Commissions **PATHETIC?** Don't Make These Expensive Beginner Mistakes!

PROBLEM: You've heard the success stories. You've bought the courses. You've started (or are ready to start) your affiliate marketing journey... but you're drowning in conflicting advice and technical overwhelm.

The harsh reality? Most beginners quit within 90 days - not because affiliate marketing doesn't work, but because they make costly mistakes that could have been easily avoided.

The Beginner Traps That Kill Dreams:

- ✗ **Technical overwhelm** - Getting stuck on setup instead of marketing
- ✗ **Scattered efforts** - Jumping from strategy to strategy without focus
- ✗ **No tracking systems** - Flying blind with zero data to guide decisions
- ✗ **Compliance ignorance** - FTC violations that can destroy your reputation
- ✗ **Wrong platform choices** - Building on shaky foundations that collapse later
- ✗ **Analysis paralysis** - Spending months "learning" instead of implementing



Every day you delay proper setup = another day your competitors get ahead.

SOLUTION: Ann Acord - "The Systems Ninja" *Building Solid Foundations Since 1999*

Ann doesn't promise overnight riches - she helps you build a sustainable business.

With over two decades of experience, Ann has guided countless beginners through the maze of online marketing. She knows every pitfall, every shortcut, and every foundation element you need to succeed.

What Ann Teaches* Beginners:

- ✓ **Proper Foundation Setup** - Choose the right tools from day one
- ✓ **Email List Building** - Start building your most valuable asset immediately
- ✓ **Systematic Approach** - Step-by-step process to avoid overwhelm
- ✓ **Content Strategy** - Create valuable content that attracts your audience
- ✓ **Simple Tracking Systems** - Know what's working (and what isn't)
- ✓ **Compliance Mastery** - Stay legal and protect your reputation



**No, you don't have to learn to DO it all. Ann can help with implementation too! But you do need to 'know what you need.'*

"You don't have to know how to build an engine to know that it needs oil changes." Ann on knowing vs doing.

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The Unstoppable Journey of SFC Frank McMillon

U.S. Army Retired

Sergeant First Class (SFC) Frank McMillon is the kind of leader who reminds us what true service looks like. With 20 years of honorable service in the United States Army as a Transportation Management Specialist, Frank played a vital role in keeping military operations running smoothly around the world. His dedication, discipline, and leadership set the standard for those around him.

But retirement wasn't the end of Frank's mission, it was the beginning of a new one.

Today, Frank continues to lead by example as an entrepreneur with World Financial Group, where he focuses on AKASHX, a powerful fintech and crypto education platform, and Travel, a program helping everyday people see the world without breaking the bank. His story is a powerful reminder that veterans bring unmatched value to the business world – and that the spirit of service can take many forms.



Frank McMillon is not just retired - he's re-fired with purpose. He's helping others grow, learn, and succeed in life and business, and he's proof that leadership doesn't stop at the end of military service. **It simply evolves.**



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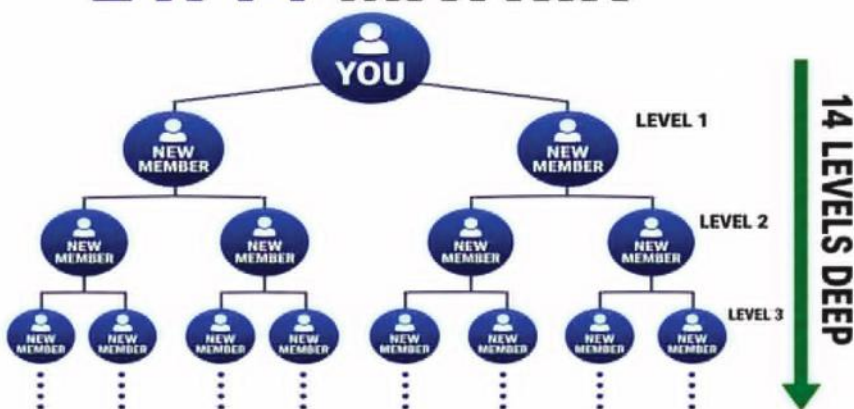
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LEVEL 6	64 PEOPLE X \$4	\$256.00 /MO
LEVEL 7	128 PEOPLE X \$4	\$512.00 /MO
LEVEL 8	256 PEOPLE X \$4	\$1,024.00 /MO
LEVEL 9	512 PEOPLE X \$4	\$2,048.00 /MO
LEVEL 10	1024 PEOPLE X \$4	\$4,096.00 /MO
LEVEL 11	2048 PEOPLE X \$4	\$8,192.00 /MO
LEVEL 12	4096 PEOPLE X \$4	\$16,384.00 /MO
LEVEL 13	8192 PEOPLE X \$4	\$32,768.00 /MO
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TOTAL YEARLY POTENTIAL:

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6 PRO TIPS!

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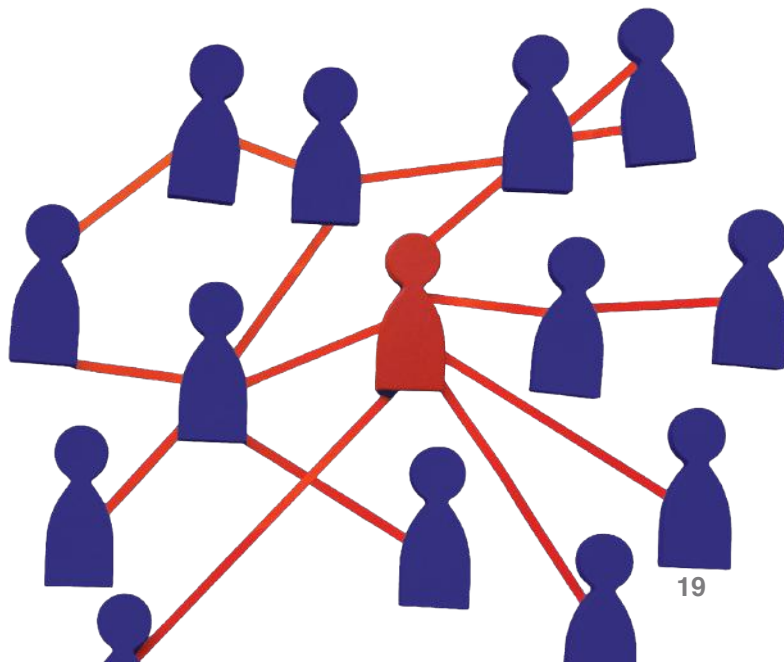
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5. Utilize Autoresponders: An autoresponder is an essential tool for nurturing your leads. Set up automated e-mail sequences to welcome new subscribers, provide valuable content, and guide them through your sales funnel. This automation saves you time and ensures consistent communication with your audience.

6. Hand Texting-Follow-Up: While automation is powerful, personal touch can make a significant difference. Incorporate hand texting follow up into your strategy to connect with your leads on a more personal level. This approach can help build trust and increase the likelihood of conversions.



HOW TO CLOSE MORE SALES WITHOUT PRESSURE, PUSHINESS, OR BURNOUT - THE 4P METHOD EXPLAINED

BY RAY HIGDON

I've been studying sales my whole life and have worked with or coached some of the top salespeople in the world. Whether it's real estate, insurance, financial planning or network marketing, great salespeople have certain things they do and certain ways they operate and the observations I have made is what led me to create what I call the **4P Method** to help those who struggle know what to do differently.

The myth that people hold onto is that you have to be pushy, aggressive or annoying to be great at sales...nothing could be further from the truth.

When you understand my 4P Method, you will be able to pinpoint where you are losing sales and exactly what to adjust and focus on.



BREAKING DOWN THE 4P METHOD:



PIPELINE:

Pipeline is the most straight forward and easiest to understand. It is simply how many people are you talking to, specifically seeing if they are open to learning more about your product, service or opportunity. Wayne Gretzky said, "You miss 100% of the shots you don't take". For some, simply talking to more people is the solution to their sales problem.

POSITION:

Position is NOT where you are, but instead...Where is your prospect? What have they consumed information wise? What have they said yes to? Where are they in the sales cycle? If they have not said yes to anything yet, they are at position zero. If they agree to attending a meeting or watching a presentation, they are at position 1. If they attend or watch the presentation that would place them at position 2. Understanding how to use position is what helped me close hundreds of sales from people that DIDN'T like the meeting or presentation. Sounds strange right? Here's how that worked: If someone watched a presentation only to say they didn't like it, I would simply ask what were they hoping they would see and would listen to the problem they were trying to solve or the desire they were trying to attain and help them see that although they didn't like the presentation, it would, indeed, help them with that problem they have. The rule of position is, in the absence of progress, fall back on position.



POSTURE:

Posture is your ability to manage the energy of the conversation. Being postured means you don't require acceptance, approval or agreement which better allows you to not be defensive and have more powerful conversations. Posture is the number one difference between people who do really well in sales and those who simply don't. When you combine posture with position, you are a very powerful closer. Let me give an example: I recall being on a 3-way call with someone and the first thing the prospect said was "I've tried a bunch of these things and none of them ever worked". Sounds great huh? What was his position? He chose to be on the phone; no one put a gun to his head. Can I progress? No and in the absence of progress, you fall back on position. So, when he said, "I've tried a bunch of these things and none of them ever worked", I responded, "Well, what makes this time any different?" Now, when people encounter posture, they often don't know what to say and he didn't, but it turned what no one would have expected to be a sale into a successful close.

PERSPECTIVE:

Perspective is where you spend most of your time, in your mind. I have found that most people are not playing to win, they are playing to prove they are going to lose. Life has beaten them up to expect bad things and they have not been diligent with their mind to mentally rehearse success but instead, prepare for failure. Having a bad perspective isn't a conscious thing, usually. Most people will outwardly say they want success, but their life experience has told them that it is unlikely or even unhealthy for them to expect it. We all have versions of mental rehearsal, some of us intentionally rehearse success while others rehearse letdown and disappointment. There's an exercise I teach that can really help with this. It will either feel really good and you should do it often OR it will reveal what may be sabotaging you.

The Perspective Exercise:

Think of three people that are close to you in your heart that you appreciate and love. If the bond is strong enough, could even be someone no longer with us such as a parent, grand-parent or close friend. Now, write down 3-4 goals you would love to accomplish in the next few years that are meaningful and big, and you don't know exactly how to hit them. Now take those goals and put them in present language and imagine having a future conversation with the three people you chose and tell them those goals as if you have already accomplished them. So, it would NOT be that you are GOING to hit them but that you DID accomplish them. Take 1-2 minutes per person to do this. Now, how did you feel? If you felt great about it, congrats, do it often! If you felt off, weird or negative about it, this has revealed what has been sabotaging you and now you can address it. Maybe you feel bad telling those close to you about your success because you don't want them to feel bad OR telling your parents all that you have accomplished because they didn't hit their goals. The result of this test is good as it either feels good or reveals.

There you have it, the **4P Method** and I teach this to sales teams all over the world on a weekly basis. Feel free to reach out if you'd like me to help you and your sales team!

Ray Higdon helps sales reps stop chasing and start closing with confidence. He has been training sales teams for 21 years and was voted the number one international sales trainer this year by the International Association of Top Professionals. Ray is a father of four and husband to his wife, Jessica Higdon, and they currently reside in Naples, Florida.

<https://RayHigdon.com>



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Still Serving: Heather McCoy's Lifelong Mission of Helping Others

For Heather McCoy, service has never been just a job—it has been a lifelong calling.

Heather proudly served in the United States Air Force from 1996 to 2016, dedicating 20 years to her country. During her military career, she worked in intelligence as both a linguist and administrator, supporting critical missions while demonstrating the professionalism, discipline, and commitment that define America's military heroes.

After retiring from the Air Force, Heather found a new way to continue serving those who have worn the uniform.

Today, she works with the State of Louisiana under the federally funded Jobs for Veterans State Grant program as a Veteran Outreach Program Specialist. In this role, she helps veterans and transitioning service members overcome barriers that may stand between them and meaningful employment. Whether that means connecting them with housing, healthcare, education, training opportunities, transportation assistance, or even helping them navigate the VA claims process, Heather works tirelessly to ensure veterans receive the support they deserve.

Her passion is helping veterans become job-ready, but her impact extends far beyond employment. She serves as an advocate, mentor, and resource for those who may be struggling to find their next chapter after military service.

Heather is also an Area Leader with Park Lane Jewelry, where she has been building her business for nearly a year. Through entrepreneurship, she continues to empower others while creating additional opportunities for personal and financial growth. You can learn more about her business at myparklane.com/heathermccoy.

From serving her country in uniform to serving veterans and helping others succeed in civilian life, Heather McCoy exemplifies what it means to live a life of service.

Thank you, Heather, for your dedication, your sacrifice, and your continued commitment to making a difference in the lives of others. You are truly an American Hero.



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America's 250th Birthday:

A Marine's Reflection on Patriotism and Promise

By Troy Dooly, *BeachsideCEO* – Co-Publisher, *Income Opportunities Magazine*

As a 17-year-old with long hair and a bit of a snot-nosed attitude back in 1976, I witnessed America celebrating its 200th birthday with fireworks, parades, and a shared sense of wonder that still stays with me. Tall ships docked in harbors, the streets were filled with red, white, and blue, and for a brief, shining moment, the country united in pride. Even then, I knew I wanted to become a United States Marine. The Bicentennial ignited a fire within me – a call to serve something greater than myself. Now, as 2026 approaches and America nears its 250th anniversary, I am 62, shaped by those early dreams and the Marine Corps that molded me. The leadership, discipline, and life skills I gained as a Marine continue to influence every step I take

The Marine Corps taught me that real strength arises from within and from the support of your team. From boot camp's intense challenges to the daily responsibilities of duty, I learned resilience, responsibility, and focus on the mission – lessons that went beyond any single obstacle. These values didn't just prepare me for military service; they shaped who I am today: someone dedicated to family, community, and country. The Corps also taught me that freedom requires sacrifice and that personal growth often means stepping out of your comfort zone to defend important ideals.

As we commemorate a quarter-millennium since the bold declaration of 1776, I feel it's important to clarify: patriotism is not the same as partisanship. Loving America doesn't mean supporting one political party over another. Instead, it involves embracing the idea of "United We Stand." Our Founders created a republic where rights and freedoms belong to every citizen, not to factions or favorites. In today's era of sharp divisions, understanding this distinction is more crucial than ever. Genuine patriotism compels us to look beyond tribal conflicts, to uphold the Constitution's promises of liberty and justice for all, regardless of political winds. It requires us to defend the rights of every American – speech, enterprise, faith, and self-determination – since a house divided cannot stand for long.

America remains the world's most renowned experiment in self-governance, and after 250 years, it has demonstrated its lasting brilliance. This country has become a beacon of hope for the world during difficult times. When political unrest unsettles other capitals, when economic crises threaten people's livelihoods, or when entrepreneurs on Main Street dream of improving their lives, they still look to the United States. Our narrative of independence, innovation, and opportunity motivates millions who seek the same chance at life, liberty, and happiness.

The journey hasn't been without challenges. We've encountered wars, economic downturns, social unrest, and internal struggles. Nevertheless, we continually reaffirm our core principles. Drawing from my experience as a former U.S. Marine Corps Corporal, I've witnessed this spirit firsthand – service members from diverse backgrounds coming together under a single flag. This same resilience is evident in small business owners working tirelessly to create jobs, families instilling the importance of hard work in their children, and citizens voting according to their conscience while respecting others.

On this 250th birthday, let's reaffirm our commitment to the ongoing experiment. We should honor the sacrifices of our predecessors by protecting freedoms for future generations. Let's prioritize unity over division, principles over partisan interests, and hope over cynicism.

Happy Birthday, America.
Adam Troy Dooly
Corporal, U.S.M.C.

ATD
The Beachside CEO



THE RISE, FALL, AND REBIRTH OF NETWORK MARKETING

7 Decades. 5 Predictions. 1 New Era.

By Bob Schwartz Jr.

The following article was written by the late Bob Schwartz, Jr., founder of Home Business Advertiser. It was the final article he ever wrote and appeared in the July/August 2025 issue of Home Business Advertiser — the magazine's final issue.

I was 16 when I mailed off for my first network marketing starter kit. It came in a little box with a cassette tape, but what it really delivered was a sense of possibility. That was 1989.

Since then, I've made my living in this business – because when it's done right, it **CAN** work. Over the years I've been part of companies like Personal Wealth Systems, Legacy for Life, and The People's Network. I later worked at Cutting Edge Media in Elizabethtown, selling leads, co-ops, and ad space to marketers just like me.

That experience led me to launch *Home Business Advertiser*, then *3LeadsADay.com*, and later *SuperTargetedClicks.com*.

And now, in 2025, I'm launching the biggest chapter, *Income Opportunities Magazine* – **but there's more.**

This new “1-minute pay” compensation is catching fire, (planbusinessforhome.org) with commissions hitting your e-wallet in under a minute.

Here's the Timeline – and 5 Predictions for the Future:



1940s–50s: The Birth of the Model

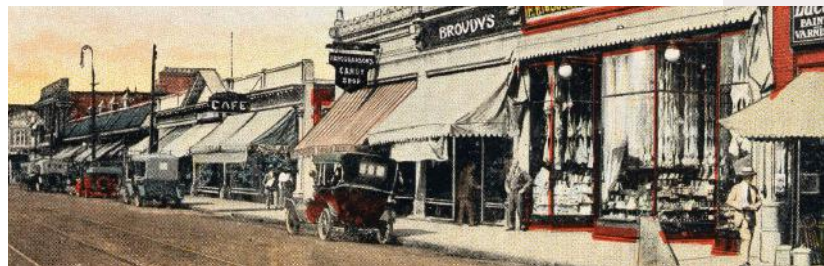
World War II had just ended in 1945, and America was brimming with entrepreneurial energy.

In that year, the **California Vitamin Company** – later known as **Nutrilite** – started rewarding customers for referrals. That simple “referral bonus” idea planted the seed of a new model.

But it was when two **Nutrilite** distributors, Jay Van Andel and Rich DeVos, started their own company – **Amway** – in 1959 that the business model we now know as multi-level marketing (MLM) truly began.

They sold soap and household products – more importantly, they sold a system: teach someone to sell, earn a small override on their volume, and help them do the same.

A post-war **baby boom** and the spread of suburbia provided fertile ground for this neighbor-to-neighbor business format. The foundation was laid for an industry.



1960s: From Kitchen Tables to Nationwide Teams

The 1960s were all about duplication and dreams. **Amway** refined the model and expanded aggressively – not just with products, but with culture. Distributors held kitchen-table meetings and drew circles on their notepads under the glow of a lava lamp.

Shaklee rose with supplements and a values-first message of environmental awareness. **Holiday Magic** exploded onto the scene, then infamously collapsed in legal controversy, serving as an early warning about pushing too hard on the hype.

This was the era of chalkboard “opportunity meetings,” flip charts in living rooms, and fierce belief shared over coffee and pie.

The decade that saw men land on the moon also saw everyday people realize they could build something big from home.



1970s–80s: Belief, Booms, and Backlash

In the 1970s, network marketing evolved from a niche referral side-hustle into a full-fledged path to financial independence for some. *Amway* and *Shaklee* expanded coast to coast.

Mary Kay put pink Cadillacs in driveways as visible symbols of success. *Tupperware* parties became more than just product sales — they were social movements, empowering housewives to become entrepreneurs one plastic bowl at a time.

It wasn't just about money; it was about meaning, mentorship, and momentum.

Then came the '80s — and with them, a global sense of uncertainty. John Lennon was shot in 1980. President Reagan survived an assassination attempt in 1981. Pope John Paul II did as well, just a few months later.

Gas prices were high, inflation was worse, and the American Dream felt fragile. In this climate, MLM became a lifeline for many.

Herbalife launched in 1980 and electrified the industry — filling stadiums, pushing out VHS training tapes, and promising freedom through nutrition. Opportunity meetings in this era felt more like revival meetings.

Suits got flashier; so, did the scrutiny. By the mid-'80s, the FTC was tightening its grip, and the word “pyramid scheme” made its way into the national conversation. The industry tasted massive growth, but also its first real backlash.



1990s: Fax Machines, Phone Cards, and the Glory Days of Hype

If the '80s built the machine, the '90s strapped a rocket to it. This decade saw MLM go mainstream and then some.

Excel Communications soared to \$1 billion in revenue — becoming one of the fastest-growing companies in U.S. history by selling long-distance phone service via network marketing.

Herbalife, still riding high, passed \$423 million in annual sales by 1985 and kept growing. *Pre-Paid Legal* (now *LegalShield*), *Equinox*, *Matol*, *Quorum* — these companies blanketed mailboxes with postcards and filled conference call lines with “sizzle” messages.

Fax machines spit out leads. Phone cards and vitamin packs were sold by the crate.

Then came the web — and the watchdogs. In the late '90s, the early Internet enabled even faster growth. The hype hit a wall as the 1990s closed. State attorneys general and the SEC started taking closer looks at outrageous income claims. The party wasn't over, but the lights had flickered.



2000s: Burned CDs, BurnLounge, and the Dot-Com Detox

After the shock of 9/11 in 2001, people craved the security of a side income more than ever. MLM adapted once again. The mid-2000s gave us a wave of “next big things”: *BurnLounge* sold music downloads via MLM.

Exotic juice companies like *XANGO* and *MonaVie* pitched antioxidant-rich drinks with a promise of health and wealth — *XANGO* even chose to incorporate on September 11, 2002, aiming to transform a tragic date into one of hope (*prnewswire.com*).

Many of these hit fast and crashed faster. Others, like travel MLMs (*YTB*) and early web-based ventures (*Agel*, *CyberWize*), tried to fuse “dot-com” excitement with network marketing.

By the late 2000s, the Great Recession of 2008 tested the industry's resilience. Companies with solid customer bases survived, but flimsy ones folded.

Amid the turmoil, some **quiet achievers** proved that slow and steady wins the race: for example, **4Life Research** (founded 1998) focused on science-backed immune supplements and gradually grew to over \$300 million in annual sales by the mid-2010s (directsellingnews.com).

Overall, the 2000s were a detox period; the excesses of the previous decade were being reined in. The era of the glossy DVD and the replicated company website had arrived.

YouTube was born, and online “funnels” started replacing hotel meetings. The industry was learning how to be high-tech while recovering some high-touch credibility.



2010s: Social Selling and “Mompreneur” Boom

As the economy recovered from the late-2000s crash, the 2010s saw **social selling** redefine network marketing. Lifestyle brands took over, driven by Facebook Lives and Instagram feeds.

Beachbody surged to \$874 million in revenue by focusing on at-home fitness influencers.

A new wave of “mompreneurs” demonstrated products on social media – think essential oils, keto shakes, and magnetic eyelashes – turning personal Facebook profiles into storefronts.

Instagram powered the rise of companies like **ItWorks**, **Monat**, **Plexus**, **Young Living**, and more, each with armies of followers-turned-distributors posting before-and-after photos.

But with visibility came new forms of backlash. Regulators and the public could now see exaggerated claims in real time. In 2019, the FTC forced **AdvoCare** to shut down its MLM compensation structure over pyramid concerns. **LuLaRoe**, once a billion-dollar leggings phenomenon, imploded under the weight of lawsuits and unsold inventory.

Meanwhile, Amazon and online retail changed consumer habits — why chase a distributor for vitamins or mascara when you could get it in two days with free shipping? The game had to evolve again. Companies began emphasizing customer programs over recruitment.

Some international firms like Zinzino (a Scandinavian wellness MLM founded in 2005) demonstrated a transparent approach – Zinzino even went public and hit \$144 million in revenue by 2022 (businessforhome.org), showing that direct sales could modernize and play by stricter rules (CollagenInfo.com).

The 2010s proved that while social media could drive massive growth, only authentic and adaptive companies would last.



2020s: Crypto, Instant Pay, and the Platform Economy

The 2020s kicked off with a plot twist that was once-in-a-century. The **COVID-19** pandemic changed everything: remote work became normal, economic uncertainty spiked, and gig income soared as people looked for backup plans during lockdowns.

Network marketing, ever resilient, shifted again. Zoom replaced the coffee shop. Global teams were built entirely on webinars.

This decade also unleashed wild experiments. Crypto-based MLM models like **DAISY AI** and **GSPartners** promised high returns in Bitcoin or tokens. **TranzactCard**, a fintech meets MLM idea, grabbed attention by blending banking with direct sales.

Some of these took off – **for a while** – riding the buzz around cryptocurrency.

But many attracted regulatory heat just as quickly. **TranzactCard**, for example, rocketed in late 2023 with a bold promise of “rewarding every swipe,” only to collapse by early 2024 amid partner banks pulling out and a reboot attempt as **FinMore** (behindmlm.comreddit.com).

The lesson? Fast money can just as quickly fall apart.

Meanwhile, smart companies adapted and refocused on value. **Talk Fusion**, once a \$156 million-a-year video email pioneer, has re-emerged in 2025 with the industry’s first 1-minute pay compensation (planbusinessforhome.org) – a true instant pay model.

Industry leaders like Dr. Peter Wolfing are backing this reboot, where commissions hit your account in under a minute and the platform spans 150+ countries.

On the services side, providers like *SuperTargetedClicks.com* have helped marketers generate real, trackable traffic and leads — a blessing just in time.

Through it all, the tone of the 2020s has remained optimistic for those willing to evolve.

The world is more connected than ever, and that means a great product (or a great opportunity) can go viral in hours. But it also means you have to deliver real value and real proof.

The wild ride of this industry has taught us plenty, and now all those lessons are pointing to one thing: a new era on the horizon.



2025 and Beyond: 5 Big Predictions

1. The Creator Is the Company

Today, people don't follow brands, they follow people.

You are on the platform now. Whether you're a YouTube coach, a TikTok health junkie, or an Instagram mompreneur, **your voice is the value.**

The next wave of network marketing leaders won't build teams around products — they'll build **movements around themselves.**

**Your name. Your face. Your list.
Personal brand wins. Period.**

So, start building your audience:

Direct mail. Advertising. List building.

Grow your reach with ads, leads, and clicks.
The bigger your list, the bigger your business.
No list? No leverage.

2. Affiliate + Subscription Wins

Expect more \$10–\$50/month tools and memberships with simple 1–3 level affiliate pay plans—think “micro-MLMs” with shallow but rewarding compensation.

The sweet spot? A low monthly price that delivers **clear value** and a **modest referral bonus** — no giant recruitment machine is needed.

Real-world examples? They're already here:

- **3LeadsADay.com** – \$39.99/month gets you daily opportunity seeker leads, a proven contact script, and follow-up support. Pays \$10/month per referral on a simple one-level plan
- **OrderBizLeads.com** – Two-tier lead subscription. Pays 35% on first-level, 15% on second-level from a \$75/month package. Just 10 personal referrals = \$262.50/month. A team of 60 (20 direct, 40 second-tier) = nearly \$1,000/month.

3. Automation Replaces Team Management

Say goodbye to babysitting your downline. In today's model, **technology is the new upline.**

- **AI-driven CRMs follow up automatically**
- **Smart apps onboard new reps with zero hand-holding**
- **Funnels sort, sift, and sell—while you sleep**

Instant delivery. On-demand training. Seamless processes.

The grunt work? Handled by bots, scripts, and systems.
You focus on **personal brand and customer relationships.**

Tech won't kill the human touch — but it will replace the tedious stuff. In the future, tools will do the heavy lifting — and that's good for everyone.

4. Print and Direct Mail Make a Comeback

Yes, you read that right. In a world of nonstop notifications and overflowing inboxes, a sharp-looking postcard or magazine feels **refreshing.**

Digital fatigue is real — like a hundred doors knocking at once.

That's why old-school print is back. A well-targeted mailer or glossy mag (like the one you're reading now) gets attention a Facebook ad never will.

Few people send postal mail anymore – so when you do, you stand out. Expect more:

- **Print ads**
- **Direct mail campaigns**
- **High-quality brochures**

Not as the only strategy—but as a high-impact complement.
Print cuts through the noise.

5. Regulation Drives Evolution

The FTC and other regulators aren't the enemy—in fact, they might just **save this industry**.

After years of crackdowns on income hype and pay-to-play games, the message is clear:

- **Sell real products**
- **Be transparent**
- **Don't overpromise**

Expect to see:

- **More disclaimers**
- **More compliance**
- **Fewer “get rich quick” traps**

And that's a **GOOD** thing.

The winners will be companies (and reps) who play it straight and build real trust.

Because when people **believe** the opportunity is legitimate, they're more likely to say yes.

Honesty wins. The industry grows stronger.



5 Companies/Models to Watch *(Not Endorsements):*

LegalShield – Pioneering subscription legal and ID theft protection services. With roughly 4 million members, it generates over half a billion dollars in annual revenue businessforhome.org. The model proves that providing everyday value (like legal advice on demand) for a monthly fee can produce solid, long-term residuals.

Talk Fusion – A relaunched instant-pay video email platform evolved from the 2000s-era Talk Fusion brand. It's catching attention for its one-minute commission payout modelbusinessforhome.org and could redefine how quickly distributors expect to get paid. Industry veterans are watching closely to see if this “instant pay” concept draws a new crowd of influencers into network marketing.

GSPartners / DAISY – Fast, high-risk crypto-centric models. These platforms attracted thousands with the allure of AI trading bots and cryptocurrency rewards. They're on our watch list as a caution as much as an opportunity – will they find a way to deliver sustainable value, or will regulatory pressures win out? The crypto MLM space is volatile, but it's forcing the rest of the industry to innovate (and regulators to adapt).

LiveGood & SaveClub – Membership-driven affiliate hybrids. LiveGood focuses on health products with a low-cost membership and has soared to over 1.5 million global members in about two years medium.com. SaveClub, launched in 2025, offers digital savings on everyday expenses for a \$20 monthly fee medium.com. Both use high-value subscriptions and a limited-level payout plan (matrix style) to appeal to the masses.

This subscription club model is fast emerging as an attractive alternative to traditional MLM: more customers, fewer recruiters, and instantaneous global reach.

Keep an eye on this space – it's blurring the line between affiliate marketing and network marketing in exciting ways.

ClickBank / Digistore24 / WarriorPlus – Online affiliate marketplaces that pay commissions with no downlines required. These platforms have paid out billions to creators and affiliate marketers over the years (**ClickBank** alone has paid over \$6.8 billion in commissions) clickbank.com.



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The Iceberg Effect:

Why Your Hidden 90% Can Sink Your Business Before It Begins

By Troy Dooly, *BeachsideCEO* – Co-Publisher, *Income Opportunities Magazine*

In leadership and business, the iceberg warns us. Many recall the Titanic – believed to be ‘unsinkable’ – which sank in 1912. But it wasn’t the iceberg that caused the disaster; it was the captain’s arrogance, crew’s overconfidence, and ignoring warnings.

The same unseen forces often determine the success or failure of new businesses, especially in direct sales. Rarely does one major event ruin a company. More often, it’s the hidden character flaws of its leaders working quietly beneath the surface.

Like an iceberg, only 10% of you shows above water – your persona. It’s the confident image you project to investors, team, and customers, enough to attract capital, build a team, and launch successfully.

But the 90% hidden beneath the surface is what truly matters. That part is your **character** – your values, emotional habits, unresolved traumas, and personal weaknesses. Under stress, this hidden 90% inevitably emerges.

Pressure from failed funding, probes, or emotional strain affects many founders, who believe they can control flaws until calm returns. Like the Titanic ignoring iceberg warnings and the captain’s ego saying, “*God himself could not sink this ship*,” it highlights overconfidence and complacency.

When a leader’s unaddressed character issues surface, the organization suffers. Every leader has past trauma or flaws. Ignoring warning signs doesn’t make them disappear. Faking confidence only delays the inevitable.

Your weaknesses don’t have to be fatal – someone else’s strengths can balance them – but only if you’re willing to face them. To build a thriving business, focus relentlessly on strengthening the 90% most people never see.

Four areas of character demand constant work:

1. Self-Discipline

The ability to make tough calls even when you don’t feel like it – such as parting ways with a top distributor whose actions no longer match your standards.

2. Core Values

Live by clear principles, especially when it’s inconvenient. Without the courage to stand on your values, you’re managing, not leading.

3. Sense of Identity

Keep a realistic view of yourself. Don’t believe your own press or the praise of those who only see the visible 10%.

4. Emotional Security

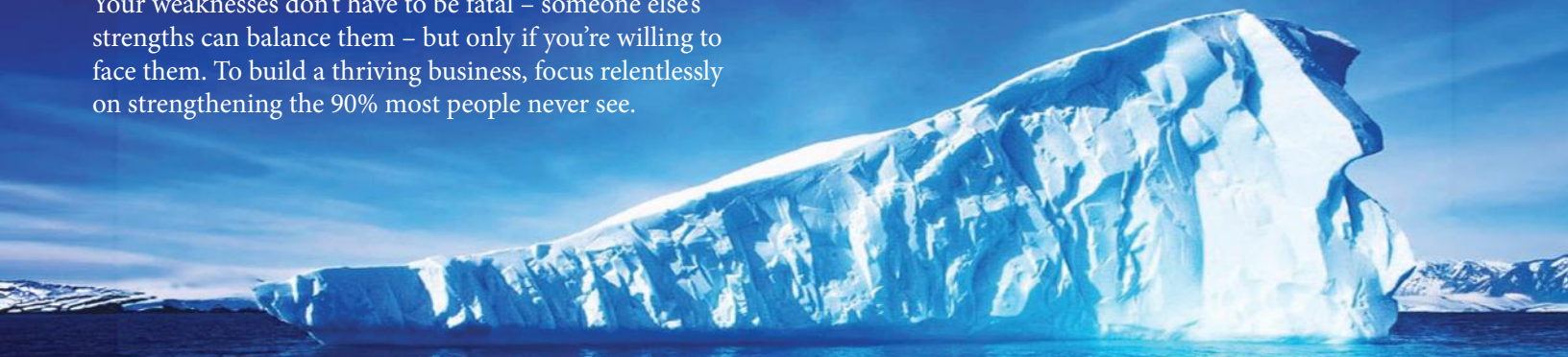
Know your emotional limits. Starting a direct sales business involves uncertainty and last-minute crises. If you seek constant stability, this path might not be right for you.

Skills and charisma can start a business, but only strong character keeps it going. As Luke 6:43-45 (Message) says: “*It’s who you are, not what you say and do, that counts.*”

Begin by asking yourself: Why is inner work so challenging? What am I concealing? Am I truly living authentically, or just wishing this time will change?

Rate your 90% (character) on a 1–10 scale in each of the four areas. Identify what needs improvement – personally and as a team – so you can build a company that defies the odds instead of becoming just another failure.

Don’t let hidden flaws sink your dream. Do the inner work and become the leader who creates lasting transformation.





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Celebrating **AMERICAN HEROES**

From Airman to Entrepreneur: The Mission Continues for Mike Grady

Service, leadership, and determination have been defining characteristics of Mike Grady's journey both in and out of uniform.

Mike proudly served in the United States Air Force from 2001 to 2007, supporting both Operation Iraqi Freedom and Operation Enduring Freedom during a critical period in our nation's history. Like many veterans, the lessons he learned during his military service—discipline, resilience, teamwork, and mission-focused execution—would become the foundation for his success in civilian life.

After leaving the Air Force, Mike embarked on a new mission: helping people create greater financial freedom and security for themselves and their families.

Today, Mike is an entrepreneur, author, coach, and business builder who has dedicated his career to helping others increase their cash flow through online marketing, affiliate marketing, direct sales, and strategic business systems. Throughout his entrepreneurial journey, he has helped teams generate millions of dollars in sales, built successful marketing systems, and mentored countless individuals seeking to create additional income streams and more control over their futures.

What makes Mike's story particularly inspiring is that he doesn't simply promote opportunities—he teaches people how to think like entrepreneurs. His focus is on helping individuals develop the skills, systems, and mindset needed to build lasting success and greater freedom. Those interested in learning more about Mike's work and connecting with him can visit www.WorkWithGrady.com.

From serving his country overseas to helping others build brighter financial futures at home, Mike Grady continues to make an impact through leadership, service, and a genuine desire to help others succeed.

Income Opportunities Magazine proudly honors Mike Grady for his military service, entrepreneurial leadership, and ongoing commitment to helping others create opportunities, increase their income, and pursue the freedom they deserve.

Thank you, Mike, for your service to our nation and for continuing to serve others through education, leadership, and entrepreneurship. You are truly an American Hero.



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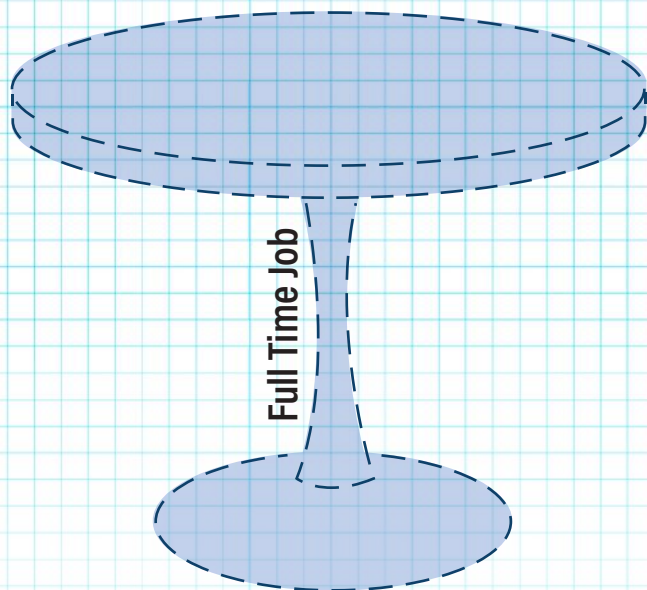
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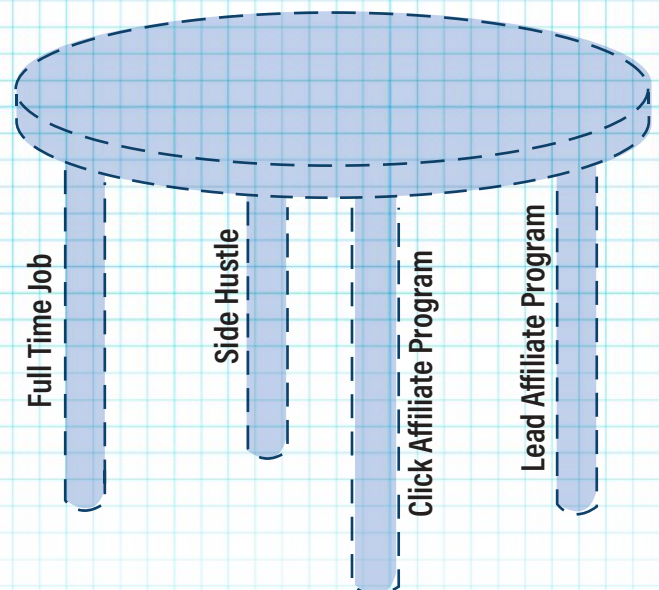


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If the **ONE** leg breaks, the table collapses.



MULTIPLE LEGS to support the table.
If the **ONE** leg breaks, the table will
wobble but **REMAINS STANDING**



THINK OF THE TABLE AS **YOUR LIFE** AND THE LEGS AS YOUR
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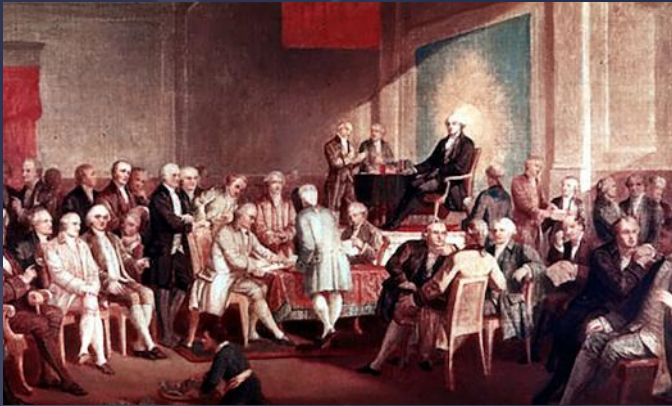
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BUILT BY THE BOLD

How the Entrepreneurial Spirit Shaped America –
and Still Drives it Today!

By Jennifer Schwartz



In 1776, a bold idea was born.

Not just a nation...

But a belief.

A belief that ordinary people – farmers, tradesmen, dreamers – could take control of their future. That they could build something of their own. That freedom wasn't just political... it was economic.

That belief became the foundation of America.

And at its core?

Entrepreneurs.

The Original Risk-Takers

Long before corporations dominated the landscape, America was built by individuals willing to bet on themselves.

Take Levi Strauss.

A German immigrant who arrived during the California Gold Rush – not to mine gold, but to supply those who did. He saw a need... durable clothing for hardworking men... and filled it.

Blue jeans weren't just a product.

They were a solution.

In that moment, Strauss did what great entrepreneurs have always done – he didn't chase the opportunity everyone else saw... he created one they missed.

That same spirit showed up in innovators like

Henry Ford, who made automobiles accessible to the masses, and Madam C. J. Walker, who built one of the first female self-made fortunes in America.

They didn't wait for permission.

They built.

The Backbone of a Nation

Entrepreneurs didn't just create businesses – they created jobs, communities, and entire industries.

Railroads.

Retail.

Manufacturing.

Technology.

Each wave of progress came from individuals who were willing to think differently... act boldly...

and risk failure.

Through wars, depressions, and economic uncertainty, one thing remained constant:

The American entrepreneur adapted.

When times were tough, they got tougher.

When doors closed, they built new ones.

That resilience didn't just sustain the economy – it defined it.

From Main Street to the Digital Age

Fast forward to today.

The storefront may have changed...

But the spirit hasn't.

Today's entrepreneur might not be hammering steel or sewing denim – they're building websites, launching online brands, creating content, generating leads, and reaching customers across the globe from a laptop.

The tools have evolved.

But the mission?

Still the same.

Freedom.

Opportunity.
Ownership.
From side hustles to full-scale businesses,
millions of Americans are continuing the legacy
that began nearly 250 years ago.
And here's the truth...
You don't need a factory.
You don't need a storefront.
You don't need permission.
You just need a decision.

The Spirit Is Still Alive

Every advertiser in this magazine...
Every reader flipping these pages...
Every person chasing "something more"...
You are part of this story.
You are proof that the entrepreneurial spirit is not
only alive – it's thriving.
It lives in the late nights.
The risks taken.
The ideas tested.
The failures that turned into lessons.
The persistence that refuses to quit.
It lives in YOU.

***“Entrepreneurs
didn't just build
businesses – they
built America.”***

Why It Matters More Than Ever

As America celebrates its 250th birthday, we're
not just looking back – we're looking forward.
Because the same force that built this country is
the same force that will carry it into the future.
Entrepreneurs.
Problem solvers.
Opportunity seekers.
Builders of something from nothing.
In a world that constantly changes, entrepreneurs
remain the steady engine of growth, innovation,
and possibility.
And in times of uncertainty... they don't retreat.
They rise.



Your Chapter in the Story

History isn't just something we read.
It's something we continue.
Right now... today... you are writing your
chapter.
Maybe it's a side hustle.
Maybe it's a full-time business.
Maybe it's just an idea that won't leave you alone.
Whatever it is – don't ignore it.
Because 250 years ago, this country was built by
people who chose to act on an idea.
And today?
Nothing has changed.

Final Thought

America wasn't built by chance.
It was built by courage.
By individuals who believed they could create
something better – not just for themselves,
but for others.
That same opportunity still exists.
That same spirit still burns.
And that same invitation is still open.

**Step into it.
Build something.
Carry it forward.**

Because the next chapter of America's story?
It's being written by entrepreneurs... just like you.

Celebrating AMERICAN HEROES

Semper Fi: Shaun Lunn's Commitment to Service and Success

The lessons learned in the United States Marine Corps often last a lifetime, and for Shaun Lunn, those lessons continue to guide both his personal and professional life today.

Shaun proudly served in the United States Marine Corps from 1986 to 1994. During his years of service, he learned the values that have become the foundation of his character: discipline, resilience, accountability, and an unwavering commitment to excellence. The Marine Corps challenged him to push beyond physical and mental limits while teaching him how to perform under pressure and remain focused on the mission regardless of the obstacles.

One of the most lasting impacts of Shaun's military service was the development of strong leadership skills and an appreciation for teamwork. He learned that true success is rarely achieved alone and that trust, communication, and dependability are essential both in military service and in life. The bonds he formed with fellow Marines were built on loyalty, mutual respect, and shared experiences that continue to hold special meaning today.

For Shaun, being a Marine is more than a chapter in his past—it is part of his identity. The values instilled during his service continue to shape the way he leads, works, and approaches every opportunity.

Today, Shaun is building his business through My Automatic Pay (M.A.P.), a company he joined in 2022. Through his entrepreneurial efforts, he continues to help others explore opportunities to improve their financial future while applying the same dedication and determination that served him so well during his military career. You can learn more about Shaun and his business at www.CashApp247.com.

From serving his country as a United States Marine to helping others pursue greater financial freedom, Shaun Lunn exemplifies the spirit of perseverance, leadership, and service.

Income Opportunities Magazine proudly honors Shaun Lunn for his military service and his continued commitment to helping others succeed. Thank you, Shaun, for your service, sacrifice, and dedication. You are truly an American Hero.





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From Moonshiners to Champions: What Network Marketing Can Learn from NASCAR

By Troy Dooly, *BeachsideCEO* – Co-Publisher, *Income Opportunities Magazine*

Recently, I had the distinct privilege of speaking privately with at least five C-level executives from three different companies who are on the verge of filing legal action against each other. The next day, I had a thoughtful conversation with team members from one of those organizations and gained valuable insight into their view of the escalating situation.

From an outside perspective, I understand why any of these executives might feel compelled to pursue legal action to protect their partners and field leaders. However, I believe something much more important is at stake than what appears on the surface. In the heat of competition, we may have collectively lost sight of why we entered network marketing in the first place.

To gain perspective, it helps to compare it to **NASCAR** – another fiercely competitive industry with a very limited talent pool at the top. Most people understand that only a small number of drivers qualify each year for what is now the **NASCAR Cup Series**. Among that elite group, very few women have ever reached the highest level.

In network marketing, company founders operate much like **NASCAR** team owners. They carefully evaluate the available talent pool to build winning organizations. They recruit skilled internal team members (the pit crew) and identify exceptional field leaders (the drivers) who can deliver the checkered flag.

Unlike **NASCAR**, network marketing lacks clear qualification standards to guide aspiring leaders from the “minor leagues” to the “major leagues.” Too often, advancement depends on word-of-mouth recommendations or unverified claims found online. As a result, underdeveloped leaders are frequently placed in positions of responsibility before they are truly ready. In some cases, individuals seek loopholes around established rules rather than earning their place through proven performance. When this happens, the outcome resembles a chaotic mix of the Truck Series and the Cup Series – entertaining but far from professional.

If we truly want to build elite teams in network marketing, we should borrow another valuable lesson from **NASCAR**: stop searching for shortcuts and loopholes. Instead, we must commit to developing better systems for training, mentoring, and professional development.

In **NASCAR**, top drivers often race for the same team while vying for the championship. They understand that personal rivalries should be secondary to team success. Instead of immediately suing each other over aggressive moves on the track, they communicate directly and depend on the governing body and team self-policing to keep order and safety.

Imagine what our industry could look like if we applied the same common-sense principles. What if we established meaningful qualification metrics for leadership advancement? What if teamwork and mutual accountability replaced lawsuits and public disputes?

In 1947, Bill France Sr. took a rag-tag group of moonshiners and backyard mechanics and transformed them into the foundation of modern **NASCAR**. What began as a sport with a questionable reputation is now one of the most popular spectator events in the world.

Network marketing has similar potential. By uniting around higher standards, professional training, and genuine teamwork, we can elevate the image and long-term success of our profession.



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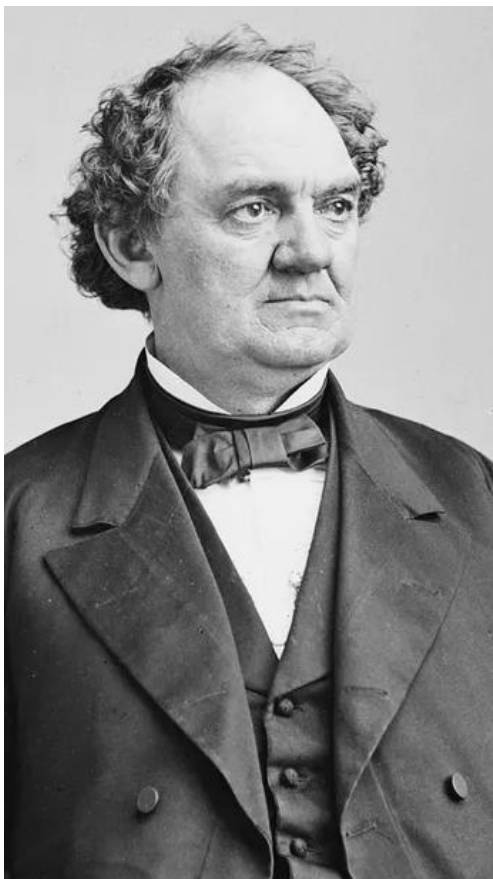
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– P.T. BARNUM

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next issue of Income Opportunities
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Trust-Inspired Communication: THE HIDDEN HEART OF GREAT LEADERSHIP

By Troy Dooly, BeachsideCEO –

Co-Publisher, Income Opportunities Magazine

John Maxwell famously declared, “Everything rises and falls on leadership.” If this timeless truth holds, then leadership rises and falls on communication. In an era marked by skepticism, digital noise, and relational fractures, leaders who communicate with trust stand apart. The Trust-Inspired Communication Framework equips them to do exactly that. Built on eight biblical pillars – clarity, compassion, character, competency, commitment, connection, contribution, and consistency – this model transforms ordinary dialogue into a powerful catalyst for influence, unity, and lasting impact.

At the framework’s foundation is a direct command from Jesus in **Matthew 5:37 (CSB)**: “But let your ‘yes’ mean ‘yes,’ and your ‘no’ mean ‘no.’ Anything more than this is from the evil one.” Jesus calls for radical honesty – no embellishments, no half-truths. When words match reality, trust flourishes. This verse anchors every pillar, reminding leaders that trustworthy speech begins in the heart.

Clarity flows from **1 Corinthians 14:9 (CSB)**: “In the same way, unless you use your tongue for intelligible speech, how will what is spoken be known? For you will be speaking into the air.” Vague language breeds confusion; clear communication aligns vision and action, eliminating guesswork.

Compassion is captured in **Ephesians 4:32 (CSB)**: “And be kind and compassionate to one another, forgiving one another, just as God also forgave you in Christ.” Compassionate words validate feelings and heal wounds, turning conversations into bridges rather than battlegrounds.

Character rests on **Proverbs 11:3 (CSB)**: “The integrity of the upright guides them, but the perversity of the treacherous destroys them.” Leaders whose private lives match their public words earn unwavering loyalty.

Competency draws from **2 Timothy 2:15 (CSB)**: “Be diligent to present yourself to God as one approved, a worker who doesn’t need to be ashamed, correctly teaching the word of truth.” Skilled communicators prepare, listen, and deliver messages with excellence, proving they can be counted on.

Commitment echoes **Proverbs 16:3 (CSB)**: “Commit your activities to the Lord, and your plans will be established.” When leaders stay faithful to their promises – even when inconvenient – teams follow with confidence.

Connection comes alive in **John 13:34-35 (CSB)**: “I give you a new command: Love one another. Just as I have loved you, you are also to love one another. By this everyone will know that you are my disciples.” Authentic connection turns transactions into relationships, fostering belonging.

Contribution is powered by **1 Peter 4:10 (CSB)**: “Just as each one has received a gift, use it to serve others, as good stewards of the varied grace of God.” Great leaders communicate to empower and add value, not to showcase themselves.

Consistency stands firm with **1 Corinthians 15:58 (CSB)**: “Therefore, my dear brothers and sisters, be steadfast, immovable, always excelling in the Lord’s work, because you know that your labor in the Lord is not in vain.” Reliable patterns of speech build a reputation that time cannot erode.

When leaders embrace trust-inspired communication, Maxwell’s principle comes full circle. Teams thrive, organizations flourish, and influence multiplies – not through charisma alone, but through Christ-centered words that inspire belief. In the end, trust is not merely spoken; it is lived, one honest, compassionate, consistent conversation at a time.

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Celebrating **AMERICAN HEROES**

Troy Dooly: A Marine's Mission to Fight for Faith, Family, Freedom, and Truth

There are some men whose service does not end when the uniform comes off.

For Troy Dooly, Christian, proud United States Marine veteran, husband, father, grandfather, entrepreneur, communicator, and Co-Publisher of Income Opportunities Magazine, service has never been a chapter of his life. It has been the thread running through all of it.

Troy served in the United States Marine Corps from 1982 to 1988, and like so many Marines, the values forged during those years did not fade with time. Discipline. Loyalty. Courage. Brotherhood. Honor. The willingness to stand when standing is hard.

Those principles still show up in the way Troy leads, communicates, mentors, protects, and serves today.

Known widely as “The Beachside CEO,” Troy has built a reputation as a truth-teller and a trusted voice in the home business, direct sales, gig economy, and entrepreneurial communities. His work focuses on what he calls trust-inspired, purpose-driven communication – helping companies, leaders, and everyday entrepreneurs communicate with clarity, integrity, and conviction.

But to define Troy only by his business expertise would miss the deeper story.

At the heart of Troy's life is faith. He is a Christian man who speaks openly about biblical wisdom, purpose,

perseverance, and what it means to live and lead with conviction in a world that often rewards compromise. His message is not simply about making money. It is about becoming the kind of person who can handle influence, success, responsibility, and hardship

without losing his soul.

That is what makes Troy's story so fitting for this special Veterans edition.

Because America's heroes are not only those who served in uniform. They are also the ones who continue serving their families, their communities, their industries, and their country long after their military days are over. Troy is one of those men.

As a husband, Troy often points to his marriage to his high school sweetheart, Paige, as one of the greatest blessings and accomplishments of his life. Paige is a bestselling author, and together they have raised a large family – nine children – and are now enjoying the blessing of grandchildren.

That alone says something.

In a culture where success is often measured by money, titles, followers, and applause, Troy prioritizes something far more lasting: family.

He has been honest about the lessons learned through the years – about the temptation to chase success, approval, and achievement at the expense of what matters most.

Today, that hard-earned wisdom fuels much of his mission. He champions men who are trying to lead well, love well, build well, and fight for what matters without losing themselves in the process.

That mission is seen clearly in his role with Millionaire Man Cave, where Troy serves as “Guardian of The Fight.” It is a fitting title.

For Troy, “fight” is not about anger or ego. It is about courage. It is about protecting values. It is about standing for truth, family, faith, freedom, and legacy. It is about helping men understand that strength is not just physical—it is moral, spiritual, relational, and emotional.

Real strength shows up when a man keeps his word.

Real strength shows up when a husband fights for his marriage.

Real strength shows up when a leader refuses to sacrifice integrity for short-term gain.

Real strength shows up when a father stays present.

Real strength shows up when a man has the courage to tell the truth with grace.

That is the kind of fight Troy Dooly represents.

In the business world, Troy brings a rare combination of experience: regulatory understanding, compliance insight, public relations strategy, crisis communication, and a deep feel for people. He has spent years helping companies and entrepreneurs navigate complicated situations where trust matters.

And trust always matters.

In an industry filled with hype, shortcuts, exaggerated claims, and too many people chasing the next big thing, Troy's voice has often served as a needed reminder: build it right, say it right, do it right, and lead with integrity.

That is one of the reasons his presence as Co-Publisher of Income Opportunities Magazine matters so much. This magazine exists to spotlight opportunity – but opportunity without integrity is dangerous. Opportunity without wisdom can become hype. Opportunity without truth can hurt people.

Troy brings a steadying voice to that mission.

He understands the entrepreneur. He understands the dreamer. He understands the person trying to build something from home, start over, create extra income, or find a path forward. But he also understands that real success must be built on character.

That is where his military background, Christian faith, family values, and business experience all come together.

The Marine in Troy understands discipline.

The husband and father in Troy understands responsibility.

The Christian in Troy understands surrender.

The communicator in Troy understands truth.

The entrepreneur in Troy understands risk.

And the mentor in Troy understands that no man is meant to fight alone.

That may be one of the most powerful parts of Troy's story. He believes in brotherhood—not as a slogan, but as a way of life. Whether through business, ministry-minded conversations, men's leadership, or his work in the pages of Income Opportunities Magazine, Troy continues to call men and entrepreneurs higher.

Higher in faith.

Higher in family.

Higher in character.

Higher in courage.

Higher in purpose.

In many ways, Troy Dooly represents the very best of what this special issue is about.

America was built by people willing to serve, sacrifice, build, believe, and keep going. Veterans remind us that freedom is not free. Families remind us that legacy is personal. Faith reminds us that purpose is bigger than profit. Entrepreneurs remind us that the American Dream is still alive when people are willing to work, risk, create, and serve.

Troy stands at the intersection of all of those things.

He is a Marine veteran.

He is a Christian.

He is a husband.

He is a father.

He is a grandfather.

He is a communicator.

He is a builder.

He is a brother.

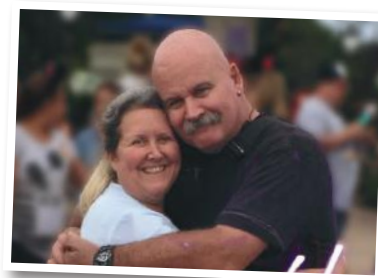
He is a fighter for faith, family, freedom, and truth. And today, as we celebrate America's heroes, we are honored to recognize Troy Dooly—not only for the years he served in uniform, but for the mission he continues to live every day.

Thank you for your service.

Thank you for your leadership.

Thank you for reminding us that the mission continues.

Semper Fi, Troy.



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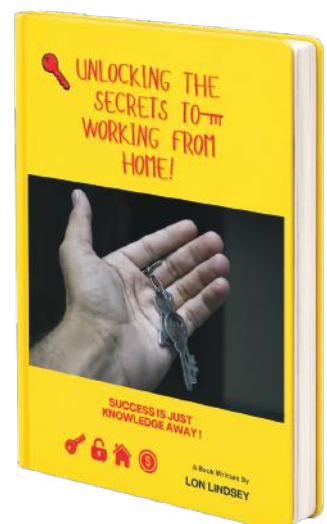
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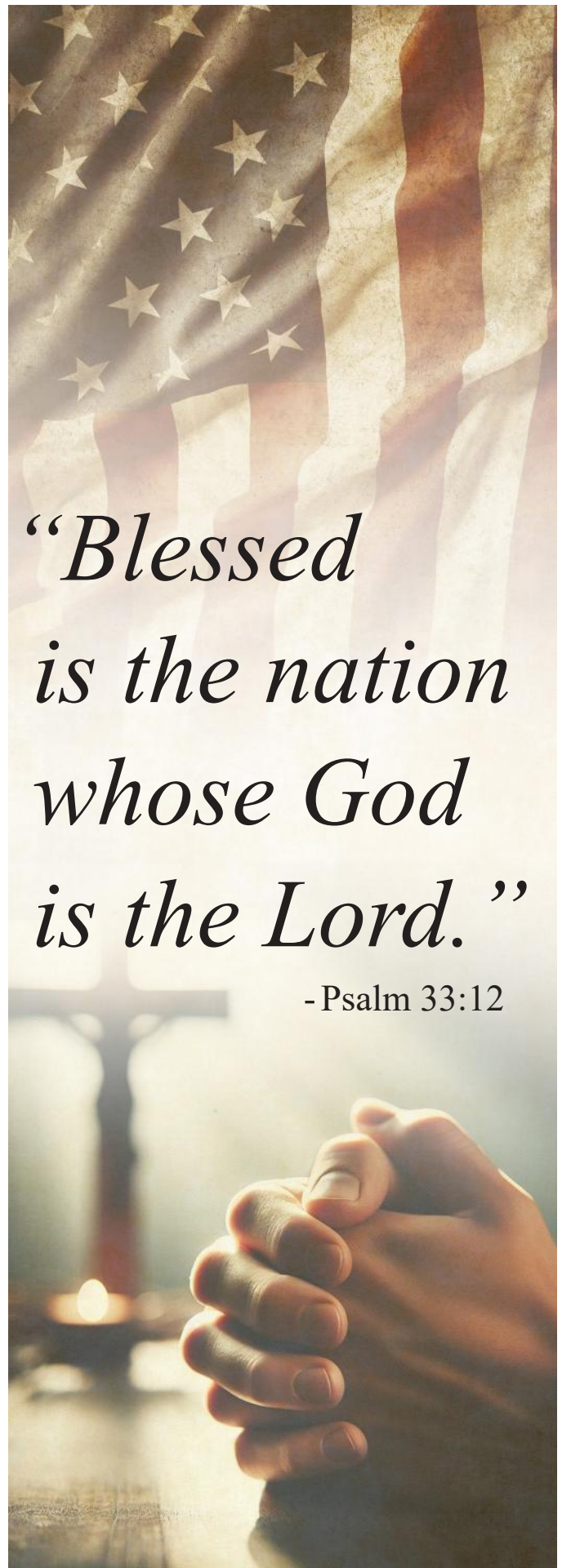
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- Psalm 33:12

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Closing Thoughts:

By Troy Dooly, BeachsideCEO –
Co-Publisher, Income Opportunities Magazine

As America celebrates its 250th birthday in 2026, we stand at the start of a new chapter. The fireworks will fade, parades will conclude, and the true effort to shape the next 25 years will begin. For our readers and VIP community, this moment invites sincere reflection: where do you want the second half of 2026 – and the years ahead – to lead you? What mark will you leave on this nation's legacy, on your family's legacy?

Main Street entrepreneurs continue to be the pillar of America's economic future. As small business owners, innovators, and risk-takers, you drive local economies, generate employment, and uphold the spirit of independence that characterized 1776. In a time of swift change and political division, your role is more crucial than ever. The question for each of us is: how will you step up and contribute to making this country better than when you found it?

True patriotism lives in action. It means running honest, value-based businesses that respect employees and customers. It means mentoring the next generation – whether it's your children at the dinner table or young entrepreneurs hungry for guidance. The leadership skills many of us gained through service, sports, or experience must now be passed forward. Teach resilience. Instill integrity. Emphasize the importance of a trustworthy handshake and taking pride in a day's work.

The next generation is watching. They see economic uncertainty, cultural chaos, and political storms. Your example will determine whether they inherit cynicism or hope. As parents and mentors, we have a sacred duty to show them that America's experiment still works when good people commit to it. This means building businesses that generate opportunities, supporting local communities, and defending the freedoms that allow entrepreneurship to all, not just a chosen few. Liberties and freedoms are not partisan trophies; they are the birthright of every American.

In the remaining months of 2026, set bold intentions. For some, that may mean expanding your business, hiring locally, or starting a new venture that solves real problems. For others, it may mean dedicating time to coach young entrepreneurs – sharing their successes and failures to help them avoid common pitfalls. For parents, it means intentional conversations about work ethic, personal responsibility, and patriotism that go beyond political divides.

We owe it to those who came before us and to those who will follow. The Marines taught me that no mission succeeds without disciplined effort and a clear objective. Your mission now is legacy-building. Rise each morning committed to making your corner of America stronger. Invest in people. Solve problems. Reject division and model unity through results.

The spirit of 1776 did not end with the signing of a document. It lives today in garages, storefronts, family farms, and home offices across this land. Main Street Entrepreneurs – you are the keepers of that flame.

Let the second half of 2026 serve as the start of your most intentional season yet. Make the decision today about the America you want to help create and the generation you will train to continue it.

The future isn't something we inherit; it's something we build together.

Adam Troy Dooly
Co-Publisher, Income Opportunities Magazine



The Beachside CEO

What is it going to take to get you to **CALL ME?**

Is it the fact that you need to earn **extra income right now?**

Is it the fact that I am one of the few top income earners willing to show my face and give you my personal mobile number?

Is it the fact that I'm in a company that is the largest wellness online brand in North America with a real 96% monthly reorder rate? A company that is the #2 shipping client of UPS? (Amazon is #1)

The fact that we are in 20 countries? The fact that we have over 2 million loyal customers who happily purchase our products every month? The fact that 82% of our customers are just that, customers who are here just for the products. They are not participating in our residual income opportunity.

Is it because out of over 239,000 independent marketing executives that I am the #1 recruiter month after month?

Those are all good reasons to call me but let me give you the best reason of all.

When people partner with me I literally will do **ALL of the selling, telling and presenting FOR you.** I do the 5 to 12 follow ups required to turn your prospects into customers for you. Your customers who decide to participate as Marketing Executives? I will train them **FOR YOU.**

Why am I willing to help you, a total stranger? If I'm so great why do I need you?

I don't need your money. This opportunity is \$19 for the whole year. I don't make one penny from that.

I need people like you to get people to raise their hand and say they need a real income opportunity to come into their life. I can show you faceless, anonymous ways to generate those prospects.

I typically close 1-in-3 to 1-in-4.

Average people would close 1 in 20 but I am FAR from average.

Yes I could list all my online links etc like everyone else in this magazine but I lead from the **FRONT.**

I'm making appointment setters just like you **RICH.** I already have 72 of you. When I hit 100 I will close that window and not 1 of those people will ever quit on me. Why? It's because they have golden handcuffs from having an **EASY** way to get an ever increasing **EXTRA** monthly income in their mailbox or direct deposited to their bank (their choice)



You can call me anytime 7 days a week from 7 am to 8 pm EST
My name is Jason Raushack and my mobile is 207-650-5065

If you miss this chance you only have yourself to blame.
Just MAKE THE CALL right now before you get distracted by all the shiny objects that cost you money instead of making you money.

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“The willingness to America’s veterans to sacrifice for our country has earned them our lasting gratitude.” -Jeff Miller

“Never was so much owed by so many to so few.”
-Winston Churchill

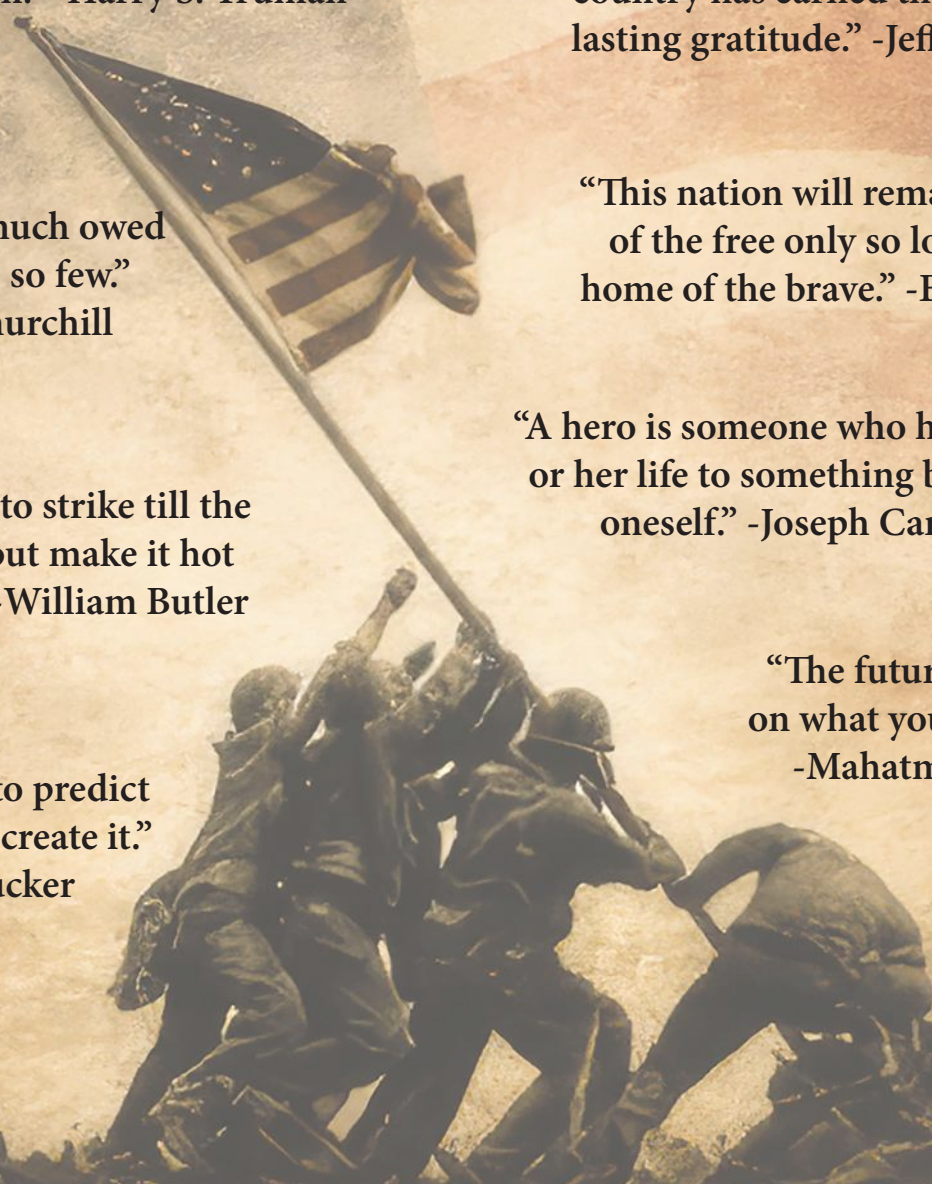
“This nation will remain the land of the free only so long as it home of the brave.” -Elmer Davis

“Do not wait to strike till the iron is hot; but make it hot by striking.” -William Butler

“A hero is someone who has given his or her life to something bigger than oneself.” -Joseph Campbell

“The best way to predict the future is to create it.”
-Peter Drucker

“The future depends on what you do today.”
-Mahatma Gandhi



“Blessed is the nation
whose God is the Lord.”

-Psalm 33:12