

The Happy Co.

BeHappy

HEART OF Happy

Giving Back the POWER
of HAPPINESS

Life. Elevated.

Happier MOMS,
Happier MARRIAGES,
Happier FAMILIES!

Real People, Real Connection



Building a Social Media Community / Life-Changing Success Stories

Articles by Joel Olsteen, John Maxwell, and Jim Rohn



Dial up the feel good factor to 11!



Take your coffee experience
to the

MAX!!

- M** Mood Elevation
- A** Appetite Suppression
- X** Xtreme Energy



Feel good. Look good. Get stuff done.

Plus, this new coffee has special antioxidants that may
help to support healthy immune function*.

*These statements have not been evaluated by the Food & Drug Administration.
Elevate MAX® is not intended to diagnose, treat, cure, or prevent any disease.

**The Happy Co.**
LIFE. ELEVATED.

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REAL PEOPLE, REAL CONNECTION

Brand Partners focus on their vibrant, growing community and the customers that make it all worthwhile.

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These newlyweds found love and a dream lifestyle.





We're #48!

In just our second full year in business
we cracked the **TOP 50** in our industry.



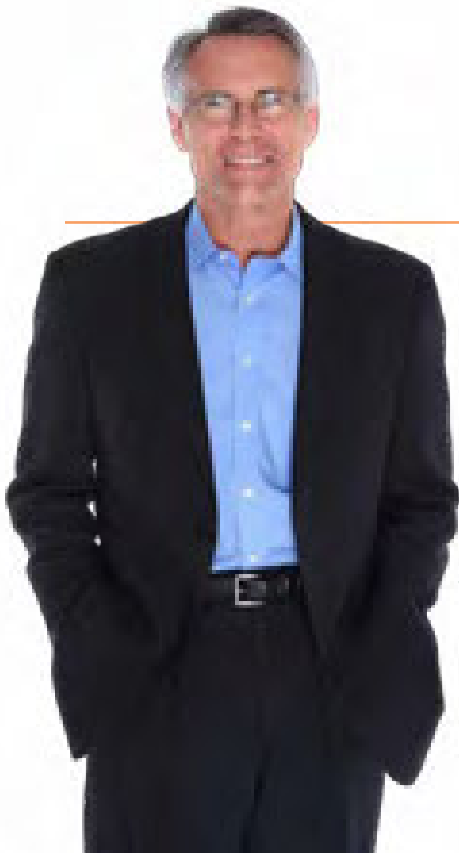
EVEN MORE IMPRESSIVE, the next youngest company is more than twice as old as we are ... and the majority of the companies on this prestigious list have been in business for decades.

In other words, **WE'RE CRUSHING IT!**
Why? **Our people.**

There are 1,000 other reasons, but mostly it's because **we have a community of happy, fun, optimistic, honest, loving, AMAZING people!**



*BASED ON 2019 REVENUES



**WELCOME TO
THE HAPPY CO.!**

3 / MORE RECOGNITION Brand Partner recognition remains vital to our mission. We have recently expanded our recognition program by creating new achievements that we will spotlight. One example of this is the Diamond Club. All Brand Partners who reach this rank are able to participate in this new advanced training. We believe that leadership development is paramount in building a successful business of your own and deserves recognition. We will continue to be a vehicle through which you can gain access to critical training in leadership and personal development.

4 / COMPENSATION As a leader in our industry, we are constantly looking at ways to enhance our Brand Partners' compensation. We believe that one aspect of our business that sets us apart is our willingness to generously compensate our Brand Partners for their results. We do not want to be a business comprised of the "haves" and "have nots." We want to be a business that offers access to a very robust economy that rewards people at all levels of engagement.

5 / INTERNATIONAL EXPANSION We are fully operational in the U.S. and have a presence in Canada, Australia and New Zealand. In 2021, we will continue to add new countries to our portfolio. This will allow our Brand Partners to enroll new teammates and customers in new markets around the globe. This year will be an exciting year for international growth.

6 / CORPORATE TEAM As CEO, it is my responsibility to make sure that we have the "right" corporate leadership in place to assist our Brand Partners as they work to achieve their personal goals with The Happy Co. It is our duty to serve the needs of all our constituent groups, including our Brand Partners, Customers, suppliers, investors and employees. Great companies strive to become better every day. We wake up each morning challenging ourselves to do just that.

We have a unique opportunity to build a business, utilizing the direct selling model in a way that has never been done before. The only way that is ultimately possible is to live the values we profess: honor, integrity, innovation, vision, responsibility, service, and of course, happiness. My promise to you is very simple: we want your journey with us to be one of the most gratifying endeavors you undertake in your life. Your success is paramount to our mission.

Always Lead,

BO SHORT / CEO

ELEVACITY HOLDINGS LLC
ELEVACITY INTERNATIONAL HOLDINGS LLC

THE HAPPY CO. is a very unique business, that offers you the opportunity to share our best-in-class products while simultaneously creating a business of your own, thereby helping you accomplish your personal goals and aspirations.

At the heart of our business are our Brand Partners, whom we are honored to serve. They are the men and women who share our products every day. They are the visionaries that demonstrate, through their actions, the true spirit of an entrepreneur. It is our daily mission to make sure we provide them with the resources they need to accomplish their goals.

Our commitment to our Brand Partners and their customers is to constantly strive to enhance our business platform and continue to excel in product innovation. As we progress throughout this year, you will find:

1 / NEW PRODUCTS Our portfolio of products will continue to grow in high-demand categories. We are always looking at the latest developments in product technology, to remain ahead of the curve. The product ecosystem we are creating will assist in broadening our Brand Partners' customer base and strengthening their personal businesses.

2 / A FRESH, MORE DYNAMIC BRAND As we step into this new year, we have made substantial changes to the look and feel of our business. Our websites are much more appealing to customers and Brand Partners alike. Our product branding is reflective of these same enhancements. In fact, we have also upgraded our back office and reporting system to stay on the cutting-edge of technology.

BeHappy

THE HAPPY CO. / 2021



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* **DSHEA Disclaimer:** Statements included in this magazine about The Happy Co. products have not been evaluated by the Food and Drug Administration and are not intended to diagnose, treat, cure or prevent any disease.

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Simple. Simple. Simple. **Sample. Sample. Sample.**



If You'd Rather "Share" Than "Sell"

Most people don't like to sell, but they are open to sharing a product or experience that they've enjoyed. If this sounds like you, then you'll love our automated sampling system. The program is built into our FREE Phone App. Just download your contacts, click the "Send a Trial Pack" button and you are building a business from your phone! Our "instant impact" products do the "selling" for you.

The System Works

Does our sampling system work? With thousands and thousands and thousands of Trial Packs sent out into the marketplace, the response has been overwhelming. Industry experts say our conversion rate is **DOUBLE** the next best sampling program out there. This means **BETTER RESULTS** (and more income) for the same amount of effort. Want to work "smarter not harder?" - this is how you do it!





TAKING HAPPINESS TO THE NEXT LEVEL

Amassing more than 500,000 customers and
\$280 million in sales in a little more than
three years, The Happy Co. is ready
for what's next.

BY SARAH PAULK

DECEMBER 2017
**Begin selling
the original
happy coffee**



MARCH 2019
New product
introduction -
Elevate NITRO®



JUNE 2019
Named **#1** in
**Fastest Growing
Companies In 2018**
(SOCIAL SELLING NEWS)



AUGUST 2019
One of the most
prolific and influential
couples in the network
marketing profession
join the Dream Team:
Chief Impact Officer
Garrett McGrath &
Chief Experience Officer
Sylvia McGrath

OCTOBER 2019
New product introduction -
Elevate ZEST®



W

HILE WE MAY BE KNOWN AS THE HAPPY COMPANY,

THERE IS ANOTHER, LESSER-KNOWN SUPERPOWER:

LISTENING. It's a trait that is a core philosophy of the leadership team. Listening to its audience is what sets the company apart.

There is a unique collaboration between the company and its community. The company was built on sales of happy coffee which debuted as the company's hero product. By the end of its first year, sales reached \$8 million.

MARCH 2020

Industry Veteran **Tony Chaplin, COO** joins the Dream Team



MARCH 2020

New product introduction – **ElevaciTea® Vanilla Chai**



48
Direct Selling News
GLOBAL
ONE HUNDRED

APRIL 2020
Ranked **#48** in
2020 DSN Global
100 List



APRIL 2020
New product
introduction –
Elevate MAX®
Happy Coffee

JULY 2020

Network Marketing Industry
Veteran **Garrett McGrath**
Named President



The Feel-Good Factor

This buzzworthy success created a sturdy foundation for growth and drew key talent so that their executive team roster reads like a “who’s who” of direct selling. Leaders like Bo Short, whose decades of experience includes a hybrid career of corporate leadership and team building in the field, and experienced direct selling power couple, Garrett and Sylvia McGrath, have helped the company clearly define its culture and direction.

With their voices at the helm, The Happy Co. became a company that eschewed rigid duplication formulas and doubled down on experiential assets like connection and authenticity. Happiness would be their destination, but earning the trust of their community and customers would build the road that would get them there.

Being led by a corporate team with first-hand Brand Partner experience has given The Happy Co. a unique advantage. They ask their employees what needs to be done to get better every day. They know that if their employees are happy, it radiates to the field of Brand Partners. And if the field is happy, that radiates in sales to their customers.



**It's easy to share
happy.**

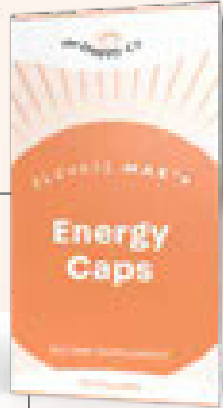
–SYLVIA MCGRATH / THE HAPPY CO. CHIEF EXPERIENCE OFFICER



JULY 2020
Brand Partners raise
more than
\$130,000 for health &
hunger causes



JULY 2020
New product introduction –
ElevaciTea® Georgia Peach



SEPTEMBER 2020
New product introduction –
Elevate MAX®+ Capsules

OCTOBER 2020
New product introduction –
Unwined™



OCTOBER 2020
Clare Holbrook is named the
winner of a Stevie award in the
Female Executive of the Year /
Consumer Products category



NOVEMBER 2020
First ever **Diamond**
Club training
takes place

That happiness factor is the key differentiator for The Happy Co. and blends pervasively into everything from the company’s training resources to its product offerings. Instead of long PowerPoint presentations and location-specific events, Brand Partners host brief morning coffee breaks and group walks over video chats that offer a sense of connection. These micro-communities deliver happiness in the form of a long-distance virtual family and emphasize friendship and support over formal training or sales meetings.

“We’re more about fall in love than fall in line,” says The Happy Co. President Garrett McGrath. “We don’t have a very controlling attitude. We just let people gravitate toward the product they like and say ‘share that product.’”

Things are done differently because the company’s leadership wants different results. The goal is for an organic word-of-mouth sharing of a product that customers love, rather than a sales template that is heavily reliant on data and scientific jargon. “You don’t have to tell people what to say when it’s that way,” says The Happy Co. Chief Experience Officer Sylvia McGrath. “It’s authentic and people feel the passion behind it. It doesn’t feel like a pitch.”

And, of course, every product boasts happiness properties as well. The company’s product portfolio is filled with enhanced coffees, flavored teas, and supplements that elevate customers’ happiness, motivation and zest for life.

“It’s easy to share happy,” Sylvia says. “There are all different types of happy. Everyone deserves to be happy or have a happier life, and whether it’s through our products or community, that’s what we’re aiming to provide.”

Ready for Round Two

Since its 2017 launch, the company has enrolled 500,000 customers and attracted 50,000 Brand Partners—an astonishing 10:1 customer-to-brand partner ratio. “This is a very customer-focused direct sales company,” Bo says. “It shows the power of the product, that there are enough people who do like it and who do want to use it, and also that we have done our very best and that our Brand Partner force is trying to put their customers first.”

That power has led the young company to pay out more than \$100 million in commissions to the field in a compensation plan that is structured for more lucrative rewards to distributors who bring in and serve their customers, keeping them active. Knowing that people act on what pays them well, the leaders plan to enhance the compensation plan even further in the coming months to further reward this customer-first mentality.

With their momentum in place, the company has taken its brand to the next level by innovating its ecommerce strategy and making the creative decision to hire an outside branding agency known for boosting

“

This is a very customer-focused direct sales company.

—BO SHORT / THE HAPPY CO. CHIEF EXECUTIVE OFFICER



FEBRUARY 2021
Industry Icon
Bo Short joins the dream team as Chief Executive Officer



New Horizons

WHERE will The Happy Co. spread happiness next?

Chief Executive Officer Bo Short has announced The Happy Co plans to aggressively expand into Asia in 2021. “Our initial expansion efforts will focus on locations such as **South Korea, Japan, Hong Kong, China, Singapore, Taiwan, Thailand, Malaysia,** and the **Philippines**. We have already made important strides in this process and have already secured our direct selling license in South Korea.”

Several executives of The Happy Co. have extensive experience in launching internationally. “We are eager to expand our global footprint and have an aggressive global expansion strategy in place,” says The Happy Co. President Garrett McGrath. “The combined international experience of our executive team puts us in a unique position for international growth.”

brands like Red Bull and celebrities like Kylie Jenner into social media superstardom. As The Happy Co. strives to help its customers become better versions of themselves, they are becoming a better company as well.

“Everyone wants to be the first to join a company during its second round of growth when the concept has already been proven,” Garrett says. “We’ve already completed that first round of growth that placed us at No. 48 on the *DSN Global 100* and brought in \$135 million in sales.” With its strategic investments and groundswell of loyal customers in place, the company is poised for round two.

Sales and customer numbers steadily trend upward for the happiness company, but its leadership is dedicated to relying on the company’s founding strength: listening.

“We’re not in the explanation business; we’re in the experience business,” Garrett says. “We’re committed to listening to our customers, to giving people the opportunity to feel appreciated, and to find out how we could do better. We are invested in that communication process.” ■



F A I
C H A N

Meet Fai Chan

*Unicorn maker and game changer, **Fai Chan** is poised to take The Happy Co. to \$1 billion and beyond.*

BY SARAH PAULK

The nickname “Unicorn Maker” or “Game Changer” suits Fai Chan. As a global business veteran with a track record of almost mythical proportions, he’s known for his transformative skills, turning lackluster investments into multibillion-dollar cash cows. But his legendary career began in a most unconventional way.

As a freshman in college with little to no savings, Mr. Chan was charged with the care of his four young siblings, ages 8 to 14, after the sudden passing of his father. The four moved together with Mr. Chan to London, where he was attending university and working as a waiter to make ends meet. With four new dependents, he scrambled to find additional income.

It was the late 1960s, and many of Mr. Chan’s college peers were eager to visit their hometowns, but could not afford the costs of commercial air travel. Noticing an unmet growing need, Mr. Chan started low-cost long-distance aircraft chartering to fly his

fellow classmates between London and Asia in what would be known today as Uber of airline, an airline without an aircraft.

“I started my long-distance aircraft chartering business with only £100,” Mr. Chan says.

Chartering airplanes and operating an airline required capital, of which Mr. Chan had almost none, so he turned to the local casino for a solution to his capital and cash flow problems.

“I played poker in the casino for two years to fund my offices around the world,” Mr. Chan says. “It’s all poker money. Poker is about managing risks. I usually take £100 to the casino and if I lost, I went home to sleep. If I had a good night, I made £1,000 and had capital to fund my business the next day.

“In the two years, my poker games had provided me capital to open 12 international offices with more than 200 employees.”

Within four years, Mr. Chan's aircraft chartering company had become a low-cost air travel for overseas students and provided economical long-distance travel to the masses. And it was affecting the regular government airline business. "I was asked to sell my aircraft chartering business to a government-related financial institute, or I would not be allowed any landing rights to the airports." This resulted in Mr. Chan selling his company for a \$1 million in March 1972.

Health, Wealth & Happiness

Since his first foray into the airline and travel business, Mr. Chan followed a four-decade pattern of investing in companies on the brink of bankruptcy and turning them into multibillion dollar success stories. In a variety of industries including banking, property, hospitality, travel, utility, health and technology, Mr. Chan's companies have successfully achieved an average a 69 percent compound annual growth rate with an average of 48-times returns for each investment.



**Sharing wealth
is more joyful
than keeping it to
ourselves.**

— FAI CHAN /
DIRECTOR OF SHARING SERVICES GLOBAL CORPORATION
& GLOBAL EXECUTIVE CHAIRMAN OF THE HAPPY CO.





Our \$1 billion revenue benchmark is only just the beginning.

— FAI CHAN /

DIRECTOR OF SHARING SERVICES GLOBAL CORPORATION
& GLOBAL EXECUTIVE CHAIRMAN OF THE HAPPY CO.

Mr. Chan has repeated this process with more than 35 corporations in multiple industries across the world. His focus now is on constructing his business ventures and investments around the philosophy of the three most important words he holds dearly: Health, Wealth and Happiness. Mr. Chan believes that life is truly lived only when the meaning behind these three words is fully attained.

Today, he's actively building an ecosystem of brands that exemplify health, wealth and happiness, like a forthcoming chain of health-focused Hapi Cafes and a master planned community of sustainable healthy living homes, which is operated under Alset Ehome, Inc. (www.alsetehome.com).

One of the prominent attributes that led to Mr. Chan's many successes is his wealth management abilities. He holds tremendous experience and wisdom in building wealth, and has always been passionate to share it with the younger generation, which The Happy Co. members will have the opportunity to learn via HWH Wealth Builder.

"A lot of people know how to make money but have no idea on how to accumulate their wealth," Mr. Chan says. "This is something I hope I'm able to bring into the network marketing industry—to teach young people how to build wealth. Sharing wealth is more joyful than keeping it to ourselves."

The Happy Co., with its successful launch and positioning within the direct selling industry, is his new priority project. As an Executive Director to Sharing Services Global Corporation (www.shrgcom.com), the Happy Co.'s parent company, and the Executive Chairman of the company that is leading our Asia expansion, Mr. Chan has plans to not only grow The Happy Co. to the billion-dollar mark, but to also transform the direct selling industry to a new model of gig economy.

"Our \$1 billion revenue benchmark is only just the beginning," Mr. Chan says. With his leadership and vision to transform the company using his wealth of expertise and know-how, The Happy Co. is poised to become the most respected company in the industry.

"We are resolved to position the company as a top-five company in the industry, becoming number one in integrity, and best in looking after our Happy Co. members," Mr. Chan says. "In the past, I have built five companies that have a total market capitalization of over \$20 billion, making more than \$1 billion in profit annually. The track record simply shows that this is not the first time, but simply a replication of past successes. Only this time, doing it better, and faster." You can find out more on his track record at www.FaiChanTrackRecord.com.

Mr. Chan has been a firm believer of giving back to society, investing his time and wealth to a good cause. It is the reason why he established The Happiness Society (www.hapisoc.com), a charitable organization dedicated to suicide prevention, helping youths in depression and at risk, and offering them support, uplift and empowerment to bring them back on track. The group also promotes and participates in Sian Chay Medication Institution, a charitable organization which provides on average a million free medication consultations a year through its 15 medical clinics in Singapore.

"We want to be number one in taking care of our people and distributors who are doing business within our company," Mr. Chan says. "To show our commitment, the company has pledged to match all donations by our Happy Co. members through their 1 percent sales commission contribution to build up the Happiness Society Fund. I'm doing this out of my passion for helping young people." ■



“

Happiness precedes important outcomes and indicators of thriving. **The wealth of data found that happiness causes success and achievement,** not the opposite.

- SHAWN ACHOR





Real People, Real Connection

*Informal and inclusive, The Happy Co. shifts the focus onto **their vibrant, growing community and the customers** that make it all worthwhile.*

BY SARAH PAULK

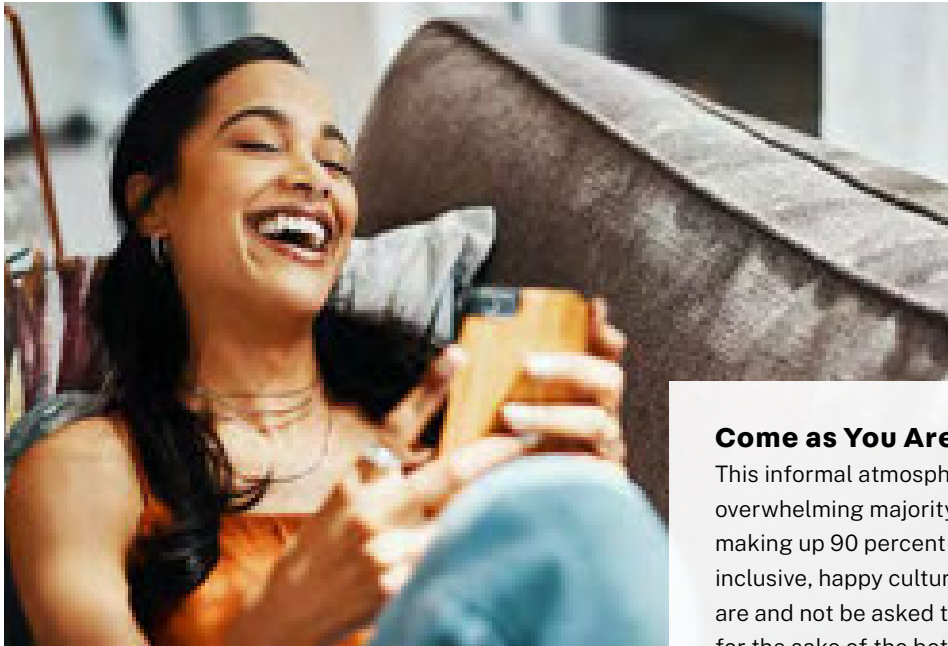




Don't expect perfection from a Happy Co. meeting.

It's not that the presentation or gathering itself will be flawed, but rather that the people behind the screen or on the stage are, well, humans. And they keep it real.

On most Happy Co. Zoom calls, toddlers can be seen bouncing on laps, a dog may bark to be let out the back door, someone may be out walking, or you might see a family room strewn with toys visible somewhere in the background. It is by design that there are no perfectly coiffed homes or business suits in view. "The Happy Co. is not about this impossible attainment of perfection," says The Happy Co. Chief Experience Officer Sylvia McGrath. "It's real people's lives."



Come as You Are

This informal atmosphere has attracted an overwhelming majority of women to the company—making up 90 percent—in part due to the company’s inclusive, happy culture that lets people be who they are and not be asked to sacrifice time with their family for the sake of the bottom line. Living out that family-first mantra means that every Happy Co. meeting is kid-friendly, so in-person conventions or gatherings always include coloring sheets and activity bags for little ones, and the expectations from leaders emphasizes that no one should be working the business seven days a week.

Authentically accepting everyone and making meetings single-parent friendly has created a work culture that feels like family. “This is a very loving, supportive environment and that permeates everything we do,” says The Happy Co. President Garrett McGrath. “It lets people know, ‘I can be here, I can be myself, and love being a part of it.’”

Brand Partners and customers quickly pick up on this judgement-free zone and many are flourishing within it. Groups that focus on personal growth, Mindset Mondays, Morning Coffee Chats, and “My Happy Journey” (body/mind/soul transformation groups) have organically developed within the company, powered by Zoom, Facebook and Instagram. And almost every morning, there is a “Daily Dose of Happy” chat and inspiring message for Brand Partners to plug into, together with Garrett & Sylvia McGrath.

“We don’t come across saying we have all the answers,” Garrett says. “None of us are perfect, but together we are better.”

The company set out to practice what it preached, so when it told people to come as they are, they lived it—leaders typically wear casual t-shirts and parents intermittently mute the call as they bounce back and forth between the meeting and refereeing their kids’ antics nearby. The goal was to show people that the business was for real people who didn’t have time for a business that would consume their lives, but could fit into the nooks and crannies of their day. “We have a lot of mompreneurs,” says The Happy Co. Chief Marketing Officer, Clare Holbrook. “These are moms at home, working this as a part-time business and this is a really good fit because it enables them to be with their kids and also get on social media and work at times when they are not busy with the kids.”



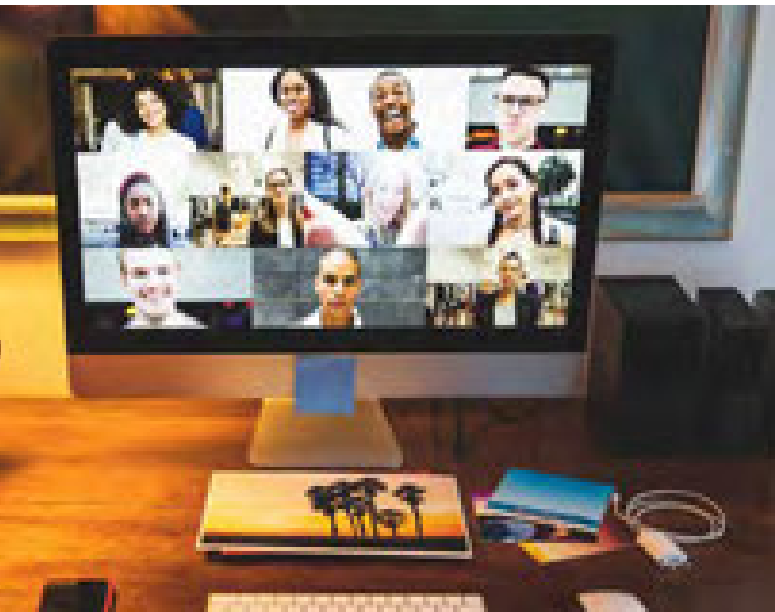
None of us are perfect, but together we are better.

—GARRETT MCGRATH / THE HAPPY CO. PRESIDENT



We have real-life conversations— real input and real dialogue—with field leaders every day.

—SYLVIA MCGRATH / THE HAPPY CO. CHIEF EXPERIENCE OFFICER



Giving People a Voice within the Vision

Creating an “us versus them” mentality is often accidental and can manifest in many subtle ways. It is for this reason that The Happy Co. leadership team is insistent that every detail of their company structure reflects this inclusive, family atmosphere. The corporate team recognized that this starts at the top and has intentionally designed their presence within the company to be collaborative, co-creating and in partnership with the field—because the top corporate team leaders have been in the field for 30 years. Garrett and Sylvia, for example, schedule 15 to 20 hours each week for conversations with field leaders who possess a variety of different ranks and experience, and make room in their free time for impromptu discussions and problem-solving as they arise. “We’re all in this together,” Sylvia says. “We’re having real-life conversations—real input and real dialogue—with field leaders every day. We actively seek it out every

day, listening to make sure that what we are creating here together serves the people for whom it is meant to serve.”

This commitment to an egalitarian culture extends into the entrenched traditions of the industry, like the labels for ranks and sales leaders. “We want to elevate not only the experience, but also the language,” Garrett says. “Words matter and how people hear you describe them matters. It’s not how much love and appreciation you have for your team, but rather how much love and appreciation the team experiences that matters.” For that reason, the traditional downline is referred to as a team—although after months or years of working together, this term often transitions to the word “family.” Uplines are referred to as support teams. “Lower ranks” is replaced with the phrase “early ranks.”

Making sure each person recognizes the importance of their voice within the vision has been the catalyst for increased engagement and honest feedback that the corporate leaders use to make valuable improvements to the company’s structure, products and community. “It gives you access to what this community wants,” Garrett says. “Seventy-five percent of our revenue comes from customers. We are always listening to this community’s needs and wants and values because we want to serve them well.”

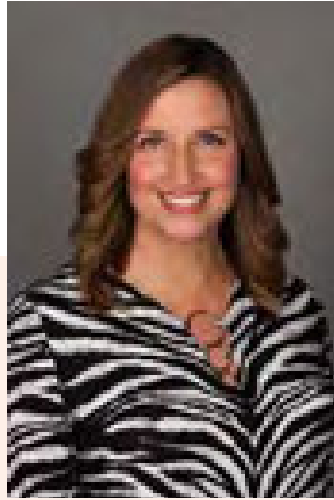
A Natural Fit for a New Reality

The Happy Co. is structured around a community that is not only used to being physically apart but has learned to thrive and grow together in each other’s absences. That unique skillset of knowing how to create community without the advantage of being together in the same room has served the company well during a global pandemic that has thrust isolation and distance upon relationships.

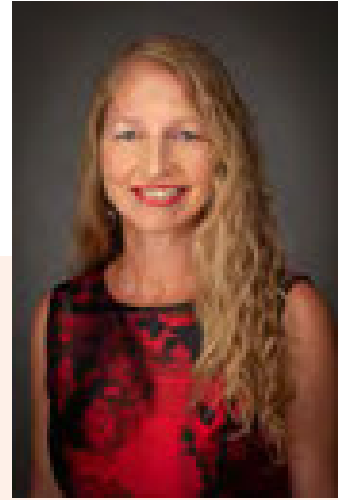
“When things shifted because of COVID-19 and everybody having to be home and not being able



GARRETT MCGRATH /
PRESIDENT



SYLVIA MCGRATH /
CHIEF EXPERIENCE OFFICER



CLARE HOLBROOK /
CHIEF MARKETING OFFICER

LEADING WITH HUMILITY



COLLABORATIVE YET STRATEGIC

is how The Happy Co. Chief Marketing

Officer, Clare Holbrook describes the company's corporate team. "You've heard of the term **divide and conquer**," Clare says. "We talk about **dividing and creating**." Leveraging the different people, personalities and skills that comprise their corporate leadership gives the team members freedom to focus on their specific tasks and prevents them from spreading themselves too thin. Through constant communication, each member stays in the loop from wherever they might be located at the moment, fluidly sharing ideas and feedback.

Sometimes this feedback comes from within the corporate team, but often it originates from information found in coffee chats or discussions with leaders on the frontlines. "The best ideas usually come from the

field or customers because they are showing us what they want on a daily basis and they have that brain trust of knowledge that can point us to how we could make things smoother," says The Happy Co. Chief Experience Officer, Sylvia McGrath. "It is a labor of love, and we take great enjoyment from co-creating and synthesizing all of these different voices and ideas and deciding together what it means moving forward."

Listening with humility and giving everyone a voice has made the The Happy Co. corporate team unique in that it champions the field more than it does itself. "Every customer in our business is one of the most important stakeholders in our business," says The Happy Co. President, Garrett McGrath. "Corporate structures often have a tendency to want to cut people off and to get to the point faster, but we've learned to let the conversation turn into a true relationship."

LISTENING WITH
HUMILITY AND GIVING
EVERYONE A VOICE
HAS MADE THE HAPPY
CO. CORPORATE TEAM
UNIQUE IN THAT
IT CHAMPIONS THE
FIELD MORE THAN IT
DOES ITSELF.



to physically be with one another, the online social connection became even more important,” Sylvia says. “It brought the way that this team and culture and company had always been even more into focus.”

The unique remote aspect of The Happy Co. model meant that there was no learning curve for Brand Partners who were already used to working from home when their family life and schedule allowed. Fitting the business into this new reality was a natural fit.

“Our magical component was that our field leaders were already used to operating digitally in a social media environment,” Clare says. “So, operating digitally was not a new concept to them when lockdown first went into effect.”

The old-fashioned industry standard of meeting in hotel ballrooms every Saturday morning or scheduling large in-person gatherings multiple times a week was never the way The Happy Co. field leaders worked. So, when physical events could no longer happen, there was very little disruption for the teams. “It’s was already their standard method of operation!” Clare says.

Stay-at-home orders and travel cancellations did impact the company’s 2020 annual convention, which was scheduled to take place in April. Out of necessity, the





Our magical component was that our field leaders were already used to operating digitally in a social media environment.

—CLARE HOLBROOK / THE HAPPY CO. CHIEF MARKETING OFFICER

team was forced to pivot their strategy by turning their massive in-person gathering at the Gaylord Texan into a virtual, multiday experience complete with breakout sessions, live speakers and interactive chatrolls. The result was their highest number of participants to date, but there was another surprising metric that illustrated the effectiveness of their virtual convention.

“We had our highest day of sales ever,” Garrett says. “We’re used to some big sales days. We were ranked number 48 on the *Direct Selling News* Top 100 List and in 2019, we brought in \$135 million in sales. For us to have our biggest sales day ever coming out of a virtual event and our best product launch ever made a bold, strong statement.”

Facing the Competition

Launching a new product in a world where casual conversations and happenstance interactions with new potential customers can’t be facilitated is an unprecedented challenge, but The Happy Co. is ready with a new sharing system. “We built it for where the world is at,” Sylvia says. “Before, people were taking sample sticks of coffee and handing them out. When you can’t be around other people or when standing in line to mail samples at the post office in a room with a bunch of other people isn’t the same as it used to be, we wanted to have an option where you could press a button and have samples sent to a friend.”

With this new sample system, Brand Partners can easily share the samples with prospects or customers by simply pressing a button on their Phone App. For this new launch and sampling system, the leadership team challenged itself to *up* the taste factor without increasing the price. Competing with the largest coffee competitor in the world—Starbucks—on flavor alone is daunting. The Happy Co. focuses instead on the feeling

of the *connection* that arises from being in a *community*, and the savings from the cost per serving.

The ultimate litmus test became whether or not customers responded to their new direct mail sample system. In April, the company measured the response of 4,000 customers and found that 43.8 percent of people that received a sample, subsequently placed a single or recurring order the following month.

The Next Pivot

The Happy Co. is a leader in the remote workforce. They have harnessed the power of technology to construct a digital platform and social space where communities can organically form, customers can find connection and where entrepreneurs can build a business that works for them. Although their structure has created an intuitive work model in a time when most workers feel uncertain about the future, the leaders of The Happy Co. are not complacent, and are quietly working to create the next big improvement for their company.

“There’s not a lot we can share yet, but the direction we are headed is mobile-first and customer-centric,” Sylvia says. “We are taking all the best practices from the best brands you love to buy from, but taking it up a notch to make it easy for someone who is ordering or running a business.” This creative reimagining of what working from home while doing business on your phone will look like is an increased effort to make it easier and more desirable for customers to want to engage with The Happy Co. community by providing more value.

“People are really watching their dollars right now,” Sylvia says. “There are a lot of families that are struggling financially, and we want to always make sure that we are meeting the people we serve where they are and making everything we offer as valuable and impactful as possible.” ■



Easy, Simple Startup

Join for the coffee or cash,
stay for the vibe.

BY BETH DOUGLASS SILCOX



T

HE HAPPY CO. IS A FUN BUSINESS because it's simple, and it's simple

because it's fun! With a cell phone, Facebook page and internet access, it's easy to share stories and Happy Coffee samples, then teach others to plug into The Happy Co. system to do the same.

"Our business isn't about selling, it's about sharing; and it isn't about doing it all yourself. It is about duplicating a simple method of operation," says David Litt, The Happy Co. Vice President of Digital Strategy. "We like to say: simple, simple, simple... sample, sample, sample."

Launching a Happy Co. business starts with a simple download of a free phone app, which is the centerpiece of The Happy Co. business model and the engine that runs its automated sampling system. And sampling lifts every Brand Partner's business off the ground.

“
Simple,
simple,
simple...
sample,
sample,
sample.

—DAVID LITT /
THE HAPPY CO. VICE PRESIDENT
OF DIGITAL STRATEGY

David shares that when prospects receive a two-day Trial Pack of this "instant-impact" coffee—called Elevate MAX®—and the patented antioxidant activator—XanthoMax®—there's a high conversion rate from prospect to customer. And at The Happy Co., products do the talking: the more customers, the higher rate of success. The company's customer to Brand Partner ratio of 10-to-1 is one of the highest in the industry.

"We focus on a new person getting three new customers right away. When this happens, there is an extra cash reward," David says. "Our Customer Acquisition Bonus also rewards five and seven new customers in a month—not just the first month, but every month. This passion for building a customer franchise has created a healthy culture in which inexperienced people can enjoy

A photograph of a man and a woman smiling and laughing together in a tropical setting with palm trees. The man is in the foreground, wearing a white shirt, and the woman is behind him, wearing a yellow top. The background shows a clear blue sky and palm trees.

THE COMPANY OFFERS ALL
THE TRAINING NECESSARY TO
SHARE, SAMPLE, AND ACQUIRE
NEW CUSTOMERS.

above-average results from day one.”

The company offers all the training necessary to share, sample, and acquire new customers. Brand Partners can find product and social media training; step-by-step worksheets; interactive, online workbooks filled with income-generating activities; as well as short videos from top leaders within The Happy Co. Business System. There’s also a beautiful kit of materials and a series of emails and texts that act as the “perfect coach” to get started.

Beyond training, there are technology tools that make building a business easier, too. Every Brand Partner receives a replicated ecommerce website filled with product videos that educate prospective customers, and a separate replicated business-promoting website filled with success story videos that can help you build your very own team of Brand Partners.

Together these tangible resources create a proven plan of action that’s packed with the information, inspiration and checklists necessary to get new members into profit fast. But there’s also the very real intangible aspects of The Happy Co. culture that lifts every new and existing member higher. Optimism, authenticity and inclusion lends the support necessary to succeed and helps Brand Partners spread happiness.

Will spreading happiness — one cup of coffee at a time — resolve some of the doom, gloom, anger and division in the world these days? You never know, but Brand Partners are willing to give it a shot and have a little fun in the meantime.

“Every day, we see people join for the coffee or to earn some extra income... but they stay because of the vibe of our tribe,” David says. ■



JOHN "JT" THATCH

Meet John "JT" Thatch

A behind-the-scenes leader, John "JT" Thatch keeps operations running like clockwork.

BY SARAH PAULK

John "JT" Thatch takes leading by example seriously. With more than 35 years of experience leading and building startup companies both in the public and private sectors in a variety of industries, he knows what it takes to create profit and success, and how important his role is in both.

When he was asked in 2017 to take on a role with Sharing Services Global (SHRG), the parent company for The Happy Co., he led by example, approaching it with a growth mentality that he knew his team could subscribe to.

"We started growing the company doing the same thing I've always done—treating it as a true startup company," Thatch says. "Over the course of a few years, we reached over \$100 million in sales."

Thatch gives the internal management team and the independent sales individuals, referred to as Brand Partners, much of the credit for this success, but acknowledges the importance of good operational support and planning. Giving the Brand Partners a solid platform to run with means allowing them to move fast without having to pause and make sure the behind-the-scenes mechanics of the organization are in place to support them as they grow. Providing that support is Thatch's wheelhouse, and it's this synergistic, cooperative connection, Thatch believes, that is the secret sauce for successful leaders and profitable companies.

"I value relationships over almost anything," he says. "Trust in relationships is the building block of any successful company."

“

**I value
relationships over
almost anything.**

—JOHN "JT" THATCH / PRESIDENT AND CEO
SHARING SERVICES GLOBAL CORPORATION

Strategy in Action

Leading a public company means Thatch's first priority is to increase shareholder value, but through that effort he plans to play an integral role in providing every possible resource—whether financial, infrastructure development or the onboarding of talent—to help The Happy Co. become one of the top brand opportunities within the industry.

"We have a mission to be a billion-dollar company in sales over the next few years," Thatch says. "Some of that is going to come from organic growth through our subsidiaries, but we know a lot of that is going to be through merger and acquisition that will benefit our existing Brand Partners. Our plan is designed around that. This is not just a strategy we're thinking about; it's a strategy we are already executing." ■



BO
SHORT



Life-changing accomplishments require collaboration and teamwork.

—BO SHORT / CEO
ELEVACITY HOLDINGS LLC &
ELEVACITY INTERNATIONAL HOLDINGS LLC

Meet Bo Short

*Leader, best-selling author and industry icon, **Bo Short** is ready to take The Happy Co. global.*

BY SARAH PAULK

Bo Short's résumé reflects the nearly impossible-to-find skillset that more than three decades of successful experience within the industry can provide. His track record as a legendary field leader, company owner, and corporate executive, gives him an authentic understanding and insight into what is needed to successfully build a global enterprise.

"A critical element of leadership is the importance of casting a shared-vision that enables people to work, as a team, while accomplishing their personal goals and aspirations," Short says. "People can achieve small goals alone, but life-changing accomplishments require collaboration and teamwork."

Short's leadership skills are evident, having built organizations in 100 countries and having been recognized as one of "52 of the brightest minds in the industry." In addition, he served as president of the American Leadership Foundation and authored best-selling books on the topics of leadership and

personal development. Now, as CEO of Elevacity Holdings LLC and Elevacity International Holdings LLC, he's bringing his expertise to The Happy Co., one of the divisions he'll lead and help expand both domestically and globally.

"Our desire, as a global brand, is to offer an outstanding business opportunity for people to achieve their personal goals, in conjunction with a best-in-class ecosystem of products for our customers to experience and enjoy" Short says. "While people all over the world may dream in different languages, we all have the same dreams—to build a better life for our children, to be free, to live a life we're proud of, and to look back on our life and know that it mattered. Those principles translate everywhere in the world. The business platform we are developing will allow people, from around the globe, the opportunity to pursue and fulfill those dreams," he added.

Why The Happy Co.

Short's success has made him a sought-after executive in the industry, and there was no scarcity of options for him when he chose to join in leading The Happy Co. to the next level.

"It was extremely important to me to come here, not just because of a shared, bold vision, but because they want to achieve results on a foundation of integrity," Short says. "I want to put my signature on something, as I exit the industry, that is reflective of my values and work alongside like-minded people in the process. This is a special place and I am honored to be here."

The future will not be without challenges, of course, but Short is confident that global expansion for The Happy Co. is simply another trip down a path he has already traveled.

"I've opened companies in new countries as a distributor, as a company owner and as an executive," Short says. "I know how the pieces are supposed to fit together. I am inspired by our mission and the remarkable Brand Partners we serve." ■

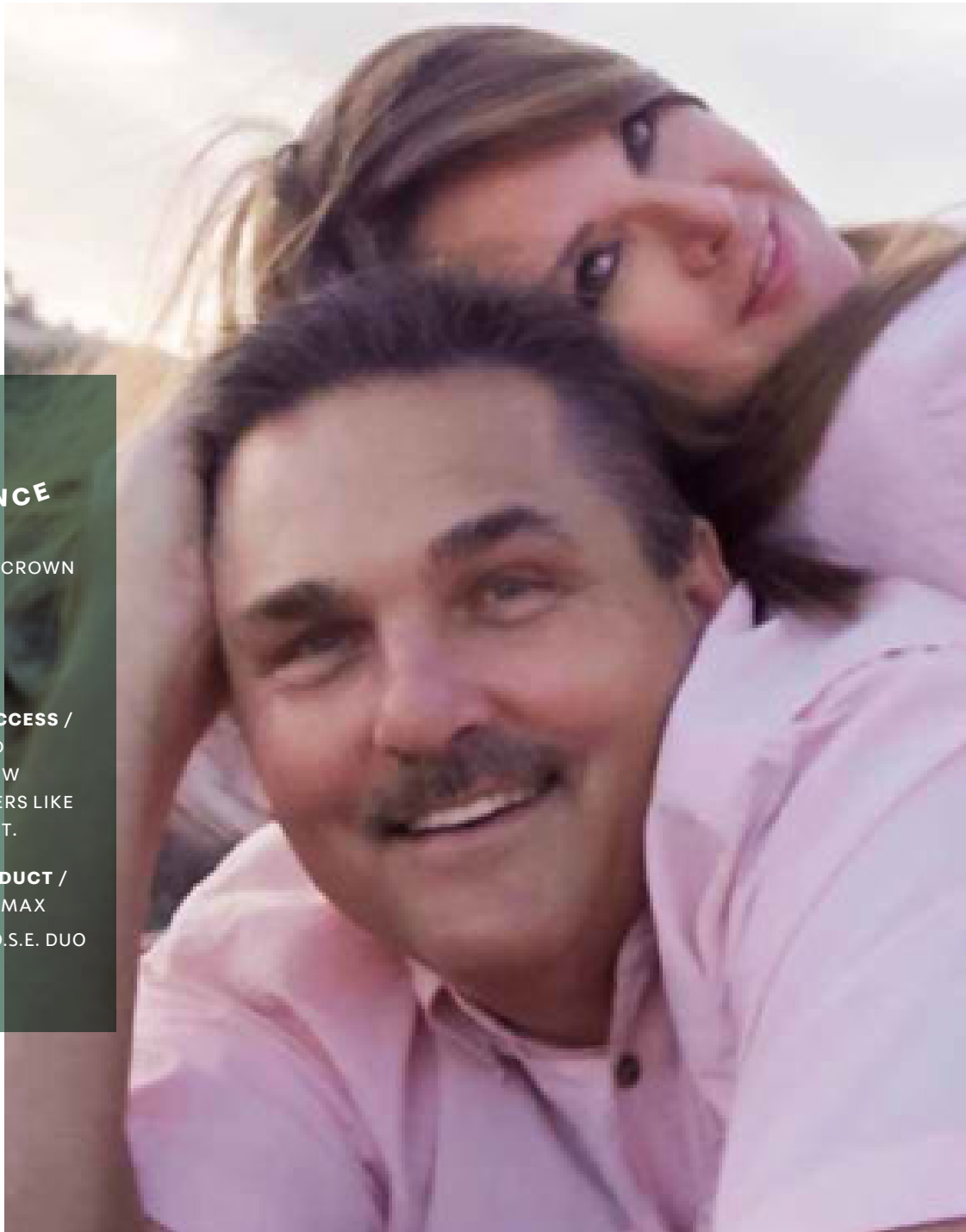
AT A GLANCE

RANK / TRIPLE CROWN
AMBASSADOR

LOCATION /
PUERTO RICO

SECRET TO SUCCESS /
LISTENING AND
NURTURING NEW
BRAND PARTNERS LIKE
A GOOD PARENT.

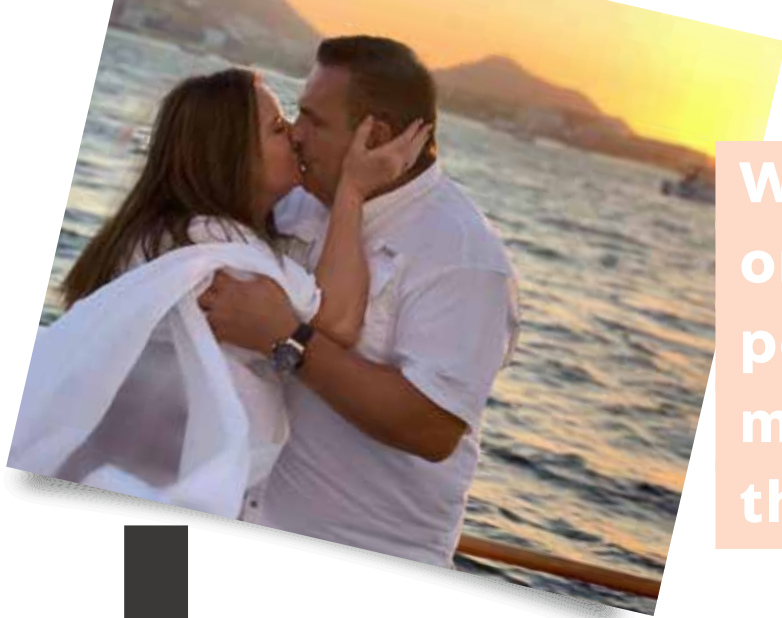
FAVORITE PRODUCT /
JUDY: XANTHOMAX
MARK: MAX D.O.S.E. DUO



A More Powerful Third

**MARK AND JUDY WILLODSON BLEND STYLES
TO COACH SUCCESS.**

BY BETH DOUGLASS SILCOX



We are all about loving on people, accepting people for who they are, meeting them where they are.

—JUDY WILLODSON

LONG BEFORE THE HAPPY CO.

Before The Happy Co. existed, Mark and Judy Willodson worked together building careers in network marketing. They traveled extensively for two decades nurturing relationships that bonded family-like

teams and built successful businesses. Yet tucked back in their minds, they weren't completely satisfied. They weren't looking to start anew, but a dark elixir in the form of a "happy coffee" nudged them hard.

"We saw a chance to be a part of a young company with a culture that matched what we really wanted to be part of—a one-team, one-dream mentality," Judy says. "We wanted a culture that was about lifting other people up—not about egos, stage time or flashing paychecks."

The Perfect Fit

They saw value at The Happy Co. not only in the products offered to coffee customers; but also for themselves as 50-something career marketers. "Here, we can build a multimillion-dollar business with a small amount of capital and virtually no risk. Before, we were in a business that took massive amounts of capital and had massive risk," Judy says.

Launching their own Happy Co. business took away the imperative to travel to new cities every night for opportunity meetings. Instead, they harnessed online video conferences and landed in people's living rooms where they shared product testimonials. "We were there always, every night in the first six to nine months at 8 o'clock Central Time doing a 30-minute presentation," Mark says. They taught others how and the business grew rapidly. Soon they were top earners and ranked up to Triple Crown Ambassador.

Building a Business Family

For this couple, building a successful network marketing business is similar to having a successful family unit and being a good parent. It matters little what you as the parent wants. What matters is this team of people that's

joined you. What are they striving for and how can you help them get it?

"New Brand Partners are like your children. You are cheering them on. You're not there to do it for them. You are there to do it with them," Mark says.

For "Mama Judy," as she's widely known, it begins with a welcome call and the nurturing never ends. "We are all about loving on people, accepting people for who they are, meeting them where they are. If they want to run, we run with them. If they want to walk, we walk," she says.

A big key to their success is the ability to lead from the back and shine a spotlight on others. They don't ask or expect others to do something they aren't willing to do themselves. So they manage their day-to-day business in a manner that conveys equality. After all, Mark and Judy believe any success rank beyond Star and Bronze—The Happy Co.'s beginning ranks—is just sign of successfully helping a team of people attain those same ranks they once achieved.

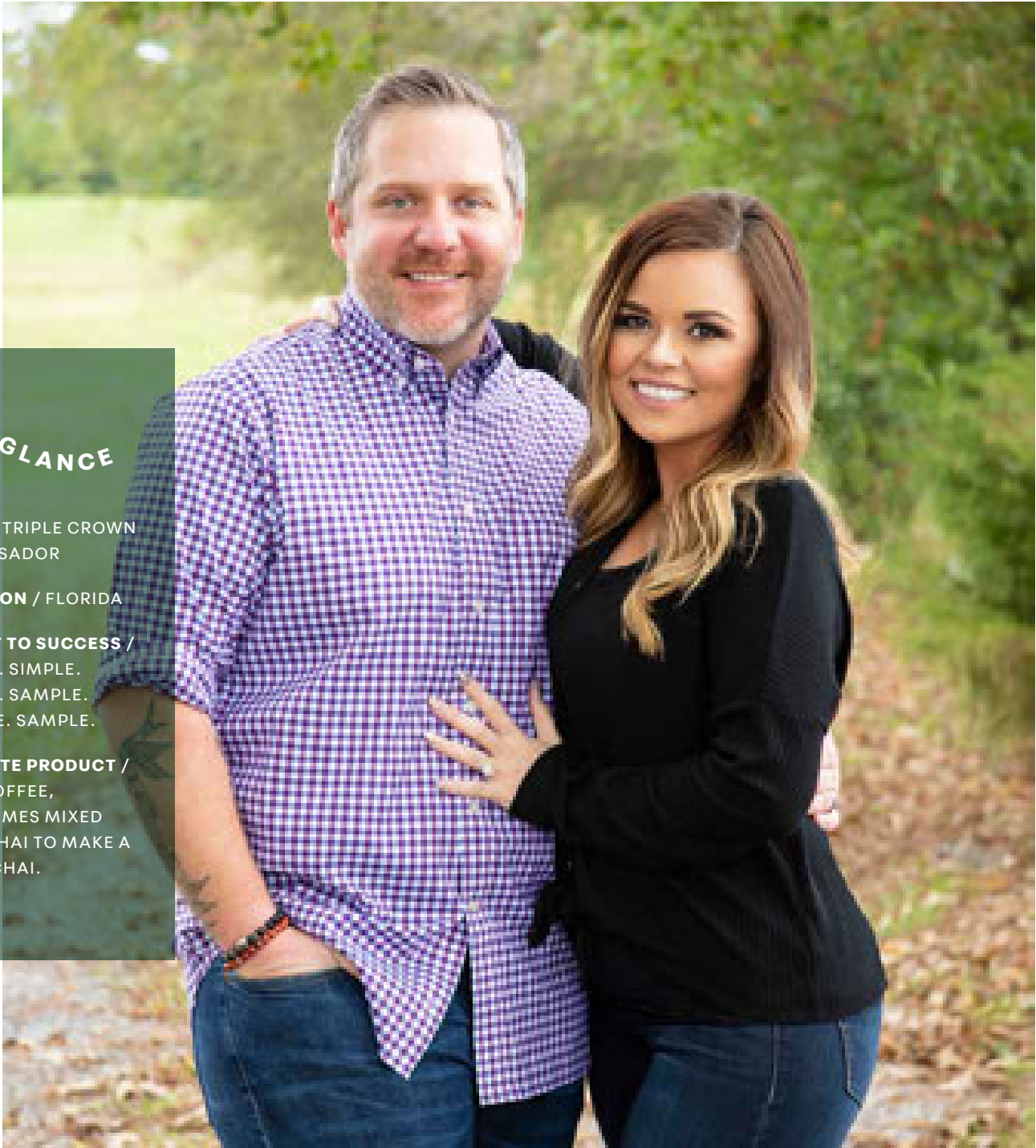
"We are a group of people helping each other achieve whatever it is that they are wanting to achieve or attain. If it's a rank; yes, we are here to help them. If it's a certain amount of money, we're here to help them get that," Mark says.

When One Plus One Equals Three

No joke, Judy says, at any given time, she and Mark are in opposite corners of their Puerto Rico home doing precisely the same things in very different ways. For nearly three decades this method has succeeded. "Like the saying goes: 'Two positive minds make a more powerful third,'" Judy says.

With couples building The Happy Co. businesses together, the Willodsons have found one individual often dominates and thinks the other must do the business their way. But Mark says, "My way is completely different than Judy's and there isn't a right and wrong way. It's whatever fits."

"If couples can learn to leverage each other's strengths and support each other's weaknesses, they can grow together and become far more successful," Judy says. ■



AT A GLANCE

RANK / TRIPLE CROWN
AMBASSADOR

LOCATION / FLORIDA

SECRET TO SUCCESS /
SIMPLE. SIMPLE.
SIMPLE. SAMPLE.
SAMPLE. SAMPLE.

FAVORITE PRODUCT /
MAX COFFEE,
SOMETIMES MIXED
WITH CHAI TO MAKE A
DIRTY CHAI.

After the Rain

**BRITTANY AND JOSEPH BECK FOUND THEIR RAINBOW
WITH THE HAPPY CO.**

BY BETH DOUGLASS SILCOX



I think you can be successful
no matter where you live.

—BRITTANY BECK

D

ESPIE FULL-TIME CAREERS—

Brittany an 8th-grade science teacher and Joseph an IT professional for an Alabama school system—the Becks’ limited income and about

\$30,000 in credit card debt pushed them to the brink of bankruptcy. Working hard to eliminate that kind of debt was a one-step-forward, two-steps-back dance until they found hope and a whole lot of peace with The Happy Co.

“On the other side of rain, you will find your rainbow.” That’s the mantra Brittany and Joseph stuck to when they started their Happy Co. business. They kept at it and never let one bad day stop them. They leaned on leaders to lift them up in tough times, knocked out problems, and built a strong, close and supportive team.

“I really had no clue what this would become—it has far exceeded my expectations—but what I know for sure is God definitely led me in the right direction,” Brittany says.

Full Freedom

Within 13 months, these high school sweethearts achieved the highest Happy Co. rank, Triple Crown Ambassador and geography had no bearing on their success. They built their business in a small Alabama town, but recently moved to the beach in Florida. Why? Because they can work the business anywhere.

“We love being right near the ocean. It’s gorgeous and it’s the ultimate stress reliever,” Brittany says. Their move to the Sunshine State gives them a better chance of seeing team members and fellow Triple Crown Ambassadors face-to-face for fellowship and mentoring.

“I think you can be successful no matter where you live. Big areas have more people; smaller areas have closer relationships; and social media knows no bounds,” Brittany says.

Professional Samplers

Getting coffee samples into the hands of as many people as possible then teaching others to do the same



laid the groundwork for the Becks’ success. That business building through product sampling strategy paid off.

“We knew right away that we were looking at a game changer—a product that’s affordable, gives instant gratification, and is something people are already familiar with,” Joseph says.

“It really quickly built our belief because there were a lot of people loving the product,” Brittany adds. “It really quickly built our check because we had people ordering, people interested in the business that were sampling and joining us. A lot of people who joined us from sampling that first month went on to become top leaders in our team.”

Know, Like and Trust

The Becks focus on attraction marketing. “We want people to know us, like us, trust us,” Brittany says. And a big part of that “branding” is their 8-year-old son, Landon. While both his parents are introverted, Landon is the exact opposite “by a long shot,” his mother says.

“He has such a personality. It’s an entertainment thing. He keeps the mood light and airy and is very outgoing. Anytime we meet teams face-to-face—even if I know someone—I feel nervous. But when Landon is there, he’s going to break the ice and make it fun,” Brittany says.

A few years ago, Landon’s school had career day. His parents were sure “astronaut” would be his choice since he was really into space. But Landon told them otherwise. He dressed as a Happy Co. Brand Partner complete with a T-shirt, blazer and coffee cup in hand. Landon and his little sister, Layken, who is the company’s first Happy Co. baby, show up on the couple’s Zoom meetings regularly where both kids score major points with social media followers. ■

AT A GLANCE

RANK / TRIPLE CROWN
AMBASSADOR

LOCATION / TEXAS

SECRET TO SUCCESS /
CONSISTENCY AND
PERSEVERANCE

FAVORITE PRODUCT /
MAX COFFEE



Clear Focus

RICKY AND JESSIKA DURANT
LIVE EVERY DAY LIKE IT'S THEIR LAST.

BY BETH DOUGLASS SILCOX



Someone once helped save us and so it's only right that we continue to pay it forward.

—RICKY DURANT



LIFE WAS SPINNING out of control for the Durants. With two young daughters, Ricky's 12-hour shifts as a chemical plant operator meant he was gone nights, weekends and even some holidays. Side jobs as a personal trainer and network marketer meant there was little downtime for family. Jessika was mothering, working full time as a cost analyst and earning a bachelor's degree.

The gentler aspects of family and work were lacking. They missed kindness and love, integrity and fulfillment. And just as Ricky found it again with a quick ascent to the top of The Happy Co. by March 2018 and retired from his full-time job, their world screeched to a halt in May.

A shooting at their daughters's school brought priorities into clear focus. "After the mass shooting, when 10 of our children's classmates were laid to rest prematurely, we made the decision as a family that we were going to cherish each day we had together, maximize our time together, and help as many people as possible have the same opportunity," Jessika says.

Priorities in Line

Playing card games together wouldn't wait until next weekend. Work wouldn't be prioritized over family. Ricky and Jessika Durant soon took control of their lives as a Happy Co. husband/wife duo and never looked back. They identified their strengths and weaknesses and established individual roles within the business before Jessika came on board. This laid a groundwork from which they would build a large organization even larger.

Because Ricky had earned the respect of and nurtured relationships with so many people on the team, Jessika focused on working with existing customers and establishing relationships with new customers. The two strike a balance by satisfying the needs of customers and team leaders.

Rapid growth produces growing pains, and the attention Ricky and Jessika give to the organization behind the scenes—communicating and keeping everyone on the same page—has allowed the Durants to meet their responsibilities to their team. They inspire, get to know,

develop, serve, recognize and celebrate. They embrace imperfections and march forward keeping "why" in mind—not just their own, but the "why" of everyone on their team.

"At the end of the day, you shouldn't need a reason to want to help people. We do it because it's the right thing to do. Someone once helped save us and so it's only right that we continue to pay it forward. All our leaders serve with servant humble hearts with full integrity. This team has so much heart," Ricky says.

On a Mission to Help Others

Consistency and perseverance has allowed the Durants to clear some hurdles while building their Happy Co. business. There will always be challenges, but Ricky says so many people are on the same mission of changing lives and helping others. "People just didn't give up, they know without a shadow of a doubt that our mission is much bigger than just securing an income. We are serving others in their quest to dream bigger. Teammates having the opportunity to fulfil those dreams and celebrate those wins with each individual is what fuels our daily fire."

"Throughout everything, even the pandemic, our business has maintained. Our personal customers are still purchasing regularly and our new ones—that we interact with almost immediately when they decide to start their journey with us—have remained loyal and believe in our products," Jessika says.

The best advice the Durants can give to those wanting to build a business is to keep it simple. "Don't over complicate your business," Ricky says. "Always remember that this is a marathon not a sprint. Build structures that can last for the long haul."

The Durants try to keep life as simple as possible these days but with growing girls enamored with volleyball and a soon-to-be driver in their mix, that can be a challenge. The couple is finding balance between their desire to help others and make time for themselves and their kids.

A recent move into a new home will make downtime easier than ever. There's a pool for swimming, a lake for fishing, and coming soon: a full volleyball court so their daughters can play until their hearts' content and Mom and Dad can watch from home. ■



Improve Yourself

BY JOHN MAXWELL



TIME FOR A HISTORY

LESSON: The Stone Age didn't end because humans ran out of rocks. It ended because

we kept learning and improving. If you think about it, the desire for self-improvement is written into our DNA.

Through the ages, the most successful people have been those who could tap into their deep drive to improve themselves. Learning to perform better day by day and studying those who share that commitment is a special passion for me, and I believe it's important for any leader. In this second adaptation from my new book *Sometimes You Win, Sometimes You Learn*, I'll share some of what I've discovered about self-improvement.

Now, in the Information Age, advancements accelerate at incomprehensible rates. According to a University of California at Berkeley study, the amount of information produced worldwide in 2002 was five exabytes—the equivalent of 37,000 digitized copies of the 17 million books in the Library of Congress. And that was before Twitter, Facebook, YouTube and others took the exponential growth of human expression to a new level. Hewlett Packard estimates that by 2020, 50 zettabytes of new information will be created each year. A zettabyte is 1,000 exabytes!

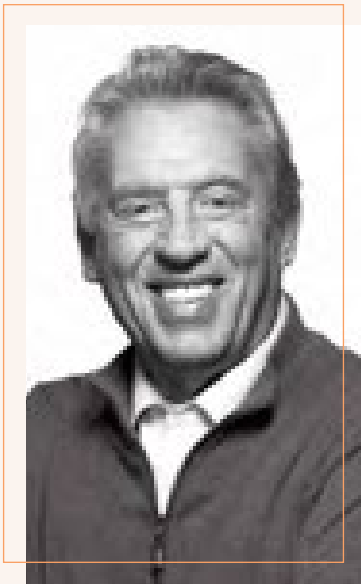
The bottom line is clear. If you are not moving forward, the world is passing you by.

2 / It requires leaving your comfort zone.

In *Crime and Punishment*, Fyodor Dostoyevsky's protagonist observes, "Taking a new step, uttering a new word, is what people fear most." Instead people should most fear the opposite—not taking that step. If we don't step out of our comfort zone and into the unknown, we will not grow.

Security does not take us forward. It does not help us overcome obstacles. It does not lead to progress. You'll never get anywhere interesting if you always do the safe thing. Instead you must surrender security to improve.

Progress is not a single step. You've got to keep marching—committing to the improvement you've pledged to make. Speaker Peter Lowe once told me, "The most common trait I have found in successful people is that they conquered the temptation to give up." Face your fears. Get out of your comfort zone and try new things.



John Maxwell is a leadership expert, speaker, best-selling author and the founder of EQUIP and the John Maxwell Company, which have trained more than 5 million leaders worldwide.

1 / It's the first step to improving everything else.

The world whizzes by at an incredible pace. I joked about the end of the Stone Age. Some archaeologists believe that period lasted millions of years. But the Bronze Age, which followed, lasted only 2,000 years. Then the Iron Age, less than 1,000. Each period in technological history comes faster and faster—a testament to our drive for progress.



“ Get out of your comfort zone and try new things.”

3 / It's not about quick fixes.

We live in a society with what I call “destination disease.” People want to do just enough to “arrive,” and then they want to retire.

My friend Kevin Myers says it this way: “Everyone is looking for a quick fix, but what they really need is fitness. People who look for easy solutions stop doing what's right as soon as pressure is relieved. People who pursue fitness do what they should no matter what.” That's the truth. Losers don't lose because they focus on losing: They lose because they focus on just getting by.

Where do you stand? Are you fixated on the easy way out? Or are you the slow-but-steady type who keeps working to get better? Those are the people headed toward success.

4 / It's a daily commitment.

David D. Glass, the former president and CEO of Walmart, was once asked why he admired company founder Sam Walton. He responded, “There's never been a day in his life, since I've known him, that he didn't improve in some way.” Now that is an accomplishment.

Pretty early on my own journey, I heard something from the personal development speaker and author Earl Nightingale that changed my life. He said, “One hour per day of study will put you at the top of your field within three years. Within five years you'll be a national authority. In seven years, you can be one of the best people in the world at what you do.” That was when I made the daily commitment to understanding leadership.

Some things simply have to be done every day. You know that old saying, “An apple a day keeps the doctor away”? Well, eating seven apples at once every Monday morning isn't going to give you the same benefit. If you want to improve,

intentional growth needs to be a daily habit—it's not a once-in-a-while, when-you-have-time sort of thing.

As I've worked to improve myself on a day-by-day basis, two words have helped me stay on track. The first is intention. Every morning I promise myself to learn something new. As I go about my day, I'm consciously looking for things that will help me improve.

The other word is contemplation. Time alone is essential for self-improvement. When I spend time thinking about my challenges, experiences and observations, I gain perspective. I can evaluate my losses and mistakes, and learn from them. These quiet moments are also my time for positive self-talk. Motivational humorist Al Walker said, “The most important words we will ever utter are those words we say to ourselves, about ourselves, when we are by ourselves.” During these solo conversations, we can beat ourselves up or build ourselves up.

Need your own conversation starter? Ask yourself these few questions before bed, as I do.

- What did I learn today? What spoke to both my heart and my head?
- How did I grow today? What touched me and affected my actions?
- What will I do differently? Unless I can state this specifically, I haven't learned anything.

One of the things I never do during that private conversation is compare myself to others. There's a reason for that. My desire is not to become superior to anybody else. I want to be superior only to my former self. Intention and contemplation help me do that. ■



**FOR 2020, MORE THAN \$100,000
WAS DONATED TO THE HAPPY CO.'S
THREE TOP-VOTED CHARITIES.**



BEING
PART OF THE
GOOD
IN THE
WORLD

HEART OF HAPPY ALLOWS

BRAND PARTNERS & CUSTOMERS TO GIVE BACK.

BY NICOLE BYWATER



I can't say enough about the generosity of our community. It's a living, giving community that values kindness and acceptance.

—SYLVIA MCGRATH / THE HAPPY CO. CHIEF EXPERIENCE OFFICER

Those who are happiest are those who do the most for others.

That quote from Booker T. Washington is a guiding principle in The Happy Co. culture.

"We're all about harnessing the power of happiness — givers are just happier people," says Sylvia McGrath, the company's Chief Experience Officer. "Giving back is something that our Brand Partners and customers just do naturally. It's part of their everyday life. We're grateful to be a part of that."

Witnessing Generosity First-Hand

Sylvia recalls attending regional events in the past where she has seen the generosity of the company's Brand Partners first-hand. The first example was learning about a GoFundMe campaign that was set up for an employee who faced some medical issues and hoped to raise \$10,000 to cover expenses. As word spread through The Happy Co. network and community, they raised the entire amount needed in just one day.

At that same meeting, Sylvia met a Brand Partner who had just come back from learning about Tony Robbins' Operation Underground Railroad, which helps rescue people enslaved by human trafficking. "She was so passionate about that cause that she spontaneously donated to it and encouraged others to do the same. A lot of awareness and money was raised to help fight human trafficking that day—thanks to her," Sylvia says. "I've never seen such a giving group of people—and it unfolded right in front of our eyes, where people just decide out of the blue to give like that. It truly is rooted in the hearts of this wonderful team."

Spreading Happiness with HEART of Happy

In fall 2020, the company formally organized a philanthropic effort known as HEART of Happy. It's a giving partnership in which a portion of functional beverage product bundle sales goes toward helping charities chosen by our Brand Partners. The Elevate MAX® product bundle is the company's most popular product grouping and includes Elevate MAX® Happy Coffee and XanthoMax® Happy Caps. This powerful combination of products help to enhance mood, control appetite and increase energy*.

Customers already feel great when they take these products, Sylvia says. "With HEART of Happy they also get the bonus of giving back with their purchase. We really see it as a win-win. It's a blessing to be able to be a blessing to others."

For 2020, more than \$100,000 was donated to The Happy Co. top-voted charities of Feeding America, St. Jude Children's Research Hospital and Children's Miracle Network Hospitals. Even more funds were added to that total from individuals coming out of pocket to match corporate donations.



*DSHEA Disclaimer: Statements included in this magazine about The Happy Co. products have not been evaluated by the Food and Drug Administration and are not intended to diagnose, treat, cure or prevent any disease.

1. At The Happy Co., we believe that nobody should go hungry during the COVID-19 pandemic. That's why we (as Brand Partners) are proud to support **Feeding America**®, the nation's largest domestic hunger-relief organization.

2. As school closures, job disruptions and health risks continue across the country, Elevacity is proud to partner with **Feeding America**® to help the millions of people turning to food banks and pantries for help. We believe that no child should miss meals while school is closed, and no senior should have to skip meals to afford medication.

3. **Feeding America**® delivers meals to people facing hunger in communities across the country and they are continuing to meet the increased need brought on by the COVID-19 pandemic. That's why Elevacity's Brand Partners are proud to support their work to help get food and funds to where they're needed most.

Your Donations: 500,000 Meals X **DOUBLE** the impact through **Tony Robbins 1 Billion Meals Challenge** =

1 MILLION MEALS

TOGETHER
WE ARE SOLVING
HUNGER



THE TIMING OF THIS
YEAR'S DONATIONS HAS
PROVEN EVEN MORE
FORTUITOUS THAN EVER.

Good for People, Good for Business

When people think about corporate responsibility, TOMS is usually one of the first brands that come to mind. Its popular “buy one, give one” campaign not only provided millions of shoes to people in need, but also built a loyal fanbase of customers. While corporate philanthropy isn't new, experts have said that we are in a sort of do-good renaissance where more and more brands give back. But it has to be genuine.

“Authenticity is key,” Sylvia agrees. “Everything we do is driven by our customers and Brand Partners. In every decision we make, we look to them for guidance and direction on how to support the efforts that they're already invested in. This program is a great example of that.”

Recent studies suggest that millennials have driven the social responsibility movement, with 70 percent of them reporting that they'll spend more with brands that support causes. Given that spending power, the idea of giving back makes not just moral sense, but good business sense as well.

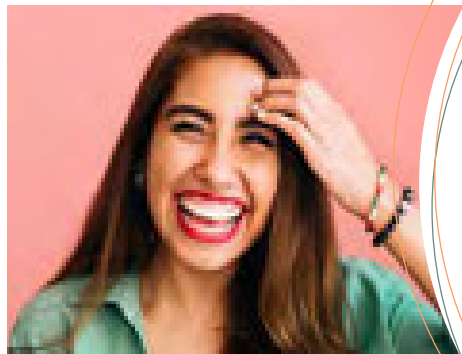
It's also been shown that corporate donations lead to increased employee morale. Employees respect companies that care for their community—it makes employees feel good and increases the emotional attachment to their employer. And aligning organizational values with charitable opportunities has direct ties to positive business outcomes.

“Our intention has always been that corporate philanthropy should be driven by our people—they're our biggest stakeholders, the biggest brain trust that we can tap into and they've told us that they want to be doing worthy work,” Sylvia adds. “We aim at being a facilitator for these efforts and helping people be part of the good in the world.” ■

“I can't say enough about the generosity of our community,” Sylvia says. “It's a living, giving community that values kindness and acceptance.”

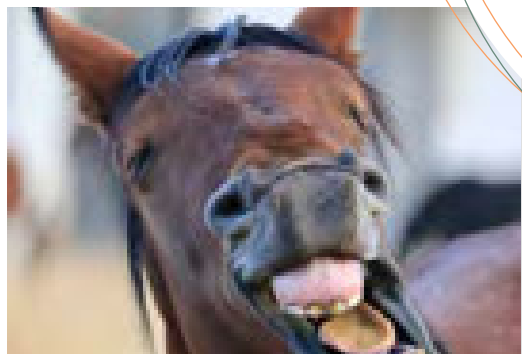
While philanthropy has always been a priority for the company, the timing of this year's donations has proven even more fortuitous than ever because of the current economic and health crisis. “We know that the need is greater than it's been in some time,” Sylvia says. “Being able to announce these donations at our April convention, which was held digitally for the first time ever, was very rewarding.”

The company's goal is to continue to raise money through the HEART of Happy effort and to continue to make a difference in the lives of others.



**Your
Daily Dose
of HAPPY**

IT'S OUR **FACEBOOK GROUP.**
IT'S OUR LIFESTYLE.
WELCOME TO THE FAMILY!





Building connections through social media comes naturally to The Happy Co. Brand Partners.



Building, *Socially*

BY NICOLE BYWATER





“

I love that this business can be done in the nooks and crannies of your day, and fit into your busy life.

—SYLVIA MCGRATH / THE HAPPY CO.
CHIEF EXPERIENCE OFFICER

The language of social media is one that’s spoken naturally by most Brand Partners. In fact, it’s a core business-building strategy that naturally attracts people instead of trying to sell to them.

“We’ve found that the best way to build this business is to use attraction marketing by telling authentic stories online that generate interest,” explains David Litt, the company’s Vice President of Digital Strategy. “Most people are already on social media, so writing about their lifestyle and these products is just a natural extension of that storytelling.”

Be Yourself

The key to good storytelling is being authentic, advises Garrett McGrath, The Happy Co. President. “You don’t have to make sure your kids are being quiet, that the toys are put away



or that the dog's not running around in the background," he says. "We want people to feel free to be their true selves. In fact, if it's too perfect, most people can't relate. We hear people say, 'My house is never quiet.' That's OK. We like loud houses. That's real life."

"I love that this business can be done in the nooks and crannies of your day, and fit into your busy life," says Sylvia McGrath, The Happy Co. Chief Experience Officer. "We want people to come as they are. We want them to know that their own unique quirky self is MORE than good enough—and that here, you won't be 'tolerated;' you will be celebrated!"

By showing people the real you, your real life, instead of just a polished snapshot, you can build stronger connections. "We're fun, we're happy—that's what you get to tell people about. It's about conversations, not presentations," she says.

For those looking for a bit more guidance, the company offers complete training and a social media checklist which includes how-tos on the popular social media method known as ATM, which stands for Add, Tag and Message. You first add people into a Facebook group that has real-life stories and information about the products. Next, you tag them in a post, information or story that you want them to see. Finally, message them to see what they liked best or if they have any questions.

"We've seen that most people in the field are already on social media and really love the connection and how simple it is," Sylvia says. "They like the way these products make them feel and they want to tell others about it. And why wouldn't they? It's only natural to share with your friends when you find something that makes you feel good, gives you more energy and for some, allows you to build a business on the side."



We really aim at providing a virtual coffee shop, so you get that feeling of community, but also so much more.

— DAVID LITT / THE HAPPY CO.
VICE PRESIDENT OF DIGITAL STRATEGY

A Virtual Coffee Shop Community

“Some of our community groups have tens of thousands of people, so by adding someone to this group, they get to essentially become a ‘fly on the wall’ and hear first-hand the thousands of genuine conversations and real interactions from customer experiences.”

The groups are also a great way to discover recipes, enter fun contests, find encouragement and hear stories of hope. Interactions go up in the groups when there are new products launched, and seasonal announcements or promotions such as new summer drink ideas.

“Most people don’t have a personal network of thousands of people, available at any time of the day, so these online social groups offer a bridge to a gathering of like-minded energetic people,” David says. “We really aim at providing a virtual coffee shop, so you get that feeling of community, but also so much more.”

The best thing about The Happy Co. groups, Garrett says, is that they come with no expectations. “There’s no status mentions, no business talk—we just encourage people to be themselves and have the conversations they’d normally have over coffee.”

The Power of Digital Marketing

A transition to digital marketing, particularly through social recommendations, is noticeable in today’s marketplace. On Amazon, customers rely on reviews to make a shopping decision. They go to Instagram to check out new trends. They look for recipes on Pinterest. They shop from Facebook. The Happy Co. Brand Partners stay ahead of that digital curve.

“We promote the idea of people being a walking billboard for the products,” David says. “Our customers want a genuine look of what that experience is. That’s the direction the world is moving to and it’s a space we’ve always excelled in.”

As of September 2019, 7 in 10 adults in the United States use Facebook, and the average user has 338 “friends,” according to a digital advertising and marketing agency. With over 2.5 billion people around the world now on Facebook, and 1.6 billion who use it daily (source: SproutSocial), Facebook has become one of the best places to “meet people where they’re at.”

The executives estimate that about 80 percent of The Happy Co. Brand Partners do the majority of their business through social media. By adding prospects to the digital community, you give them the ability to ‘self-select’ if they want to find out more. “It’s a low pressure, natural way of building the love for this high-impact product line,” Sylvia says. “Brand Partners and customers have created this amazing community that’s just an oasis for so many. It really is remarkable.” ■



THE PHONE APP: KEEPING IT SIMPLE

THE PHONE APP AIMS AT making it even easier to build your Happy Co. business part-time using your cell phone. The free app, which is available in both Apple and Android versions, allows users to quickly order a sample kit, find training materials, and share videos, PDFs and other content with prospects. There's even a tool that lets you know when the prospect has viewed the material, so you can follow up with them in a timely manner.

"We don't want this business to feel like work," David explains. "Most people are already on their phones during the day, so the Phone App makes it easy for them to find 10 minutes to share or post without ever intruding into their time."

No one wants more appointments to keep, Garrett says. "What they want are simple messages that can be quickly conveyed through technology. You can use FB Messenger anytime you want, anywhere you are. Waiting time now becomes productive time."

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A Social Culture

Building a Happy Co. business through social media isn't about selling. It's about sharing experiences.

BY
DAVID
LEE

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HY IS BUILDING a Happy Co. business a perfect fit for social media?

Because sharing the benefits and results of the products on social media is exactly how the company's success story started.

So, what's the strategy for growing a successful business online?

Just be real.

Sound simple? It is, and that's why it works.

Coffee is a natural fit for sharing experiences through social media. There's nothing to "sell." Instead, Brand Partners give out samples to try as a no-pressure approach. Everyone who drinks coffee has an experience. It's not about explaining complicated science or listing ingredients. It's about how the coffee makes you feel.

Over time as more and more people had their own coffee experience and started sharing them on social media, the community quickly referred to it as

a happy coffee. Feeling and expressing happiness is something that naturally attracts people.

"One cup of coffee, and people go, 'I got it, I feel happy.' And that's so much easier than if you had to give me some big explanation or memorize a sales pitch," says Garrett McGrath, The Happy Co. President. "That's why we say, explanation kills duplication. Sampling is: simple, simple, simple; sample, sample, sample. That's why it's so perfect for social media."

Joining the Party

Building a successful Happy Co. business online isn't about being inundated with complicated training, remembering scientific terms or memorizing ingredients. Getting started feels more like joining a party. Step-by-step social media tips are provided that help people share snippets of content for starting conversations, piquing interest and growing a loyal following. This removes the salesy feeling and allows people to be natural. No internet marketing experience is needed.

"It's about being authentically accepting," Garrett says of the company's culture. Many Brand Partners describe it as being adopted into a loving family. People live their lives and build their businesses on their terms without the over-polished, up-tight traditional



ATHLETIC



business approach. In online videos or video conferences, you're likely to see kids in the background or hear dogs barking. It's real life and real people. The "come as you are" family atmosphere attracts people from all different backgrounds who fit the

business into the nooks and crannies of their life.

The Happy Co. Facebook group is full of relationship-building, instant support, education and natural conversations. "It's teaching people to naturally do what they

want—conversations not presentation, like a party," says Sylvia McGrath, The Happy Co. Chief Experience Officer.

Truly Knowing Customers

Because Brand Partners leverage social media to directly communicate to and interact with customers, they build lasting relationships and listen to what customers want. They understand their customers in real time through conversations and by being fully accessible.

You'll often see Garrett and Sylvia on Facebook Live videos chatting or answering questions. They say it's an ideal retail environment for serving customers. "It's so informative to be present in those conversations," Sylvia says. "Every piece of real, unfiltered, unvarnished conversation gives you insights into how to authentically serve your community and customers." ■

Happy Healthy Informal Fun Energetic Warm Flowing Cozy m lu

The Happy Co.

LIFE. ELEVATED.



Chalkboard



Natural Greenery



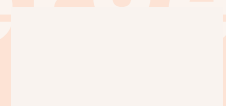
Sunset Orange



Happy Place Yellow



Ticked Peach



Warm White

H Co!





Birth of a Brand

It all began with a simple statement:



We believe everyone deserves to be happy.

THEN we took this concept to one of the premier digital marketing agencies on the planet to bring this concept to life with a new company name, new logo, new colors, new images, and new energy. Nine months later (just like a baby) and hundreds of thousands of dollars later (just like a baby), we emerged with something we absolutely love (just like a baby)!

This marketing/design agency has launched and grown billion-dollar online brands for **Kylie Cosmetics** (Kylie Jenner—youngest billionaire in history), **Red Bull Energy Drink**, **Thrive Causemetics**, **Untuckit shirts**, **Chubbies shorts**, and **MVMT watches**. Moving forward, our Brand Partners get to benefit from the best practices of all these **best-in-class marketers**.

This re-branding goes well beyond pretty colors and pictures. We have launched new consumer and business opportunity websites, have upgraded our social media platforms, have revamped our email marketing and exploring targeted consumer journeys—from “attraction” to “retention.” We have merged “Relationship Marketing” and “Ecommerce” to maximize the benefits of both models.

Happiness is a universal desire. Every person in every country around the world wants to be happy. So, The Happy Co. is a global opportunity unlike anything in the marketplace today. If you believe everyone deserves to be happy, join us on our mission! ■

The Happy Co. Is

Cheerful
Honest
Optimistic
Reassuring
Peppy
Cheeky
Spirited
Warm
Loving

The Happy Co. Is Not

Boastful
Blunt
Naive
Overpowering
Happy-go-lucky
Snarky
Rude
Over Amorous
Doting

THIS RE-BRANDING GOES WELL BEYOND PRETTY COLORS AND PICTURES.



AT A GLANCE

RANK / ROYAL CROWN
AMBASSADOR

LOCATION / TEXAS

SECRET TO SUCCESS /
HUGE HEARTS FOR
OUR TEAM!

FAVORITE PRODUCT /
ELEVATE MAX
DOSE DUO

Success Redefined

*IAN AND BETSY PRATHER TURN
UNCERTAINTY INTO SWEET SUCCESS*

BY KARI BARLOW



“
We have learned
to let go and love
people where
they are at!”

IAN PRATHER

IAN PRATHER and his wife, Betsy, are no strangers to hard work. When Hurricane Harvey hit Texas in 2017—and severely impacted their business—they knew they would have to start over. Then the Prathers discovered The Happy Co. “The timing was perfect,” Ian says. “Being some of the initial people that helped launch The Happy Co. from a startup has given us perspective.”

Making the commitment was easy because they immediately fell in love with the products. “Betsy has actually converted from a person who absolutely would not drink coffee to someone who drinks Elevate Coffee and Choclevate on a daily basis,” Ian says. “The benefits have been amazing.”

Finding a Home

Saying yes to The Happy Co. has been a whirlwind education. “Understanding the importance of overcoming the challenges that any new company will face has been a powerful life lesson,” Betsy says. “What is fun is having a corporate team that listens to the field!” Since starting their own business, the Prathers have watched just about everything in their lives change for the better.

“We experienced a supernatural turnaround in all areas of life. Supporting our families, church, and an amazing friend who is a missionary in India has been especially gratifying,” Ian says. “We feel extremely blessed to be able to do so!” They were also able to purchase their own home after renting for several years. “We absolutely love it,” he adds. “We are working on getting a pool constructed now, and we have a beautiful home to host teammates and do mastermind events!”

Inspired by the Success of Others

Although 2020 has been a trying year in so many ways, the Prathers have been inspired by their hardworking and dedicated team. “We can only be successful if we

are supporting other members of the team in finding success,” Ian says. “This is truly a team-based culture.” They have relied on social media and other digital platforms to stay connected during the coronavirus pandemic. “We really didn’t know what to expect as the entire world began to shelter and work from home,” Betsy says. “What we have found is an amazing customer base that simply will not be without the products they love. We hear over and over that the products have made an unbearable situation much easier to deal with!”

To maintain their momentum and push toward their goals, Ian and Betsy pay close attention to their team members’ needs. “Our team is a tight community that has been built that way with intention,” Ian says. “We utilize Zoom technology and start our days with connection, sharing what is working, celebrating successes of our teammates and focusing on supporting the newest members. We provide weekly getting started training and rotate through new leaders who are successfully building.”

Loving People

The key to their overall success, he adds, is making people and personal connections a top priority. “We have grown personally and as a team through some difficult challenges and circumstances,” he says. “We have learned to let go and love people where they are at. What has been good for us is not financial gain or possessions but the people we have become and the causes for good that we are able to support.”

Ian and Betsy have found that when everyone deeply believes in the mission—to elevate the health, wealth and happiness of others—their entire team can grow and flourish. “We love the process of becoming the best versions of ourselves,” Ian says. “We have delivered the product to so many customers from all walks of life, and it doesn’t matter if it is health, wealth, or a simple increase in happiness—we are grateful to see these results and benefits over and over again.” ■

AT A GLANCE

RANK / ROYAL CROWN
AMBASSADOR

LOCATION / CALIFORNIA

SECRET TO SUCCESS /
KNOW IN YOUR HEART,
MIND AND SOUL WHAT
YOU'D LIKE TO CREATE,
AND BELIEVE IN THE
POWER OF SHARING
YOUR STORY.

FAVORITE PRODUCT /
MAX COFFEE PAIRED
WITH XANTHOMAX



Rebel Heart

MELISSA LOUCAS CHARTS HER OWN PATH
TO SUCCESS.

BY KARI BARLOW

“
I would be nothing
without my team.”

—MELISSA LOUCAS

M

ORE THAN seven years ago, Melissa Loucas dipped her toes into the waters of direct sales. “I was a hair stylist turned stay-at-home

mom, living on the other side of the country from family and friends, struggling with depression, and craving a purpose outside of being a mama,” she says. When she met her now-husband, Brendan, she agreed to a date thinking she could recruit him into her business. “I recruited him for life instead. Best recruit ever!” she says. “We fell in love fast and quickly became a family of six.”

Melissa and Brendan—who make their home in California—each went into their marriage with two children. They were happy, but like many young couples, still swimming in credit card debt and struggling to cover expenses for their large family. When Melissa became pregnant with their first child together, she began to look for a different business opportunity and was immediately impressed with The Happy Co. “I needed something so simple that even a busy mom like myself could be successful,” she says. “What I wanted more than anything was to finally align with a company where my people could win.”

Finding Answers

A few months after she started, the family was able to buy the SUV they needed for their big crew. “That was a powerful moment for our family and for our team, who celebrated with us,” she says. “It expanded our belief in The Happy Co.”

With her newfound energy and dedication, Melissa began rapidly expanding her team and eliminating her family’s debt. “We are able to breathe and finally step off the hamster wheel of living paycheck to paycheck,” she says. “I brought my husband home from his corporate job in month seven, which has created a better quality of life for all of us. We are now saving for a home, and I couldn’t be more excited!”

That flexibility and independence is what Melissa has always craved in her life. “I’ve always been a little rebellious at heart,” she says. “I’ve always wanted to be my own boss and have the freedom to create my own schedule.” And with six children, she makes quality time



a top family priority. “Time goes so quickly,” she says. “I know I’ll never regret spending more time with my kids.”

Building Genuine Connections

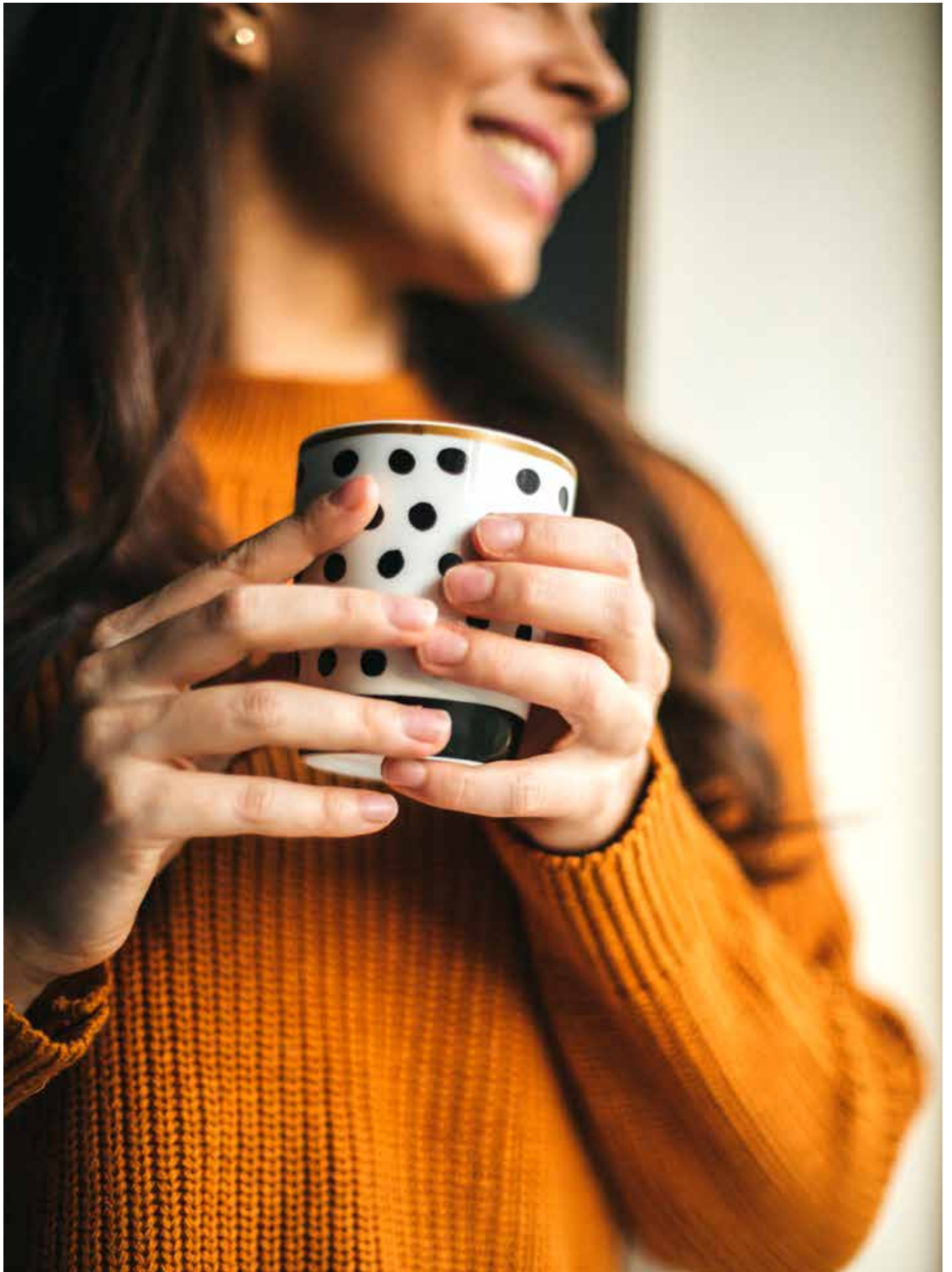
One of Melissa’s greatest joys is mentoring other people on their journey. “I’m heavily focused on helping people crawl out of whatever their struggle is,” she says. “I’m like, ‘Give me the juicy stuff—let me help you!’” The key to helping others find the right path is listening to their stories, she says. “I’m obsessed with that,” she says. “I get them to list short-term goals and long-term goals, and I push for that long-term goal to be very honest.”

Those honest conversations and genuine connections are what makes Melissa’s team so successful. “I would be nothing without my team,” she says “I know that. I see that. I believe that.” Whether it’s a celebration or an obstacle, they approach it together and with collective success in mind. “My team is absolutely everything,” she says. “I’ve gotten to know why they’re here. I consider them my family!”

Big Dreams

Building her own business has taught Melissa how important it is to identify big dreams and work toward them one by one. “One thing I’ve learned is the life-changing power of consistency—digging in when you don’t really want to, doing your follow-ups even when you’re tired,” she says. “There are some real growing pains, but they are worth it.”

For Melissa, it all comes back to believing in herself and The Happy Co. mission. “Decide what you want to create, and plant that fire in your heart and mind and soul,” she says. “Even if you have just a tiny thread of belief—then start with that!” ■





SEVEN out of 10 Americans drink coffee every day. When you narrow the demographic down to older generations, that number leaps to **nine** out of 10.

Your Daily Dose of Happy

With The Happy Co., happiness is mixed into every sip.

SEVEN out of 10 Americans drink coffee every day. When you narrow the demographic down to older generations, that number leaps to nine out of 10. Whether it's a hot cup of joe or a steaming cup of tea, most people rely on this morning ritual and their own sheer willpower to muster motivation and joy for the day. But for loyal Happy Co. fans, happiness and energy are mixed right into their morning beverage. With natural nootropics, or cognitive enhancers, The Happy Co. offers functional beverages that customers crave without the caffeine crash or addictive qualities that come with the typical morning pick-me-up.

Affordable Happiness

Feeling happy means different things for different people, but it's a sensation that everyone instinctually understands and one that most people chase. Happiness provides the motivation to achieve

or serve and can improve our focus so that we can enjoy the process along the way. It makes life more well-balanced and provides the catalyst for seeking connection with others. What makes us happy may be different, but the result is the same—when we feel happy, we're a better friend, parent, partner and worker. While The Happy Co. products are loaded with all-natural nootropics that speak to those needs and cost less on average than a Starbucks drip coffee, customers don't require an explanation to know when they are experiencing a boost in their happiness, energy and satisfaction.

"Customers talk about happy; you don't hear them talking about science," says The Happy Co. President Garrett McGrath. "They say, 'Nothing makes me feel like this coffee makes me feel' and 'I don't think about food' and 'I'm more productive.' They say 'I have energy to clean up my closet' or 'I'm more patient while homeschooling my children.' Those are the benefits people talk about."

BY SARAH PAULK

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Drink your Daily Cup of Happy

The Happy Co. offers its cup of happy in multiple beverage options. Customers who rely on their daily coffee fix can turn to **Elevate MAX® Happy Coffee**, a **M**ood enhancing, **A**ppetite controlling, **X**treme energy-boosting coffee, **Elevate NITRO®**, a bold, aromatic Colombian coffee that helps promote powerful natural nitric oxide production which enhances blood flow and oxygen delivery; or **Choclevate®**, a nootropic infused beverage that offers all of the benefits of the happy coffees with the flavor of hot chocolate. And no cup of coffee could be complete without a delicious creamer





swirled in, so The Happy Co. developed **KetoCre®**, a creamer designed to help fuel customers' ketogenic weight management goals.

To battle the afternoon slump, The Happy Co. also offers refreshing nootropic-filled drinks like **Elevate ZEST®**, a lemon and lime citrus blend, **ElevaciTea® Vanilla Chai**, a creamy, spiced black tea, and **ElevaciTea® Georgia Peach**. When these beverages are taken together with the **XanthoMax®** supplement, they become a powerful duo, a pairing created to support the immune system and promote weight loss while curbing appetite.



**THE HAPPY CO.
PRODUCTS ARE LOADED
WITH ALL-NATURAL
NOOTROPICS.**

Don't Like Coffee? No problem!

What if coffee is not your thing? Not to worry! The Happy Co. offers “magic in a capsule”—**Elevate MAX+**. Elevate MAX[®]+ capsules offer the same high-powered MAX benefits of Mood Enhancing—Appetite Suppression—Xtreme Energy* ... PLUS extra “magic.” The magic is in the new MAX+ Blend: a total of 16 synergistic ingredients including enXtra[®], a clinically studied, patent-pending extract for improving alertness and focus* made from a proprietary extract of the *Alpinia galanga* plant.

Co-creators in the Future of Happiness

The company also has plans for new products and new product categories to be unveiled in the coming months. While these reveals are all still cloaked in secrecy, one thing is certain—all of the new product launches will serve needs that customers have already expressed.

“One of the things that gives us a really unfair advantage is that we know our product is going to sell,” Garrett says. “We’re not guessing, because we have a large customer community and we interact with them and ask them what they want next.”

And sell they do. When the company launched Vanilla Chai earlier this year, it sold out in two days. Elevate Max[®]+ sold out in just 33 minutes. The executive team spends large portions of the work week connecting with Brand Partners, asking them what would make their lives and their customers' lives better and taking notes to discover what happiness gaps exist in their day-to-day routine. While the process takes more time, it is also more insightful, and provides incredible intel about what would make for a beneficial, desirable and successful Happy Co. product.

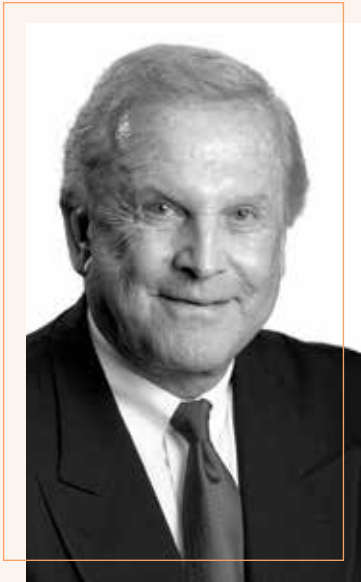
“If you settle for a quick ‘surface’ conversation, you don’t always get the full understanding of what is really going on and why; what it’s really about,” says The Happy Co. Chief Experience Officer Sylvia McGrath. “The field leaders here and many of the customers care passionately about being co-creators of their own futures.” ■

*DSHEA Disclaimer: Statements included in this magazine about The Happy Co. products have not been evaluated by the Food and Drug Administration and are not intended to diagnose, treat, cure or prevent any disease.



A Dad's Lesson: 'Keep Your Light Bright'

BY DENIS WAITLEY



Denis Waitley has inspired, informed, challenged and entertained audiences for more than 25 years from the boardrooms of multi-national corporations to the locker rooms of world-class athletes to the meeting rooms of thousands of conference-goers around the world.

M

Y DAD HAS a keen imagination.

When I was little, we would often play a good-night game that became our special ritual. He would come into my room to talk to me and listen to the triumphs and tragedies of my day. As he was leaving, Dad had a way of leaning back against the switch by my door and rubbing against it to “magically” blow out my light, like the birthday candles on a cake.

He would say, “I’m blowing out your light now, and it will be dark for you. In fact, as far as you’re concerned, it will be dark all over the world—because the only world you ever know is the one you see through your own eyes. So remember, *Son, keep your light bright*. The world is yours to see that way. I love you. Good night.”


I used to lie there in bed after Dad left and try to understand what he meant. It was confusing to think that the whole world was dark when I was asleep and that the only world I would ever know was the one I would see through my own eyes.

What Dad was trying to tell me was that when I went to sleep at night, as far as I was concerned, the world came to a stop. When I woke up in the morning, I could choose to see a fresh new world through my own eyes—if I kept my light bright. In other words, if I woke up happy, the world was happy. If I woke up not feeling well, the world was not as well off.

My dad’s guidance about self-perception and the power in the eye of the beholder was invaluable. What he was trying to teach me with his little light show was this: Everything depends on how you want to look at what happens in life. It doesn’t make any difference what is going on “out there”—what makes a difference is how you take it.

Beauty (or ugliness) is in the eye of the beholder. Abundance (or want) is in the eye of the beholder. Being the best (or being mediocre) depends on the eye of the beholder.

So instead of teaching me that my glass was half-empty, my dad taught me that my glass was more than half-full. He taught me to view life as something that was continually opening and expanding with new opportunities and events to enjoy.



Those good-night rituals with my father taught me that it didn't make any difference what the other kids said, what the other kids wore, what the other kids did. Their opinion of me wasn't that important. What was important was the way I handled what they did and said.

And the same is true for both you and me today. People's opinions of you aren't what are important; it's the way you *handle* their opinions and actions that makes the difference. ■

““

People's opinions of you aren't what are important; it's the way you handle their opinions and actions that makes the difference.

CUP+CAP

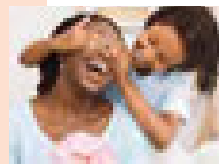


STEP 1: Choose your CUP (*Happy Drink*)

Happy Coffee, Happy Hot Chocolate, Happy Chai Tea, Happy Peach Iced Tea, Happy Lemonade, or our natural nootropic beverage Unwined. You choose.

STEP 2: Choose your CAP (*Healthy Capsule*)

Then choose your cap. Either double-down on mood enhancement with **Happy Caps** or add a turbo boost with **Energy Caps**.



Just decide what you want to accomplish ...
and we can show you the **CUP+CAP Combo**
to make it happen!

A few of our most popular combos:

HAPPY+HEALTHY

ENERGY+FOCUS

SLIM+CHILL

The Happy Co.
LIFE. ELEVATED.

Finding Greatness

GAVIN TEAGUE LOVES ‘LIVING IN ABUNDANCE,’
HELPING OTHERS AND HAVING CHOICES.

BY WENDY RUDMAN

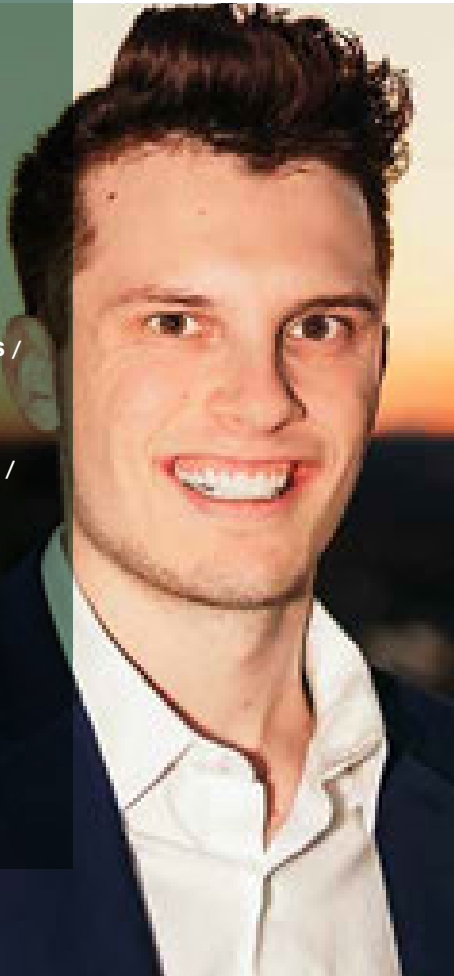
AT A GLANCE

RANK / CROWN
AMBASSADOR

LOCATION / NORTH
CAROLINA

SECRET TO SUCCESS /
CONSISTENCY AND
VISION

FAVORITE PRODUCT /
D.O.S.E. MAX



JUST IN his early 20s, Gavin Teague is already a veteran network marketer. It's been his career since he was 18, fulfilling a childhood dream to own his own business. His parents raised him to believe that anything is possible and to dream and take chances. That mindset has paid off in a business where it is 100 percent possible to be successful, he says, as long as you are willing to be a little bit uncomfortable at times and have a strong desire to grow.

"It's an industry that is unbiased," he says. "No matter where you come from, who you are or what kind of previous success you have had, or lack of it. That doesn't dictate where you can go with this."

Gavin shares the incredible vision of The Happy Co. and then works with clients to help them define their own "why" and achieve their dreams. Helping others to find the greatness within them is one of the most rewarding aspects of the job, and a big part of his own "why." He wanted the time freedom, the financial freedom and the opportunity to create a movement where he could impact everyone in his path. "I wanted to be able to give back more, to live in abundance and to live with choice," he says. "I wanted to live a higher-quality life."

He has been with The Happy Co. since its launch and was attracted to the company's culture. "In this company, the new person is by far the most important person. What we have here is special because it's simple. We have something that can give somebody hope again. Success in network marketing is not being good at sales. It's being good at figuring out what someone needs and then helping them get it." ■

I wanted to be able
to give back more, to live
in abundance and to live
with choice.

—GAVIN TEAGUE

Reinventing Herself

CINDY FEASTER CREDITS HER SUCCESS TO PERSEVERANCE AND A WILLINGNESS TO CHANGE.

BY WENDY RUDMAN



If you are determined and self-motivated, you can have success with The Happy Co.

—CINDY FEASTER

CINDY FEASTER wasn't looking to become an entrepreneur—she was looking for better health when she discovered this opportunity. She had spent her entire professional life as a high-end executive in the traditional corporate world. But in 2013 she and her husband, who is 16 years her senior, moved to Florida from Ohio after his retirement. She had to start over. She was recruited into another high-end executive position but found herself miserable and gaining weight. She and her husband had moved to Florida in hopes of more time together, but it simply wasn't happening. The Happy Co. products made an immediate impact on how she felt and so she agreed to be open to learning more about the opportunity from her friend Ricky Durant.

Cindy shares that, "Within a few months of sharing these amazing happy products and the opportunity with others, I could quickly see that this company and this community were something special, and that it was time to start thinking about full-time entrepreneurship." Just five months after joining The Happy Co., she was able to resign from her corporate position in April 2018, and she has never looked back.

It's not always easy, she says. The key to her success is consistency and having a big enough "why" to get you through the knockdowns that are inevitable in entrepreneurship. She was 57 when she started her business. She tells everyone you are never too old to dream a new dream or chase down an old one.

"You can't have time freedom if you don't have financial freedom," Cindy points out. She and her husband make a difference in the missions and charities that they care about, travel, and to enjoy perhaps their best season in life. She loves mentoring and coaching others just getting started in their new business as Brand Partners. "Seeing lives changed, improved, elevated and more through this opportunity has been so rewarding and what it's all about," she says.

Cindy started her business with zero network marketing experience. She has incorporated many of the lessons and business acumen she learned in the corporate world and has found success. "If you are willing to do the things today that most people won't, you will have tomorrows that most people can't," she says. "If you are determined and self-motivated, you can have success with The Happy Co." ■



AT A GLANCE

RANK / CROWN AMBASSADOR

LOCATION / FLORIDA

SECRET TO SUCCESS / EVEN ON THE DAY WHEN YOU FEEL LIKE YOU CAN'T SHOW UP, YOU SHOW UP.

FAVORITE PRODUCT / ELEVATE NITRO

Lifestyle of Freedom

NETWORK MARKETING LED THESE NEWLYWEDS TO LOVE,
ALONG WITH A DREAM LIFESTYLE.

BY WENDY RUDMAN

AT A GLANCE

RANK / CROWN
AMBASSADOR

LOCATION / FLORIDA

SECRET TO SUCCESS /
YOU CAN HAVE
EVERYTHING YOU
WANT IN LIFE, IF YOU
WILL JUST HELP OTHER
PEOPLE GET WHAT THEY
WANT.

FAVORITE PRODUCT /
MAX COFFEE



Freedom is an integral
part of our lifestyle.

—MIKE MASINI

ASK MIKE AND CASSANDRA MASINI how The Happy Co. has changed their lives and you can expect a long, happy list. For starters, they're newlyweds and credit network marketing for leading them toward love. Add the ability to travel, the freedom of their lifestyle and the satisfaction of being in a financial position to fund their freedom, and you will have a good idea of why they are so satisfied.

"It didn't start like this for us," Mike says. "When we got started with The Happy Co. we were in a bad financial position and weren't sure how we were going to pay the rent that month. This opportunity came into our lives when we needed it the most."

The Masinis believe that being a professional network marketer is the best example of living the American dream. "When people talk about freedom, they usually refer to their ability to do what they want to do, when they want to do it," Mike says. "Freedom also means having the ability to exercise their freedom of speech. The biggest component of freedom that people want is time freedom. Most people would much rather spend time with their family, travel, and enjoy life rather than make a lot of money. What we love about our opportunity is that you can have both. That is what brave men and women fought for and we are so lucky we are able to share that with anyone looking to improve their current situation."

The couple points out that older generations frequently worked at the same job for 10, 20 or 30 years. They sat at the same desk, month after month, year after year, and to them this was perfectly normal. Today, with online business being so accessible, more and more people are diving into entrepreneurship. "We believe that network marketing is truly for everyone. There are few key components to having success in this profession: consistency, dedication and patience. These basic success principles hold true with every aspect of your life, not just in business."

"We have seen people from all walks of life achieve success here. The secret is to stay in phase one activity in your business, while supporting your team to help them achieve their goals. You can have everything you want in life, if you just help other people get what they want." ■



A T T

The **One Thing** That Determines How Successful You Can Be

BY JIM ROHN



Jim Rohn was an American entrepreneur, author and motivational speaker. He has helped motivate and shape an entire generation in personal development.

T

HE ONE THING that determines the level of our potential, produces the intensity of our activity and predicts the quality of the result we receive—our attitude.

Attitude determines how much of the future we are allowed to see. It decides the size of our dreams and influences our determination when we are faced with new challenges.

No other person on earth has dominion over our attitude. People can affect our attitude by teaching us poor thinking habits or unintentionally misinforming us, or providing us with negative sources of influence, but no one can control our attitude unless we voluntarily surrender that control.

No one else “makes us angry.” We make ourselves angry when we surrender control of our attitude. What someone else may have done is irrelevant. We choose; not they. They merely put our attitude to a test. If we

select a volatile attitude by becoming hostile, angry, jealous or suspicious, then we have failed the test. If we condemn ourselves by believing that we are unworthy, then again, we have failed the test.

If we care at all about ourselves, then we must accept full responsibility for our own feelings. We must learn to guard against those feelings that have the capacity to lead our attitude down the wrong path, and to strengthen those feelings that can lead us confidently into a better future.

If we want to receive the rewards the future holds in trust for us, then we must exercise the most important choice given to us as members of the human race by maintaining total dominion over our attitude. Our attitude is an asset, a treasure of great value that must be protected accordingly.

When you have the right attitude, you can do the remarkable.

Having the right attitude is an essential prerequisite for success and happiness. The right attitude is one of the fundamentals of the good life. That is why we must constantly examine our feelings about our role in the world and about our possibilities for achieving our dreams.

ATTITUDE



When you have the right attitude, you can do the remarkable.

It is our emotional nature that governs most of our daily conduct in our personal and business world. It is the emotional aspect of our experiences that determines our behavior. How we feel about life's events is a powerful force that can either freeze us in our tracks or inspire us to take immediate action on any given day. With the right attitude, human beings can move mountains. With the wrong attitude, they can be crushed by the smallest grain of sand. ■



Life. Elevated.

Happier moms & dads, happier marriages, happier families. The Happy Co. is on a mission to bring happiness around the world.





Everyone wants to be happier, but most people aren't very happy.

In June 2020, the Associated Press reported the findings of a survey from the University of Chicago that pulled from half a century of data, explaining that fewer Americans report being happy than at any point since 1972. In fact, 50 percent of Americans said they often or sometimes felt isolated.

Certainly, a global pandemic has intensified these feelings of loneliness and discontentment, but overall happiness is an often-unspoken crisis for the average person. Happiness can seem frivolous, after all, when so much of the world is in turmoil or suffering.

And yet, happiness plays a much deeper role in our well-being and potential for success than we often realize. This happiness factor is something researchers in the field of positive psychology have been emphasizing for many years, like author and speaker Shawn Achor's now famous TED Talk which taught us that happiness fuels success and not the other way around. "The old myth was 'If you're successful, you'll be happy,'" says The Happy Co. Chief Marketing Officer Clare Holbrook, "but actually happiness is the precursor to being successful."

BY SARAH PAULK



STARTING WITH THEIR FLAGSHIP PRODUCT, WHICH THEY
DUBBED HAPPY COFFEE, THE COMPANY EMBARKED
ON A MISSION TO ELEVATE THE LIVES OF THOSE THEY
ENCOUNTERED, ONE CUP AT A TIME.



Joining the Conversation

People intuitively know when they are happy. “Happiness is not something you have to explain to people,” Clare says. “You don’t have to create the cause.” People are also adept at pinpointing where their happiness comes from, which is why functioning as a source of happiness for their customers and Brand Partners has become a central focus for The Happy Co. team.

Starting with their flagship product, which they dubbed Happy Coffee, the company embarked on a mission to elevate the lives of those they encountered, one cup at a time. This coffee is often the easy and natural introductory handshake that ushers customers into what The Happy Co. President Garrett McGrath says is the company’s greatest product: community.

Around the nation each day, people within The Happy Co. community are connecting. Moms drink coffee together over Zoom calls and support each other from a distance. Friends made through The Happy Co. coffee chats go for virtual walks together, chitchatting along the way. Both customers and Brand Partners alike are finding a place to belong through





“

Life elevated is only the starting line.

—GARRETT MCGRATH / THE HAPPY CO. PRESIDENT

The Happy Co. and improving their happiness at the same time.

“Leaders always feel the need to change the conversation, but when you’re in a community, you join the conversation,” Garrett says. “We want to be there to support people as they look to bring more happiness into their lives.”

Listening intently to these coffee chats has taught the leadership what customers and Brand Partners in The Happy Co. community want, and has made it possible for the company’s next steps to be driven organically from what those plugged into the community believe will truly elevate their lives, rather than a simple confirmation bias of what the executives think might help. Already, the company has rolled out vanilla chai tea, lemonade and, most recently, Georgia peach iced tea, thanks to suggestions from The Happy Co. community, with even more product innovations on the horizon.

“We have a whole host of products we are working on right now,” says The Happy Co. Chief Experience Officer Sylvia McGrath. “It’s a fun time to have a partnership with customers and we love knowing that our job is to serve them.”

Happy coffee is the crux of The Happy Co., but as the company evolves to elevate the lives of its Brand Partners and customers, it is committed to continuing to grow and change as it helps those within The Happy Co. family become better spouses, parents, friends and siblings. “We are very intentional about collaboratively co-creating with our Brand Partners and incorporating happiness into everything we do,” Clare says. “Every time we do something, we want to make it a fun and happy experience for them.”

The Next 50 Years

That commitment to constantly improving is one of the reasons the company recently hired one of the top branding firms in the nation. Seeking to marry their customer-centric approach with the best practices within the ecommerce landscape, The Happy Co. wants to bring their happiness-inducing products to an even larger audience.

With this new rebranded approach, Garrett says he hopes Instagram and Facebook users will be enticed to stop their scroll and join The Happy Co. happiness movement. But elevating the happiness and well-being of those who take a daily dose of their happy beverage of choice is just the beginning. “We are committed to taking The Happy Co. to a whole new level,” Garrett says. “Life elevated is only the starting line.”

In a time when Americans are desperate for opportunities to experience happiness, the people and products providing happiness have become their own kind of essential service. The Happy Co. is readied to provide sources of happiness for Americans amid this crisis of contentment, in the hopes that the next 50 years of data will find Americans happier than ever before. “People are reporting more feelings of isolation, which you can see with what’s going on,” Sylvia says. “That makes us feel mission-driven around what we can do to make the world a little bit happier—one person at a time.” ■



COFFEE CONTINUES
TO WIN THE HEARTS
AND TASTE BUDS OF
AMERICANS, WHO
CONSUME MORE THAN
450 MILLION CUPS
EACH DAY BEFORE
NOON.

The Coffee



*The Happy Co.
creates a happy,
silver lining.*

BY BETH DOUGLASS
SILCOX

Factor

MAYBE COFFEE'S AROMA conjures up cozy, relaxing moments at home, or its deep, bold flavor dispenses an unmatched zeal to get you ready to face the day—whatever the “it” factor, coffee continues to win the hearts and taste buds of Americans, who consume more than 450 million cups each day before noon.

We raise our cups early. We drive thru and walk in. We brew at home. We take it black, add cream and sugar, a shot of espresso, a hint of something sweet. Piping hot or poured over ice, perhaps we look to coffee as an elixir for our troubles.

Happiness is in short supply in the U.S. today, where Americans find themselves fretting about a pandemic, the economy, jobs, our children's futures—the list goes on and on. Americans haven't been this unhappy since 1972, according to a University of Chicago/NORC COVID Response Tracking Study conducted in May 2020, which drew on historical General Social Survey data that assesses American attitudes and behavior.

To quench America's coffee habit, the United States imports more than \$4 billion of coffee annually, which in turn becomes an \$80 billion U.S. coffee market. But like so many other aspects of life, COVID-19 disrupted that market. The second quarter same-store sales at Starbucks fell 10 percent and the company warned a bigger hit was imminent in the third quarter.

Silver lining? The coronavirus forced people everywhere to rethink their coffee rituals. But that doesn't mean people are willing to give coffee up. David Litt, Vice President of Digital Strategy for The Happy Co., says coffee may be the best product for customer retention because of consumer commitment to daily consumption.

At a time when consumers are rethinking behaviors and acquiring new habits, David says "instant impact" formulas like Happy Coffee and other Happy Beverages fill several needs in the market.

People want gourmet coffee delivered so they can brew at home. They are price-conscious and looking for results beyond a caffeinated jolt. They want help improving their overall happiness, health and economic prospects. They want to feel good, look good and get stuff done.

"You can't get Happy Coffee at Starbucks, Dunkin' Donuts or your local coffee counter," David says.

The Happy Co. Happy Coffee product line meets the needs of not only Americans, but people the world over. Coffee drinkers say The Happy Co. products like the flagship product Elevate MAX® make them happier, improve focus and productivity, and energize them. They tend to lose weight because they feel less hungry too.

Working a Happy Co. business is easy because the products are so useful and fun to share. The fact that coffee is the number two ranking global commodity behind gasoline and some of the largest per capita coffee drinkers reside in direct selling hotspots like Germany, Japan, Brazil, Italy and the United Kingdom, doesn't hurt either.

"You get paid to help people be happier. It's fun. It's simple. We have thousands of people earning hundreds of extra dollars every month and hundreds of people earning thousands of extra dollars every month," David says. "In today's economy, with unemployment and uncertainty at unprecedented levels, it is so much more of a risk not to have a secondary source of income." ■

COFFEE BY THE NUMBERS

INTERNATIONAL APPEAL



#2

COMMODITY IN THE WORLD
BEHIND GASOLINE

ANNUAL
U.S. COFFEE
IMPORTS

\$4
BILLION



DAILY DRINKERS:
150 million/50%
OF AMERICANS OVER 18



AVERAGE DAILY CONSUMPTION:
3 cups



U.S. COFFEE MARKET



WORLD'S LEADER IN DAILY CONSUMPTION:
U.S. AT **450 million cups**



OCCASIONAL DRINKERS:
30% OF AMERICANS



BLACK COFFEE: **35%**



CREAM AND/OR SUGAR: **65%**



BREAKFAST HOURS: **65%**



BETWEEN MEALS: **30%**



Connection Commerce



Turn Those Pings, Dings & Rings Into CHA-CHINGS!!

How many times a day are you sending or receiving texts, DMs and calls? How many times are you posting on FB or IG? And how many links do you share? This is your opportunity to monetize your social activity and create a community of online entrepreneurs.

Let us teach you how to become a social marketer. You don't need to be a mega-influencer or an ecommerce superstar. You just need a cell phone, a wifi connection and the desire to help others. It's fun! It's simple! It's Attraction Marketing.



I was blown away—I lost 15 pounds in 30 days! But the weight loss was just a bonus. The biggest benefit was how I felt. When I drink Elevate MAX®, I have more energy and focus, and “momzilla” hasn’t made an appearance once!

- LISA, MN



I LOVE Unwined! I usually have the hardest time falling asleep, and within 30 minutes last night, I had heavy eyes. I slept great and there were no drowsy affects at all!

The flavor is WONDERFUL!

- MONICA, IA



Happiness Elevation

Events Culture

In-person and virtual **events** spark **health & happiness**



BRAND PARTNERS READY TO START THE DAY!

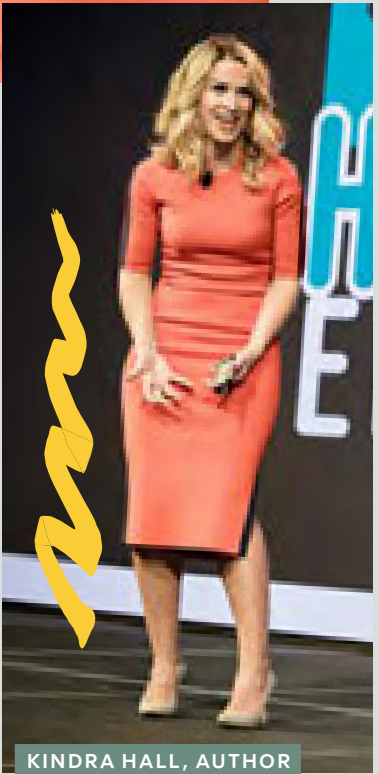
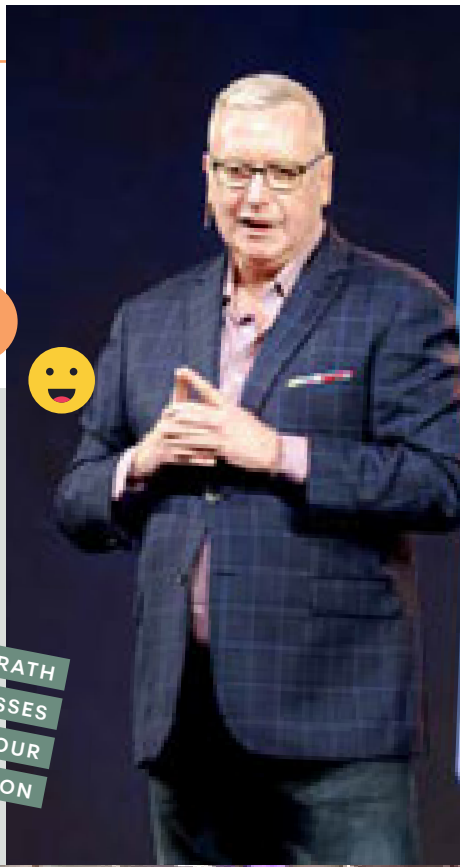


FRIDAY NIGHT... PARTYING IT UP '80S STYLE!





GARRETT MCGRATH
(PRESIDENT) ADDRESSES
THE CROWD DURING OUR
GENERAL SESSION



KINDRA HALL, AUTHOR
OF "STORIES THAT STICK,"
DELIVERS KEYNOTE ON
STORYTELLING



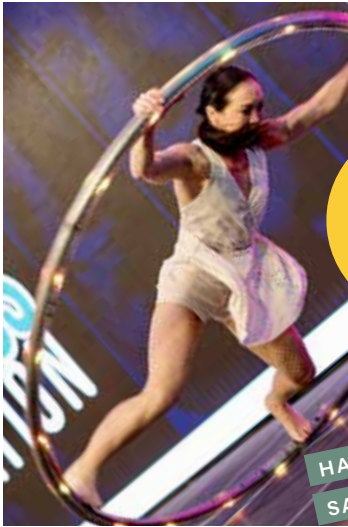
PARTY MACHINE BAND
CAME DRESSED TO IMPRESS!



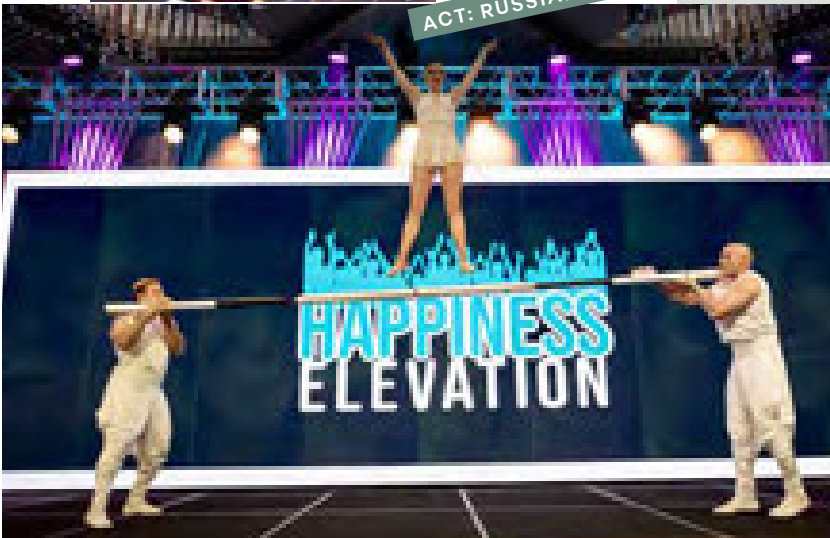
BRAND PARTNERS RECEIVED
ELEVATE ZEST (LEMONADE)
SAMPLES FROM STAFF



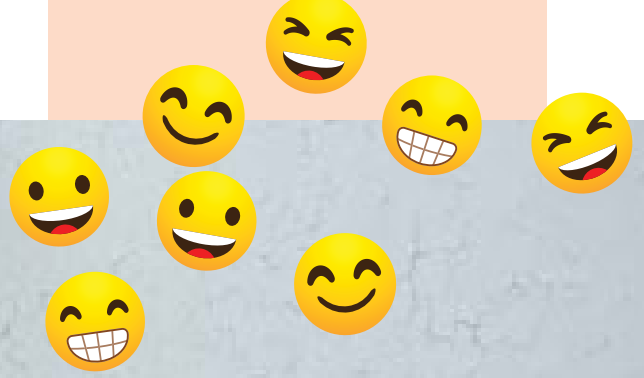
Happiness Elevation



HAPPINESS ELEVATION
SATURDAY MORNING OPENING
ACT: RUSSIAN BAR



MELISSA LOUCAS IS
RECOGNIZED FOR ACHIEVING
THE SECOND-HIGHEST RANK
LEVEL AT THE HAPPY CO.



TheHappyCoSwag.com



Your Online
"HAPPY PLACE"




The Happy Co.
LIFE. ELEVATED.



WITH SPECIAL MOMENTS
THAT YOUR FAMILY WILL CHERISH

THE

magic

IS ENDLESS

WALT DISNEY WORLD.

Enjoy a magical vacation where you and your family can make the most of every moment.

DisneyWorld.com

Association of Network Marketing Professionals

STRENGTH COMES FROM UNITY

Established in 2004, **ANMP** is the premier nonprofit association advocating for the ethics, professionalism, and education of the network-marketing community. We provide education, strategic resources and access to the best people in the industry. We advocate for and celebrate not only this unique profession itself, but

also for those who are building careers and generating incomes within the network marketing community. Together, we are elevating the entire profession to a whole new level of public awareness, credibility, partnerships, education, service and global reach. We are proud to unite network marketing professionals around the world.



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