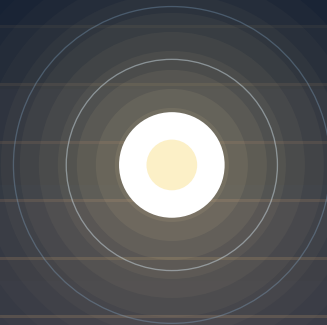


Life. Elevated.

The science. The company. The comp plan.
The team. The blueprint. Your next step.

EXPANDED EDITION · INDUSTRY TRAINING + SUCCESS BLUEPRINT



\$3B+

PAID

28 yrs

OPERATING

50+

COUNTRIES

0

MISSED CYCLES

Independent 4Life Affiliates · 4LifeUp Team
Together. Building. Elevating.

PART ONE · WELCOME

Why this guide exists.

If you're reading this, someone you trust thought you might be a fit for 4Life. This is the calmest, most honest summary we can give you of what 4Life is, what the 4LifeUp team is, and what your next step would actually look like — without a single sales pitch.

Take 30 minutes. Highlight what resonates. Cross out what doesn't. Then talk to whoever sent you this.

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What's inside.

1. **The science** — transfer factors are peptides, and why that matters now
2. **The company** — 28 years, debt-free, family-owned, vertically integrated
3. **The compensation plan** — 11 ways to get paid, broken down
4. **The team** — 4LifeUp culture, support, and what we ask of new members
5. **The profession** — why this is a real career, not a side hustle gimmick
6. **The success blueprint** — the seven skills, the daily method, the first 90 days
7. **The new era** — why social and digital are the leverage you've been missing
8. **From the field** — Kevin Moore on building a global business
9. **Your next step** — small, pressure-free, and on your timeline

PART TWO · THE SCIENCE

Real science. Not a me-too.

Transfer factors are naturally occurring polypeptides.

In 1949, Dr. H. Sherwood Lawrence at NYU School of Medicine identified transfer factors — small protein chains (polypeptides) that carry immune information between organisms. Over the next four decades, the category accumulated thousands of peer-reviewed papers establishing the science.

4Life pioneered the commercial category in 1998.

David and Bianca Lisonbee founded 4Life Research and brought the first commercial transfer factor product to market — sourced from bovine colostrum. They later pioneered avian (egg yolk) transfer factor and combined them in the patented Tri-Factor Formula.

The peptide moment finally caught up.

Peptides are the wellness trend of the decade. For 4Life, this is nothing new — transfer factors are naturally occurring polypeptides, and we've been delivering them for immune support since 1998. The broader market is finally catching up to a category we already lead.

The PhytoFactor breakthrough.

In 2025, 4Life launched PhytoFactor — the world's first plant-based transfer factor. It opens vegan, vegetarian, and plant-first markets that Transfer Factor couldn't fully serve before. A scientific first, and a commercial one.

Why the science matters for builders. When products actually work, customers come back. When patents protect them, competitors stay out. The U.S. patent on Transfer Factor E-XF means what you share isn't a commodity — it's something no other company can legally make.

PART THREE · THE COMPANY

Built quietly. Built to last.

Most wellness brands are marketing companies with overseas co-packers. 4Life isn't. The company is family-owned, debt-free, and operates its own manufacturing in Utah. From raw material sourcing to finished bottle, the supply chain is owned and operated by 4Life — end to end.

What sets it apart.

- **Patented science** — Transfer Factor E-XF extraction process, U.S. patented
- **Vertically integrated manufacturing** — GMP registered, Utah-based
- **Debt-free, family-owned** — no PE exits, no loan covenants, no leadership churn
- **28 years of consistency** — zero missed commission cycles, ever
- **Global infrastructure** — 50+ countries, single brand, single standard

The biggest opportunity you've never heard of.

Despite three decades of consistency, most consumers haven't heard of 4Life. For builders, that's not a flaw — it's runway. The bigger and more saturated a brand becomes, the harder it is to introduce. 4Life is real, ready, and quietly waiting to be shared.

PART FOUR · THE COMP PLAN

Eleven ways to get paid.

Most income models pay you in one dimension. 4Life's compensation plan stacks rewards across five timelines, all running at once. Here's the breakdown.

WHEN	WHAT	HOW IT WORKS
DAILY	Retail Profit	Buy \$65 wholesale, sell \$82 retail. Keep the \$17 margin.
DAILY	MyShop 25%	25% on personal orders + 2% L1 + 5% L2. Requires 100 PV/mo.
DAILY	Rapid Rewards 25%	25% on first LP order of every new Preferred Customer.
MONTHLY	Builder Bonus	Earn one of \$50, \$200, or \$800 monthly based on team depth.
MONTHLY	Double Builder Bonus	Qualifying tier doubles: \$100, \$400, or \$1,600.
MONTHLY	Team Commissions	2% / 25% / 5% on Levels 1, 2, 3 of qualifying volume.
MONTHLY	Fast Start	Rank-milestone bonuses: \$200 (Diamond) up to \$20K (Gold). \$40K+ total.
MONTHLY	Infinity Payout	Generations 4-10, starts at Diamond. Infinite levels per gen.
MONTHLY	Premier Pool	2% of company LP split among Bronze – Gold Elite (1-32 shares).
MONTHLY	Platinum Pool	1% of company LP for Platinum (1 share) & Platinum Elite (2).
QUARTERLY	Leadership Pool	Diamond – Bronze Elite. Q1 2026 paid \$140.35/share.

Bottom line: Daily income on day one. Monthly residuals as you build. Quarterly bonus pools as you rank up. Yearly incentive trips. Lifetime infinity payout. Done right, this compounds in a way most income models don't.

Earnings vary by individual effort, skill, and dedication. Most affiliates work part-time and earn modest supplemental income. See the official 4Life Income Disclosure Statement at 4l.life/media/ids for typical earnings at each rank.

PART FIVE · THE TEAM

Together. Building. Elevating.

4LifeUp is a community of independent affiliates who chose 4Life and chose each other. The team's promise is simple: nobody builds alone, nobody is pressured, and the only pace that matters is yours.

How we operate.

- **Authentic sharing only.** Share what you use, not what pays best. No cold calling, no spam.
- **Real mentorship.** One-on-one coaching, weekly team calls, proven 30-day onboarding.
- **Duplicatable systems.** Scripts, content, training — already built. Plug in and follow.
- **Every pace welcome.** Spare time, part time, full time, big time — all valid, all supported.
- **Transparent always.** We share the IDS, the comp plan, and the realistic timeline upfront.

What we ask of you.

Show up consistently. Use products you genuinely believe in. Treat your customers and team the way you'd want to be treated. Be more proud of who you build than the checks you cash. That's the standard — and it's the only one we hold ourselves to.

PART SIX · THE PROFESSION

This is a real profession.

Network marketing has carried a stigma for decades — partly earned, mostly outdated. Done well, it's one of the few legitimate paths in the modern economy where ordinary people can build extraordinary income without capital, credentials, or the ceiling of an employer. But it requires you to treat it like a profession, not a hobby. That distinction is everything.

Three ways to think about it.

Eric Worre, in *Go Pro*, observes that most people in our industry fall into one of three categories. **Posers** chase shiny objects, jump from company to company, and never put in the reps. **Amateurs** show up, work hard, and treat the business like a hobby — which gets hobby-level results. **Professionals** commit to mastering the craft. They study, train, and stick. The first two never break through. The third group is who this guide is for.

"Network marketing isn't perfect. It's just better."

— Eric Worre, *Go Pro*

Why the timing has never been better.

The job market has fewer guarantees than it has had in 50 years. AI is reshaping white-collar work. Inflation has eroded purchasing power. Pension plans are gone. Retirement accounts have been quietly reset. At the same time, social platforms have made it possible to build a brand and an audience with a phone and consistency. The convergence is rare. The window is now.

The shift in mindset. A profession is built. A hobby is dabbled in. The same hours invested with a professional mindset will produce ten times the result of those same hours invested with an amateur mindset. Decide first. Everything else follows.

PART SEVEN · THE BLUEPRINT

The seven skills that pay.

Eric Worre boiled the entire profession down to seven skills. Master these and your income takes care of itself. Avoid them and no comp plan in the world will save you. Most people skip three or four and wonder why nothing works. Here they are, in order.

01 Find prospects

Build a never-ending list. Cold market, warm market, social media — every conversation is a prospect candidate. Most people think they don't know enough people. They do. They just stopped looking.

02 Invite

Get them to look at a tool, video, sample, or three-way call — not a pitch. The skill is in the curiosity, not the close. Short. Casual. Light.

03 Present

Let the tools and stories do the work. You don't need to be a pro presenter — you need to be a great pointer. Point to the company, the product, the comp plan, the team. The *tool* presents.

04 Follow up

The fortune is in the follow-up. Most prospects need 4-6 touches before a yes. Most amateurs quit after 1. The pros book the next conversation before they leave the current one.

05 Close (enroll)

Help them make a decision — yes, no, or not yet. All three are answers. The skill is removing the pressure and letting them choose calmly.

06 Get them started right

The first 72 hours determine whether a new builder activates. A clean Launchpad — first share, first customer, first promotion — is non-negotiable. This is where most teams leak.

07 Promote events

Live and virtual events compress months of belief-building into days. The biggest leaders in our profession are the biggest event-promoters. There is no exception.

The shortcut. If your business is stuck, ask which of the seven you've been avoiding. It's almost always #4 (follow up) or #6 (get them started right). Fix those two and most businesses turn around in a quarter.

PART SEVEN · THE BLUEPRINT

The daily method that builds it.

Frazer Brookes — the #1 social media coach in our profession — built a 300,000-customer organization in five years using a simple daily method of operation (DMO). The principle: forget motivation, build the rhythm. Show up the same way every day. Compound.

The 4LifeUp Daily 5.

Borrowed and adapted from Frazer's social-first DMO, this is what we ask every active builder to do five days a week. Two of the five tasks are income-producing activities (IPAs). The other three compound your reach over time.

#	ACTIVITY	WHAT IT LOOKS LIKE
1.	ENGAGE	Spend 15 minutes liking, commenting, and DMing on social — meaningfully. No copy-paste, no spam. Build relationships.
2.	PUBLISH	Post one piece of content per day. A story, a reel, a post, a comment thread. Mix value, lifestyle, and product.
3.	PROSPECT	Reach out to 3-5 new people. New conversations every day. Some warm. Some cold. Always genuine. Always helpful.
4.	FOLLOW UP	Touch base with 5-10 existing prospects or customers. Ask about their goals. Ask about the product. Move the needle.
5.	LEARN	15-30 minutes of personal development — book, podcast, training. Your business grows when you grow.

"You don't need to be motivated. You need to be consistent. The DMO is what a professional does before they feel like it."

— Inspired by Frazer Brookes, *Network Marketing Playbook*

Time block it. Rob Sperry teaches the 90-minute power session — one focused block of income-producing activity, no distractions, no notifications. Get it done before noon. The rest of the day is bonus. The discipline is the asset.

PART EIGHT · THE NEW ERA

Social. Digital. Authentic.

There are still many ways to build this business — hotel meetings, three-way calls, home parties, events, sampling, retail. They all still work. But the leverage of this decade is unmistakable: **social media and digital marketing**. The builders who lean into both will out-build those who don't, by a factor that's hard to overstate.

The new playbook.

Content over cold messages. One piece of content can reach 10,000 people while you sleep. A cold DM reaches one. The math has changed.

Story over pitch. Show your real life — what you use, what you care about, who you're becoming. People follow people, not products.

DMs over feed. Real conversations happen in the inbox, not the comments. Use the feed to attract, the DMs to convert.

Personal brand over company logo. Build YOU first. Your community will follow you to whatever vehicle you bring them. The brand is the moat.

Curiosity over conviction. 'Hey — would this be a fit for you?' beats 'You need this' every time. Pull, don't push.

Three platforms, one game.

Pick one platform, get good, then expand. Most builders try four at once and master none. Instagram for lifestyle and DMs. Facebook for warm market and groups. TikTok for new audience discovery. Each platform rewards different content — but the principles (consistency, value, story, conversation) are universal.

Rob Sperry's edge. 'Hate hype. Love attraction.' Build a feed people actually want to follow. Solve problems. Tell stories. Document the journey. The opportunity becomes obvious to the right people — without you ever pitching.

PART EIGHT · THE NEW ERA

Lead with value. Always.

Bob Heilig — founder of Your Virtual Upline — has reframed the entire profession with a single principle: **love-led, not lead-driven**. The leaders who win in this new era don't sell. They serve. The income is a byproduct of the impact.

"The income you earn is a byproduct of the impact you make in the lives of those around you."

— Bob Heilig, *The Legacy Leadership Philosophy*

What 'lead with value' actually means.

Solve before you sell. If your audience is exhausted, post about energy. If they're stressed, post about sleep. If they want freedom, post about lifestyle design. Be useful before you ever ask for anything.

Give 80%, ask 20%. Ten posts a week — eight teach, inspire, or entertain; two move business forward. The market punishes pitch-heavy feeds. It rewards generous ones.

Serve everyone, sell to some. Treat your audience like a community, not a list. The right people will raise their hand on their own timeline. Your job is to be the person worth raising their hand to.

Build relationships, not transactions. A customer is a 30-day decision. A friend is a lifetime one. We build for the second.

OLD-SCHOOL APPROACH

Cold messages. 100 prospects a day. 'Are you open to extra income?' Spray and pray. Burns relationships and reputations.

NEW-ERA APPROACH

Build a brand worth following. Solve a problem in public. Have one real conversation a day. Compounds relationships and reputations.

The professional question. Bob asks: 'Am I willing to lead with love even when nobody's watching?' If the answer is yes, this profession will reward you in ways money can't measure. If the answer is no, no compensation plan will fix it.

PART NINE · FROM THE FIELD

Kevin Moore on building globally.

Kevin Moore is a Gold International Diamond at 4Life. Six years at 4Life corporate, then the affiliate field — one company, two chapters, three decades of conviction. Themes below are from his chapter in *Unlock 6-Figure Strategies in Today's Economy* (Rob Sperry, 2024).

Vision before activity.

Most builders work hard before they think hard. Kevin teaches the opposite. **Get clear on what you're actually building** — the lifestyle, the people, the legacy — and the activity organizes itself. A blurry why produces blurry effort.

Build people, not numbers.

The shortcut to a six-figure check is a six-figure leader on your team. **Pour into people who pour back.** Develop them. Promote them. Be more proud of who you build than the rank you cash. Kevin's signature line: *Together. Building. People.*

Think globally from day one.

Most affiliates think in zip codes. Kevin thinks in time zones. **4Life is in 50+ countries — act like it.** The internet made the global market local. Builders who recognize that will out-build those who don't, every time.

Compound the simple things.

Show up, share, follow up, repeat. The path to a \$50K-month residual isn't a clever tactic — it's the unglamorous repetition of fundamentals.

"This isn't a get-rich-quick. It's a get-rich-slow if you're willing to do the right things long enough — and the most rewarding business model on earth when you do."

— Kevin Moore, in *Unlock 6-Figure Strategies in Today's Economy*

Read the full chapter. Available in *Unlock 6-Figure Strategies in Today's Economy* (Rob Sperry, 2024). Ask your sponsor for a copy or pick it up on Amazon.

PART TEN · YOUR FIRST 90 DAYS

The 90-day roadmap.

If you start, here's exactly what the first 90 days look like — broken into three 30-day phases. Not theory. The path most of our top builders followed.

DAYS 1–30 LAUNCH

- Enroll and start auto-ship for personal product use
- Complete Launchpad onboarding — videos, scripts, comp plan
- Make your '12 Names' list and send 5 announcements
- Sign up for Fast Start Pack to unlock bonuses
- Attend your first weekly Zoom and ATM group

DAYS 31–60 MOMENTUM

- Start the Daily 5 DMO — every weekday
- Publish your origin story across social platforms
- Generate 10 new conversations per week
- Sign your first 3 customers and your first builder
- Promote and attend the next team event

DAYS 61–90 DUPLICATION

- Run your own first ATM group with your downline
- Help your first builder enroll their first customer
- Establish a weekly content rhythm — 5+ posts/week
- Set your specific 6-month rank goal
- Plan attendance at the next 4Life Convention

What you don't need. A massive friend list, perfect personality, polished video setup, or sales experience. Consistency, coachability, and 30 days of discipline — that's the bottleneck.

PART ELEVEN · PRO MOVES

Pro moves & pitfalls.

Some of the difference between top earners and frustrated builders is talent. Most of it isn't. Here are the patterns we see in people who break through — and people who don't.

What pros do.

- Treat the business like a profession — schedule it, fund it, study it
- Build relationships, not pipelines — long before they ever pitch
- Stay plugged into events — convention attendance is non-negotiable
- Have a mentor and actually do what they say
- Read 12+ books a year on sales, mindset, and leadership
- Promote events, not products — events compress months into days
- Get good on one platform before adding a second
- Track activity weekly — what gets measured gets multiplied
- Lead with value, follow with the offer — every time
- Are still here after 5 years — that's most of the secret

What amateurs do.

- Wait for motivation before they take action
- Pitch in DMs without ever building a relationship
- Quit after a 'no' — when no usually means 'not yet'
- Skip events because they're 'busy'
- Flip companies every 18 months chasing the next shiny object
- Try to look successful instead of becoming successful
- Refuse to follow systems — 'my way is better' (it isn't)
- Let one bad week become one bad month — then a bad year
- Keep their business a secret, then wonder why no one joins
- Compare their day 30 to someone else's year 5

The single biggest predictor of success in this profession isn't IQ, looks, age, or background. It's **willingness to be coachable for 24 months**. That's it. Everything else follows from that one decision.

PART TWELVE · YOUR NEXT STEP

Small. Pressure-free.

There's no rush, no expiring offer, no high-pressure close. The next step is whatever feels right to you — book a call, ask a question over text, or sit with this guide for a few days. Your sponsor is here when you're ready.

Three options, your choice.

1. Book a 15-minute conversation

Bring your questions. Get straight answers. Decide later — or not at all.

2. Try a product first

Order something from your sponsor's MyShop and see how you feel about it for 30 days.

3. Get started

If you're ready, enrollment is straightforward. Talk to your sponsor about which path fits your goals.

Recommended reading & training.

- *Go Pro: 7 Steps to Becoming a Network Marketing Professional* — Eric Worre
- *Unlock 6-Figure Strategies in Today's Economy* — Rob Sperry (featuring Kevin Moore's chapter)
- *Network Marketing Playbook* — Frazer Brookes
- *Your Virtual Upline Podcast* — Bob Heilig
- **4Life International Convention** — held annually, attendance recommended

One more thing. If you decide this isn't for you, that's a complete answer. We don't follow up forever, we don't sell your information, and the friendship that brought you here stands either way.

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