



"I believe everyone should have an opportunity to learn about this product."

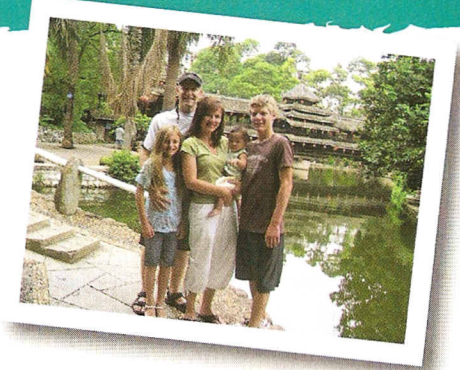
New Year's resolution for Vonda Downs

No one needs to tell Vonda Downs to get to work. Vonda motivates herself with the dream of financial freedom. The potential of more success ignites her flame. "I actually have to make myself slow down sometimes!" she says.

Vonda was so suited to be her own boss that she eventually left her sales management position at a software company to focus on the business opportunity with SendOutCards.

"I fell in love!" she says. "I could see that with this system I would be successful at sending cards." Vonda already believed in the power of gratitude and strives to recognize her clients with greeting cards; SOC is the way she finally achieved her perpetual New Year's resolution. "The first year I went from sending about five cards to over 800 cards," she says. "The good news is that it was fun."

An Executive with SendOutCards, Vonda now works full-time from home, which is extremely helpful for her family. Free to schedule her days, she traveled to China and adopted a baby girl, LinZhi, this past



summer, all the while growing her residual income with SOC. "Having my own home business sure helps me to be more available for the kids. We also have lots of fun with Picture Plus cards using LinZhi's cute little face!"

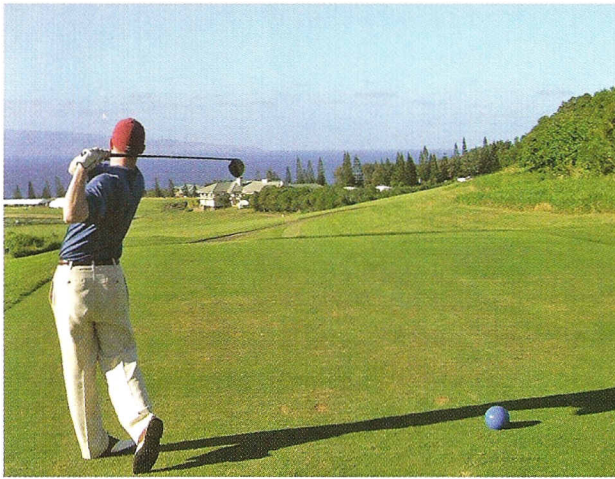
Vonda's husband is her number one fan; her 15-year-old son Caleb and 10-year-old daughter Marin enjoy sending cards too. "We have all become card senders!" says Vonda. They all support Vonda in her quest to do her best to make a difference in this world. "I believe God has blessed me with such a wonderful life and I want to spend my days giving back to Him all that I can," she says ... a philosophy worth sending a card.

Vonda celebrates her birthday every year on April 25.

Adam Packard's "aha!" moment

In September of 2005, Adam Packard first considered SendOutCards an effective tool for his existing business, when an eye-opening experience inspired his "aha!" moment.

"My father and brother sponsored a seminar where they set up laptops and showed folks how the service worked," Adam says. "They must have signed up 100 people at this show."



Right then he decided to build a SendOutCards business with them. "I truly believe that this is the future of greeting cards — not only the system and how it works — but the philosophy we teach."

Working together with his dad and brother on their business is a dream come true for all and motivates Adam to reach his goals. "I had a great lifestyle growing up thanks to my entrepreneurial family and I want my own family to have the same experience," he says.

Helping his team members achieve their goals excites him every day, too. "It's not just the financial freedom," Adam says. "It's the freedom to do whatever you want, whenever you want, that keeps me motivated."

Adam shows you



"Send out positive messages every day and watch what happens in your life."

that you can create the life of your dreams. "My philosophy on life is to be a giver," he says. "If you help enough people get what they want, you will have everything you want."

And his friends? The more they see Adam building a satisfying life, the more they want to start creating the same for themselves. "The legacy you leave is about the number of people you positively impact and what you give back," he says.

Adam has a special way of

expressing what is essential to him. "My inner world reflects my outer world, so health and spirituality are very important to me," he says. Adam urges everyone "to find out your 'why?'" As he puts it, "Find out why you want to accomplish something, keep that in front of you every day and the challenges you face will make you stronger as you get closer to your goal."

Adam celebrates his birthday every year on November 20.



A perfect match for Judy O'Higgins



"The whole thing becomes this wonderful energy that grows and grows and grows, and we get paid to do it. What can be better?"

I am a
SOCSTAR!

Judy O'Higgins devotes her life to making the world a better place than it was when she got here in any way that she can. Her philosophy guided her through a 26-year career in counseling all the way to her SendOutCards business today. After looking for a means of retirement without having to begin another job, Judy spent two years part-time with SOC before she left counseling and to do SOC full time. "It's perfect for me because the positive energy that we send out to the world in those cards is something that makes a difference in people's lives," she says.

Judy also likes to say she is an old-timer with SOC, starting when just over 2,000 distributors populated the entire company. "That's really getting in at the beginning of something special," she says, even as she calculates the risk. "Here I found a company where the CEO has the exact same philosophy as I have, who creates that culture for all of us."

Her inspiration is creating

income for herself now that she is retired. "It is fun, it's profitable and it helps people," she says. Judy connects with many small business owners by traveling the country "spreading the word and planting seeds" for the service. "SOC is a great way for business owners to stay connected with their customers in a very personable way," she says. "It makes them stand out from the competition."

Judy's husband supports her wholeheartedly, even though she's away from home at times. He can see how happy it makes her to change lives one card at a time.

"That's what the company's all about and with my counseling background, that's what I'm all about," Judy says. That big picture inspiration really counts for Judy. "This type of business attracts heart-centered people who touch other people's lives, so I feel very much at home here. I just feel so blessed."

Judy celebrates her birthday every year on July 16.





"I am doing something deeply meaningful and money is flowing in. I am attracting the right people into my business. I am practicing what I preach about being a keep-in-touch specialist."

Jim Martini's two-year challenge

Seven weeks. Two years. A few hours. July 2, 2007. Time that means something to Jim Martini.

During his corporate life, Jim took his entire seven weeks' vacation and it still was not enough. His co-workers kidded him about it. He told his financial advisor, "You've got to find a way for me to get out of my corporate job in two years." He may be able to bolt in five years but certainly not two, came the response. Jim realized his advisor was right — stocks and real estate need time to grow.

"The only thing that was interesting was my SOC income," Jim says, "because it was getting bigger every month at a much faster rate than any of my investments." Jim started wondering what would happen if he upped the few hours a week he was devoting to SendOutCards. Could this help his two-year challenge?

Last July, Jim spent his last day as a corporate employee. "Now my priorities and my boss's priorities align perfectly," he says, "because we're the same person." Indeed. He also spends all the time he wants to with his kids

after their graduation from college, including three weeks visiting his son in Italy.

Jim fell in love with the idea of a passive income as a way to build financial freedom while reading the works of Robert Kiyosaki. He's developed three cornerstones that support his way out of a corporate life that lacks meaning for him. "It's got to be fun, it's got to give me the freedom to use my time the way I would like and it's got to provide the residual income which will give me even greater freedom," says Jim. SendOutCards helps him to stay in touch with so many of the great people he's met throughout his life, "and also rewards me financially for doing so."

Now Jim and his family enjoy the outdoors, wine and beer tastings as well as spending at least 65 days a year RVing. "Our RV is the ski chalet in the winter and the beach house in the summer," he says. He also works on his clear income goals with a smile.

Jim celebrates his birthday every year on May 25.

Top sellers play to win



The stands rock with cheering fans as stadium lights flash on, illuminating the playing turf, tough enough for the big game. Tommy Wyatt and Curtis Lewsey compete in the major league. These guys cover all the bases and then some.



"I don't want to go to sleep at night because reality is better than my dreams."

-Tommy Wyatt



Connecticut-based Tommy Wyatt and Curtis Lewsey play hard — "Beyond First Class" — as BFC Enterprises. "We jumped in together on blind faith and it is nothing short of amazing so far!" says Curtis.

These real boys of summer — each is an avid baseball player — complement each other's strength. "In our case we've discovered that one plus one equals three," they observe.

And their combined competitive spirit is hitting a home run with SOC. "Every morning I check who is in front of me on the income earner's board and set out to pass them up," Tommy says. "It takes a little time to bake a cake that big but we know we have the recipe."

Tommy and Curtis' teamwork bats

"I feel a sense of energy that tells me this business is my calling."

-Curtis Lewsey

a thousand in other ways, too. As the self-proclaimed king of laid back, Tommy works his tail off as a labor of love. He teaches his family the grace of gratitude, "how to be thankful for everything we are and have and everybody we have the good fortune to know."

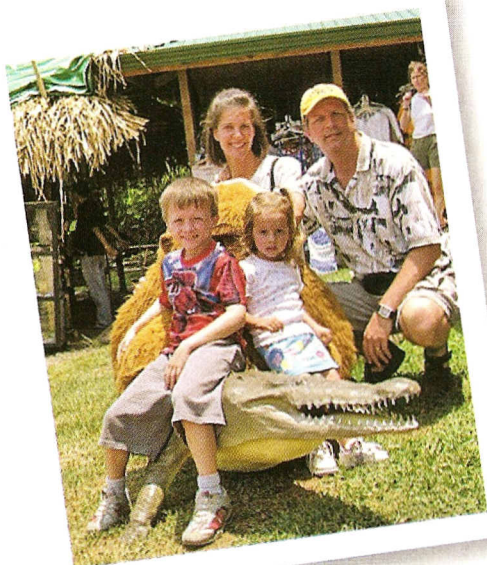
As for Curtis, his philosophy changed dramatically with the passing of his brother Silas. "I was chasing the money," Curtis says. "Now my eyes look at the world ahead of me a bit differently. I'm inspired to help millions of people experience the energy that comes back as a result of sending out to give."

And that's a win-win for anyone keeping score.



"This business helped me to create a more caring and compassionate personality."

-David Frey



The team from Texas boasts MVP All-Star David Frey, who reigns as a number-one sponsor. "That means I know better how to introduce SendOutCards to other people so that they'll say 'yes,'" David says. "And I'm willing to teach anyone how to be successful with SOC."

David initially received a card from a customer that piqued his curiosity about SOC. Now he earns more from his SOC business than he does at his former position with a \$500 million dollar company. "It's a product that every businessperson desperately needs because it establishes and nurtures relationships," David says. "The company has a very lucrative compensation plan that produces an income that, no matter what happens, will always be there. And I love what SOC does for people."

