

Paul Zane Pilzer: *The Next Millionaires—Wellness Entrepreneurs*

YOUR BUSINESS

AT HOME

TriVita's Nopalea...

A Wellness
Enterprise
Phenomenon

A close-up photograph of a red plastic bottle tilted to the left, pouring a thick stream of red liquid. The bottle is covered in condensation droplets. The word "nopalea" is printed vertically on the side of the bottle in white lowercase letters. The background is plain white.

Discover the Possibilities
with Cooperative Marketing

Joel Osteen: Find New Purpose
by Sharing Your Life with Others

Real-Life
Success Stories
Inside!

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Wirth



Life by Design

Bryan and Tammi Wirth found a better way of life with TriVita.

by Alicia M. Collier

Recently, one of Bryan and Tammi Wirth's friends paid them a high compliment, saying that, in all the time they had known the Wirths, they haven't changed at all.

"I love when people say we haven't changed in 30 years," Tammi says. "For us, success is to remain true to ourselves and to our morals."

But in all honesty, Bryan and Tammi have changed—particularly in the past decade. How so? They're happier than they've ever been.



LOOKING FOR SOMETHING BETTER

In 2001, Bryan was thriving financially in industrial sales. But after 18 years of building a hard-driving career, he was physically and mentally burned out. He knew he needed a change, but he wasn't simply seeking something different; he wanted something better. "I was looking for something that offered long-term financial opportunity and that would give us more control over our time," Bryan says.

Every day is by design. We get to do what we want to do.

—Bryan Wirth

When you seek you find, at least that's how it happened for Bryan. Driving in his car one day, he heard a radio commercial for TriVita®. As fatigued as he was from his job, the benefits of the company's health and wellness products caught his attention. He jotted down the toll-free number on a business card and made a mental note to call for more information. At the end of the day, however, he realized he had mistakenly given the card with the number on it to a customer. Thankfully, a friend told him about the TriVita business opportunity a few days later.

"I really was interested in the products, and I wanted to try them before I became involved in the business," Bryan says. Once he tried them, he began looking into TriVita's business model.

At first, Tammi wasn't convinced that a direct selling business was the best option for them. Bryan had tried a number of business opportunities in the past with little success. Neither of them wanted to go down that road of disappointment again. So, Tammi encouraged him to do due diligence. After studying the company, Bryan took a trip to Scottsdale, Ariz., to meet with TriVita's corporate leaders. When he looked at

everything he'd learned about the company, its leaders, and most important, the co-op marketing business model, Bryan knew TriVita was the company for him.

It was easy to see how TriVita's cooperative advertising program attracted customers—after all, the radio ad he'd heard about TriVita made him receptive to learning more about the company's business opportunity. That one aspect of the business model alone was extremely appealing.

A FRESH START

The Wirths hit the ground running with their TriVita business, and they haven't looked back, except to count their blessings. "When we started our business, we had one daughter in college and another about to start college," Tammi says. "I truly believed God brought TriVita into our lives."

Their success came more quickly than anyone expected. Just 16 months after launching their TriVita business, Bryan says, "I walked away from the corporate grind." He was 44. Shortly thereafter, they became the first to reach the highest level in the company: Presidential Director.

Today, the couple lives in Colorado Springs. They were able to move their daughters' families nearby, which means the Wirths have the joy of spending plenty of time with their grandchildren. "Parents dream that their children will have greater opportunities in life than them," Tammi says. "We are so grateful that TriVita has provided that opportunity for our family and others."

Success hasn't changed this couple's values, but it has certainly changed their lives. The stress and frustration Bryan felt in his previous career are distant memories. Instead of a mad dash through morning traffic, the Wirths handle business emails and calls from the comfort of their home early in the day. Afterward, they may choose to head out for a hike through the mountains, a shopping trip, or a round of golf. "Every day is by design," Bryan says. "We get to do what we want to do." **yb**

HOME:
Colorado

FAMILY:
Two daughters and sons-in-law; four grandchildren

VITAL BUSINESS TIP:
"Just follow TriVita's simple 3 step proven plan of action; it works!"