

My XanGo™ Story  
By Carolyn Johnson

My Daughter Cathy was finishing college & Tommy was finishing High School, I was single, had spent my professional life in the corporate world, and thought the timing was right for a new venture with the opportunity for more freedom than I was experiencing. I decided to start my own business. The years I had spent managing ad campaigns for Yellow Pages and serving as a Community Relations Manager, had blessed me with an understanding of marketing & promotion. However, my passion was in helping others to get new businesses off the ground. So, with this in mind I opened a marketing and consulting company. My focus was in writing business plans, target marketing, and planning events. The run I had was rewarding in many respects. However, I lacked the power to force payment for services rendered with my clients and often found myself struggling to survive. Not only that, as I reflected on what I was building, I realized I was the asset! If I ever was to entertain moving on in the future, all I had was a black book of clients. Since the tangible value was in the relationships I had established there was no equity to speak of.

Then I decided to put on an event of my own. I believed there was a market for it and thought the community would benefit. It was a "Big One!" I secured a contact for a Sports Complex in the valley and began the process of promoting and producing an event in Arizona that was exciting, challenging, very large, and eventually to be profitable...so I hoped. My intent was to break even the first year and look forward to many years of the event growing and, eventually, becoming profitable. After the 12 months of hard work with special friends working alongside me to share in seeing my dream become reality, the event weekend was over and I was in the hole. This was a deep hole, to the tune of over a hundred thousand dollars. At this point I had a decision to make. Did I file for bankruptcy and resume my position in the corporate arena? Did I forge ahead in hopes things would turn around? I wrestled back and forth with the options I had been given by sought after church leaders, financial consultants and lawyers. After several months I made the decision that I was going to pay back every penny of the debt I had faithfully guaranteed. I sold my house, used the equity to settle some of the bills, moved into a 10x10 room in one of my friend's townhomes and continued to grind away. Making minimum payments of \$12 - \$18 on each of my 5 credit cards was not consistent. I prayed daily for the situation to get better, but knew something had to change and thankfully it did.

Let me take you back a couple of years prior: a family reunion that was being hosted at my cousin Bob Schmidt's home. I remembered the last time he and I had been together. It was a casual meeting over lunch in 1970 that ended in an invitation by Bob for me to look at a company called Amway. I abruptly suggested he go get a JOB, and declined his offer. Unfortunately, although we grew up together, our professional paths and lives had taken us in different directions and this reunion in 1999 was the first time we'd seen each other since our lunch many years before. As I walked up the beautiful entry to my cousin's home I remember wondering what he must be doing to afford the lifestyle it was apparent he lived. The house was straight out of a magazine and his relaxing presence resonated a success I was sure he enjoyed. I tried, unsuccessfully, that entire day to find out what it was he did for a living and the evasiveness of his answers just fueled my curiosity. I later found out that Barbara, his wife had made him promise not to talk to any of the family about "The Business."

Well, let's return to where I was just four and a half years ago, March 2003. The picture I painted above gives you an idea of my situation and here again was my cousin Bob with a new business opportunity he was willing to share with me. I have to be honest here and share

that having already passed up the opportunity to work with him so many years before, and seeing what he had accomplished, I was in and initially I didn't care what we were going to be doing.

I dove into XanGo™ headfirst! I still had several clients with my conventional business, but every minute of spare time was spent putting into practice exactly what I was learning from Bob. I worked the business like my life depended on it because, quite honestly, I felt it did. Before too long the clouds began to break and I began to feel some relief as my new business grew. When the timing was right I parted ways with my consulting accounts and worked the business full-time. As I continued to gain more ground, I moved out of my friend's townhome and got my own apartment. It was a far cry from the little house I loved that I had to part with some years before, but felt great to have my own place again. It's very humiliating, and hard to feel that at my age I was struggling so hard to make ends meet. I had been fairly successful in the corporate world enjoying the perks the type of position I had afforded me. I was well rewarded financially and at my age should have been thinking about retirement. Instead I was struggling to make minimum payments on credit cards. To be where I was at was God's way of testing my obedience to Him at this time in my life.

It's been a little over four years now and my life looks nothing like the road I was headed down. I am experiencing freedom like I never thought I would. The business has matured to the stage in which money ceases to be an issue. I am traveling the world, working closely with the best of friends and family, am able to spend unrestricted time with my wonderful grandchildren, and have recently moved into the brand new home of my dreams. The peace of mind and confidence in my future that XanGo™ is responsible for is priceless. Both my children, Cathy and Tommy, are in business with me and there is no value that can be put on that. There are many people I want to thank for the adventure that I've been on over the last few years of my life before XanGo™, and now with this company. But for fear I may leave someone out I wish to give thanks to the only truly important One... my Father God, for putting my cousin Bob back in my life for this season of my life. My Lord is the One that carried me through the struggles blessing my life so abundantly. I clung to Isaiah 55:8-9 that says "For my thoughts are not your thoughts, neither are your ways my ways," declares the Lord. "As the heavens are higher than the earth, so are My ways higher than your ways, and My thoughts than your thoughts." Thank you Lord.