



PHOENIX ALLIANCE

PROSPERING TOGETHER THROUGH NETWORKING AND TRAINING

Word from Founding Leader

Why did I build a USANA business?

In 2003, I was losing a six-year battle against a severe illness. The prognosis was bleak and I had tried every natural solution I had gotten my hands on, but without noticeable results. A family friend suggested I start a USANA supplement regimen, and I am so grateful she did. My health started improving right away, in a few short months I could work part-time, after a year I felt like myself again, and in 2007 I received a permanent release from the oncology department of the hospital.

At first, I was interested in the business side of USANA simply to generate the necessary amounts so all the USANA products I consumed were free. But my business grew larger than expected, even helping me eliminate the debt I had accumulated during my long illness. That motivated me to help others reap the same health and financial benefits I had.

Again in 2010, I was losing another three-year health-related battle, when the most respected experts in the field all agreed that even with the best medical science money could buy, I would never achieve my dream of having children. I then consulted a doctor from the Sanoviv Medical Institute who modified my USANA supplement regimen. One month later I was pregnant with a very healthy (and naturally-conceived) «USANA Baby».

My beautiful son reminds me every day that USANA really is the best vehicle to attain pretty much any dream anyone can have.

Why did I create Phoenix Alliance?

Having a first baby just before my 40th birthday made me realize that efficiency is the only way I would catch up on building a legacy for my children and making absolutely certain they will have the best education and everything else.

In today's society, many of us need to be very efficient at wealth-building. The «Generation Y» wants to have money now, be their own boss now and travel the world now. The «Generation X» is in the shadow of the «Baby-Boomers», trying to accomplish their goals under the glass ceiling. And the «Boomers» are contemplating a retirement without all the resources they need to really enjoy it.

So it just made sense to me to teach anyone committed to succeeding, how to achieve in 12 weeks the results it took me 12 months to attain on my own.

Message from the Founding Leader

As Founding Leader of **Phoenix Alliance**, I have created a cooperative system, which allows you to generate the necessary amounts of money to finance your projects.

You can be an individual in business or a professional. You can also be an organization for profit or not. The system will work for you if you follow its simple steps.

The cooperative system I have created will help you achieve any of your goals in a simple and efficient manner.

Phoenix Alliance members benefit from my combined experience in teaching, business, networking and the legal field, which I use to help them achieve their goals.

If you have a dream, an objective or a project you need money to realize, and you don't want to borrow to do it, send me an email using the form in the «Contact» page of the website with «Finance Myself» in the subject line, and I will gladly help you.

*Yours truly,
Sophie A. Church*