

3 *Steps*  
*to*  
*Success*

*with the*  
*Amazon Herb Company*



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## Introduction

Welcome to "3 Steps to Success with the Amazon Herb Company." This program is for people who are new to the company and who want to start off on the right track and really make it a success, with as much speed and positive outcome as possible. Before we get started with the program, I've got to tell you a little bit about where I'm coming from on this, because I'm not involved with the Amazon Herb company in any way, and this program is not approved or endorsed by the company.

Rather, I'm an independent health journalist and researcher. I write about nutritional supplements, health products, and personal health transformation. I reach an audience of well over 500,000 readers a month, with articles and information about how they can take charge of their health, overcome chronic disease and create a new health outcome. I'm doing this program because I got really excited about the Amazon Herb Company solely in terms of its products' ability to help people heal.

At the same time, I have a history as an entrepreneur; in fact, my background is that of a software company executive. I founded a company called Arial Software in 1993, and grew it to a multimillion-dollar business using no capital whatsoever. I just funded it out of a few dollars in my pocket I had at the time, and I grew it to be one of the most successful companies in the email marketing software industry today. We have clients like Microsoft, Hewlett Packard, Intuit, AMD, Texas Instruments and a long list of other Fortune 500 firms. So, I know what it takes to be a successful marketer, I know how to create business success on a shoestring; and at the same time, I'm well educated about health, nutrition and disease prevention.

At the same time, I want you to know that whether or not you succeed in the Amazon Herb Company doesn't financially benefit me in any way. I only gain from the idea that if you do succeed, you are doing something positive for the community and the world at large. That's what is important to me, you won't enrich me financially. So, I want you to know that **I'm coming from a place of wanting to see you succeed in the business for all the right reasons**, and not just because it helps me in any particular way.

## Why you're in this business

With that said, let me offer a strange idea: I know why you're in this business. I already know it and I haven't even met you. How do I know it? Because everybody's in this business for the same reason, and that's to experience a healing.

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Let me explain what that means: Some people need to be healed physically. They might be battling a chronic disease; they might be dealing with a difficult emotional situation. Other people need what I would call a financial healing; they have financial scars from what I might describe as disharmony with money in their lives and they're turning to this opportunity mostly from a financial sense. Other people are looking for both.

They want to heal their career, in a sense, by shifting out of some job they don't enjoy and into a new revenue stream that can support them financially, doing something they really enjoy. That's healing as well. So, whether it's at the physical, financial or emotional level, or even at an energetic level, we're all in this because we want to experience a healing.

Many are involved in this because we want to share healing with others, and that's certainly the reason why I'm writing this guide. I've also noticed similar motivations in many of the other distributors within the Amazon Herb Company. They want to share healing experiences and help heal those around them while they heal themselves.

## Feel good about doing well

By the way, there's nothing wrong with being in this business to make some money. I've worked with a lot of people in the natural health community over the years including herbalists, healers, nutritionists... and a fascinating pattern I've noticed is that people tend to devalue their time and not give themselves enough financial credit or enough monetary reward for what they're doing. They tend to devalue their contribution to those around them.

There is absolutely nothing wrong with doing well for yourself by doing some good. I think each and every one of us deserves to be financially wealthy, but there are many other forms of wealth that are far more important. For example, the wealth of being able to give to others, the wealth of emotional and physical health, or the wealth of knowledge and experience you can pass on to others. These are forms of wealth I consider to be even more important.

Of course, you may be coming from a position where financial wealth is the main challenge in your life right now, and there's nothing wrong with that. That can be a great reason to experience a healing transformation. This is certainly a vehicle in which you can accomplish that goal; in fact, it's probably one of the easiest ways to be financially independent of all the options out there. I mean, personally, if I had to do everything over again as an entrepreneur, I would very much enjoy being a distributor of the Amazon Herb Company. It truly a fantastic company to work with.



## A smart business model on a silver platter

You know, it's easy to overlook how much the company does for you. Essentially, all you've have to do is to share the word and be a teacher. Help replicate success from the people who introduced it to you, and through your own success, introduce it to new people you will teach. That's much easier than reinventing everything from scratch.

I know when I launched my software company I had to spend a lot of time and money developing products, and over the years I've probably spent millions of dollars on product development. That's an investment you have to keep making over and over again. It can be very difficult to organize all of that and make it effective. However, with the Amazon Herb Company, all of it has been done for you. It's almost like they've handed you an opportunity on a silver platter and it's really just up to you to make it work. So, let's get started with the three steps so you can begin to make it work, because, I think you'll find this is actually easier than you may have imagined.

## Step 1: Be your own testimonial

Step number one is to be your own testimonial. That is: **be your own example of what these herbs can do for people, and that means using the products yourself.**

I know this sounds obvious, but sometimes people just want to sell their products and not really experience the life-changing health benefits of them. Maybe they don't have the courage to take the products and try them out, or to really change their life in terms of food intake and physical exercise; maybe they don't enjoy the taste of some of those herbs, so they're afraid to really commit to the daily quantities necessary for a positive change. But I encourage you to really get into the products. Find ways to make them work in your life and then observe what happens in your own body, physically, emotionally and energetically; because you will undoubtedly experience a phenomenal shift in your health.

You will experience a transformation. It is inevitable, because these products deliver such potent healing nutrients and energies that they can't help but alter your level of health. If you just tune in to what's happening in your body and become an observer of your body, you will notice some phenomenal changes taking place.

## Start with a health inventory

It's important to keep track of these changes, and to do that you also want to know what your starting point is. So, I encourage you to sit down and, before you begin any products, take an inventory of where you are in terms of health. Write down your current level of physical health, what symptoms you might be suffering from, if you have any joint pain or if you have difficulty metabolizing dietary sugars. Have you been given a disease label by a doctor such as diabetes, cancer, heart disease or some other disorder? Have you been diagnosed with some kind of behavioral or cognitive disorder such as Attention Deficit Disorder, Alzheimer's or even dementia? Write these down so you have a list you can look back on.

Why is this important? One of the things I've noticed with people is when they experience a health transformation, **they often forget where they came from.** The transformation doesn't necessarily happen overnight, and because the change is gradual, we tend to forget how miserable things were when we started. So, it's important to record your starting point so you can look back and compare your results.

Some other things to record at your starting point are: Any prescription drugs you might be taking, any blood chemistry results you have, such as your LDL cholesterol level or your total cholesterol numbers. Just get a complete lab work-up and make this your starting point profile. It's also important to note whether or not you have any emotional difficulties; do you find you're moody sometimes? Do you have difficulty controlling anger? Do you feel depressed sometimes? Write these down and make them part of your starting point.

If it gets depressing reviewing all of these conditions you might be suffering from right now, I have some good news for you: These are about to disappear. These are going to be taken care of. If you're like most people, you're going to experience such positive results from these herbs, many of these symptoms will outright vanish. Now, that doesn't mean these herbs are going to cure every disease out there. It depends on your particular circumstances. If you're in advanced, late-stage cancer for example, and your doctor has only given you two months to live, that's very different than trying to prevent the onset of cancer in the first place. Cancer, like most diseases, is far easier to prevent than to reverse.

## Write down your health goals

So, take this inventory first. Then write down where you'd like to be, and don't be afraid to ask, in a sense, for an outcome you wish to experience. What kind of outcome do you want? Do you want your body weight to be at a certain level? Do you want to reduce your body fat to a certain level? How about your cholesterol numbers, or your blood pressure?

Do you want to get off certain prescription drugs so you don't have to depend on them to regulate symptoms in your body; so you don't have the financial cost of buying those prescription drugs each and every month? Do you desire stable moods? Do you desire to feel more grounded and more in touch with yourself and others? What kind of emotional state do you desire?

You should write all of these things down as well, and this could include things like, "I want to prevent pain. I want certain pains to go away." Maybe you want to increase your level of energy, improve your quality of sleep, eliminate depression and improve your outlook on life. It could be any number of things.

So, let's review this. You should have two lists at this point. You have one list that's a starting point; an inventory of all of the negative health symptoms you may be experiencing. I want you to write a title on the top of that list, and I want that title to be "**Distortions.**" Because this is a list of distortions, these are distortions of your state of health. As you'll find later, they're also distortions of other important things that will also be improved by taking the Amazon Herb products.

Then, you have another list of where you want to be; the health outcome you want to achieve. This should be a list of all of the health statistics you want; essentially the entire state of health you want to achieve. On top of that list I want you to write your name. Just your name. You should associate you—who you are—with that list.

That list is really who you are. That list describes the kind of human being you were designed to be. **You were designed to be a being of perfect health**, and you have the DNA for perfect health built in to you. Your DNA is the strongest of the lot. It has survived hundreds of thousands of generations, it has survived tough times and environmental challenges and it has thrived to the point where you are today. You have a blueprint for perfect health inside of you right now and that's who you really are.

So, the health outcome you listed there is really you. Anything that distorts it, such as a disease, a pain or a dysfunction, is just that: A distortion. It is a deviation from who you truly are. As you will see in this program, part of the healing transformation that takes place with the Amazon Herb Company

is to really get in touch with yourself and return to who you truly are. You are a being who deserves to be truly healthy, wealthy, rewarded, recognized, loved for your contributions and who deserves to have a positive outlook on life. That's exactly what you can accomplish with this program.

## Recognize the steps required for transformation

So, now you have an outcome goal. This is where you want to be. Take a moment to recognize it's going to take a little bit of time to get there. Your body must have time to adapt and return to a state of natural health.

How are you going to get to that state? You're going to start taking the Amazon Herb products. This is going to require some product knowledge, so you want to start studying the products and learn which ones are especially useful for your particular challenges. Then, find ways to integrate them into your life. You're going to take the first steps of that journey toward rediscovering the healthy you that's been inside all along.

Start using the products, because these products can help eliminate distortions and bring you back into harmony with who you are. That's the big definition of what they do. We can get into all the biochemistry, the energies of the plants, the specific nutrients, we can get really scientific with it if we want to (which I do in other reports), but the big picture is: These products eliminate distortion and bring you back to who you are.

Various products do it in various ways. Fiberzon will help you get rid of the toxins that are, quite frankly, poisoning peoples' bodies and minds. If you're absorbing poison through your large intestine, it's going to create a negative mental state. So, by taking Fiberzon you can improve peristaltic action and improve your digestive health, and get those toxins out of your body on a regular basis.

Some of the products will enhance your immune system function, making you more resistant to invaders like viruses, bacteria and fungi. Other products will improve digestion. Still others provide amino acids, vitamins, minerals, phytochemicals and nutrients; all the things your body needs to be healthy but may have been lacking up until now. So, by using the products you're going to automatically start moving yourself forward on that health transformation journey to rediscover yourself.

## My personal health transformation

I have to interject a quick story about my own health transformation. When I grew up, I was a very unhealthy person. I ate the standard American diet: Lots of sugars, lots of unhealthy foods and lots of fast foods. I didn't take nutritional supplements and I didn't know anything about herbs.

I was taught that disease was a matter of luck or genetics; if your parents had heart disease, you were going to have heart disease. If your parents had diabetes, you were going to have diabetes. This is what I believed for many, many years.

By the time I was 30 years old, I was in a very poor state of health. Even though I'd made a lot of money and was doing well financially, I was near diabetic, borderline obese, depressed and I suffered from severe, chronic back pain that was quite debilitating. Again, I believed it was all just genetics and luck, and thought there was very little I could do about it. Then I began to educate myself and make some changes. I began to take responsibility for my own health, in the same way you are now taking responsibility for yours, and I began to understand it was possible for me to take charge of my health outcome. I didn't have to live with those diseases for the rest of my life. The path was not set in stone, I could alter it. In fact, I came up with the crazy, wacky idea maybe I could achieve a state of perfect health in two years or less. Maybe I could reverse the diabetes, the obesity, the chronic back pain, the mental state problems; I could reverse all that and actually be a perfectly healthy human being. I had this weird, wacky idea, and I talked about it with some doctors. They said I was crazy.

So, I fired them, and I decided to teach myself. That's when I began studying nutrition, food toxicology and the true causes of healing. To date, I've spent more than 5,000 hours studying this information and applying it in my own life. And what have the results been?

I visited my naturopathic physician a few months ago. He did a complete work up, a complete lab chemistry test and a variety of other tests and he pronounced me one of the healthiest individuals he had ever seen. He said I was in a perfect state of health. He couldn't find a single thing wrong with me and he was absolutely astonished. He said to me, "Mike, whatever you've been doing, keep doing it! It's working." That's when I knew I had really traveled very far along my journey. I had returned to who I really was inside: A healthy, vibrant, energetic and successful person. That's who I rediscovered.

Everything I had in the past was just a distortion. Anything that wasn't healthy was a distortion. Those distortions were caused by my belief in conventional medicine. My belief then was: Bad health is bad luck, or your genes are responsible for it. What a convenient way to blame our parents for our own health problems, huh?

## Your beliefs determine your health outcome

I was able to eliminate those distortions through nutrition, health responsibility, herbs, superfoods and many other strategies. The most important distortions I eliminated were the distortions in my own beliefs. Those beliefs were causing the diseases; the belief that health was not in my hands. Anytime you believe you don't have a say in your health outcome you are automatically a victim, and there's nothing you can do about it, because you're taking on a victim mentality.

I challenge you to say that you are in charge of your health outcome from this day forward. If a guy like me, who's now 35 years old, can go from a state of chronic disease to perfect health using nothing but good nutrition, supplements and exercise, maybe you can do it too.

Let's get technical about this for a minute. You and I share 99.9 percent of the same genetic code. We are almost identical genetically. So, how can it possibly be that genes are responsible for disease? They aren't. If genes were responsible for disease then we would all have 99.9 percent of the same diseases, and yet we don't. Some people are extremely healthy, other people are chronically diseased. The difference is what you choose to do. The difference is your foods; whether or not you treat yourself to medicinal herbs and superfood supplements; whether or not you get sunshine; whether or not you drink enough water and whether or not you choose to expose yourself to toxic food and environmental substances such as household cleaners. That's the difference.

## Begin your own journey of health transformation

So, now you know the journey is possible. Others have done it. Now it's time for you to begin that journey, and you do that by becoming your own best customer. This is where we're wrapping up point number one: By becoming your own best customer, by walking down that road yourself, you become your own best testimonial. Now you start to achieve, one by one, all of those health outcomes you desire. You'll be able to look back at your list and say, "Oh, here's where I came from, here's all the things I used to have wrong with me, here's all the prescription drugs I used to take and all the aches and pains I used to have. Now, look where I am today! This one's gone, I'm not on that drug any more, I didn't even remember that one, that one's not even an issue anymore ..." and so on. You'll just go right on down the list and say, "Wow! Look how much I've accomplished!"

What that does is spark a fire inside... a passion... the kind of passion that you might read in my words right now. A passion that says, "This stuff really works, and it's working for me. It's transforming my life." That is the point where you become your own best testimonial. Then you can't help but share the information with others around you. When you talk about the products, you can talk about them with a passion. With personal experience you'll be able to talk about what they did for you. In fact, you might find you can't stop talking about what they did for you, because it gets pretty exciting to learn you can be a perfectly health individual even if you were in a state of chronic disease. That's exciting stuff. That's earth-shattering stuff if you ask me, because most people still don't believe it.

## How to automatically attract new customers

You can be your own testimonial by living this transformation first-hand and then sharing it with others. What you'll notice is people will start approaching you automatically. As your health improves, people will notice and start asking you about it. They'll say, "Hey, what are you doing? You look so much more vibrant, your skin looks healthier, your energy looks up, the way you walk and move is just so much healthier, you have so much more bounce in your step and you look younger."

They will ask you these questions, and gee, what a great way to start talking about the Amazon Herb products and introduce this person to your health transformation (and the success of the products that helped you along that path). The answer is, "Well, here's what I did: I learned about these fantastic products from the rainforest and I started taking them. They made a huge difference in my life. I've improved significantly and I've been able to eliminate these symptoms and be declared disease free." You can then go on to mention all of the health milestones you've been able to achieve.

Or, if you really want to drive people crazy when they come up and ask you what you've been doing, tell them that you can't share the secret yet; that you're working with a company on some new products, you've been trying them out and they're doing some incredible things for you, but you can't tell them about it yet. When they start begging you to tell them, you can say, "Okay, but you have to keep this a secret..."

That'll drive them crazy, because people really want information they can't have, especially if they think you have some sort of secret. Actually you do have a secret, because very few people know about this. The secret is that **these products can dramatically improve the quality of life of every human being**. If you really want to experience success with this endeavor, transform your own health to the point where you look like you had a complete makeover, but you did it all through nutrition, herbs and internal transformation. Your skin tone will look different, your eyes will look brighter, everything about you will be noticeably different, and people will start asking you why.

Then it's up to you to decide how you want to handle those conversations, but it's a great ice-breaker because they're asking you for the secret to your health transformation.

## Qualify people before educating them

Personally, I like to qualify people who ask me how I achieved a personal health transformation. People come up to me and say, "Gee, Mike, you look fantastic compared to five years ago." If a person approaches me and says, "Hey Mike, how did you achieve this state of health?" Or, "What are you doing? You look so healthy," sometimes I'll say, "I've actually developed a system of complete health transformation and I work with a select group of people, a very limited group, and share information with them free of charge, but I only work with people who are very, very serious about committing to improving their health." They look at me, a sort of a strange look like, "Gee, I thought you were just going to give me the name of some magic herb or something that you've been taking." Then, when they're paused like that, I ask them, "So, are you serious about committing to a personal health transformation?" So, you see I put the responsibility back on them. At that point they might say, "Yes, I am." Then I'll say to them, "Okay, I'd like you to record everything you eat for the next three days and email me the list. If you do that I'll share my health secrets." That requires a commitment on their part, you see.

That's an interesting exercise because it teaches you an important lesson, which is that **a lot of people want to know the secrets to health but they're not willing to actually do anything about it.** You'll find some of these people as you begin introducing this to potential prospects. You'll find people who say a lot of things—they'd love to be pain-free, they'd love to have no chronic disease—but then you'll learn they won't actually do anything about it.

Those are not the people you want to work with, because they're going to waste their time and yours, and you'll both just end up being frustrated. You want to work with people who are action-oriented and who are really serious about transforming their health.

## Ask people to commit to you first

Now, you might not want to set the bar so high like I do in demanding people email me a list of everything they eat, but you could have a smaller challenge to say, "Yes, I have information that people are using to transform their health right now, and I'm willing to share it, but only with a select group of people. I can only work with five people a month (or two people a month, or whatever number works for you). Right now I'm already working with four people and I only have time to share this



information with one more person. If you're interested in being that person, I need to know why you're interested, and what would you do with that information if you had it."

Then let them start telling you why they should be qualified to be your fifth person. Let them prove why you should invest your time in them. Because, if you don't do it this way, if you start answering everybody by saying, "Oh, I've got the greatest line of products that really transform your health and improve vitality and here's the results I've gotten," then they're going to start quizzing you. They're going to say, "Well, do they really work?" Suddenly you're on the defensive. Suddenly you are trying to justify everything to them. That puts you in a weaker position.

You want to be in the position where you've got the answers; you've undergone a health transformation. They can see it. It's obvious. They want information from you. You need to recognize the value of that information and be selective with who you work with, or at least make people prove they're committed to it. That sets the right tone, because if you say up front to people you're only going to work with those who are committed, then they know you are an action-oriented person and you expect to work with people who are also action-oriented.

It doesn't necessarily mean they have to get involved in the business. It could just mean they need to be serious about transforming their health, because you want success stories, you want products to go out there and be successfully used. You don't want to sell products to people who won't take them, do you? That doesn't do anybody any good, to have these valuable rainforest herbs sitting around in somebody's kitchen being ignored. So, don't waste your time with people who are just, what I call "tourists."

## Some people aren't ready to expend effort

As a side note, sometimes people, especially men, approach me in the gym when I'm in the middle of my flexibility routine. They'll come up to me and say, "How did you get so flexible?" I used to answer them by saying, I stretched out every day for four years, I've now spent about 1200 hours in flexibility training and if they spend 1200 hours they can be just as flexible as I am. They would say, "Oh? That's really interesting." Then they would walk away, because they thought maybe I was going to give them some miracle answer like, "Oh, I took this super flexible plastic-man herbal product and then the next day I woke up and I felt like a giant piece of silly putty. Then I came into the gym and started stretching just to show off in front of you, because I'm now Silly-Putty Man!" Probably what they didn't want to hear was this took daily effort and slow progress; it took a lot of time, a lot of dedication and that's about the only way you can get flexible. So, today when people ask me that, I

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ask them a question in return. I say, "So are you really interested in being more flexible than you are now?" Usually they say, "Yes," and I say, "Great, well, all you've got to do is educate yourself about what it takes to be flexible, and here's my website." I give them [www.newstarget.com](http://www.newstarget.com) and let them go there and start learning about flexibility. Then, once again, it's back in their hands. It's up to them.

Believe me, when you are healthy, you will have lots of people approach you in grocery stores, at your workplace, or in any number of social settings. They'll approach you and ask you these questions. You can turn that into a fantastic marketing opportunity. However, I advise you to be selective and have a bit of a challenge for people so they have to prove to you they're not just tourists.

## Wrapping it up

Well, that was a long way to get back to the original point of step one, which is to be your own best testimonial, but as you can see, this is a very powerful point. This will get you more business and more prospects than practically any other marketing strategy you can imagine. More importantly, once you make contact with people, the fact you have taken this journey yourself and experienced this health transformation first-hand makes you an outstanding spokesperson. Your energy comes through when you're talking to people, when you've had a personal transformation experience. You become far more influential, and you become far more confident about the product line. All that comes across at both conscious and unconscious levels to the people you're talking with, and it'll definitely make you more successful in this business.

Think about what's the worst that could happen if you started using the products, had this health transformation but still weren't able to make it work as a business for some reason. Maybe you're incredibly shy and you just don't want to talk to anybody. What's the worst that could happen? Well the worst thing in the world would be **you would still have the health transformation but you wouldn't have much success building the business.**

That's not bad anyway. I mean, gee, you're healthy now, you've improved your health condition with the product line, but perhaps you haven't been able to pursue the business development in the way you once envisioned. That's the worst-case scenario, and I don't think that's likely to happen. What's more likely to happen is you won't be able to stop the success because you'll start talking to people even when you're not trying to "sell" anything to anybody. You'll just start sharing the information and people will want to get involved.

## People are hungry for health solutions

You know, it's interesting how people are hungry right now for information about how to transform their health. They're looking for examples of people who've done it. And they're going to be looking at you if you've been able to transform your own health. They're going to say, "Hey, wow, this person must know something, I need to listen to them."

You have a leadership position at that point, and people are hungry for leadership. They want to know what to do next. Similarly, I've attracted hundreds of thousands of readers by basically telling people what to do next to improve their health. Sometimes people get so confused about all the different options out there, they just want to know: What's the next step? How do you move from A to B? If you've moved from A to B yourself and you're standing over on B, you have this health transformation, then you can tell people how to go from A to B, because you've done it. You can teach them how to go from A to B themselves, and as they begin on that journey, they can start sharing it with yet more people.

So the good news continues to spread, people get healthier; and, by the way, did I mention one of the great benefits of being in this organization is everyone you work with will live longer and have improved cognitive function? That's a natural side effect of using these products. You will outlive people who are in other businesses because you are in a business that both promotes health and lives it.

So, to wrap up step number one: Be your own best testimonial. Take the journey yourself. Use the products, track your progress, create an intention of the outcome you wish to achieve and then get moving down the pathway towards that intention.

By the way, if you don't find you're getting there fast enough, you can take a look at some other areas in your life. I've written a book called "The Five Habits of Health Transformation" that gives you the five easiest things to do to transform your health. They include things like getting more sunlight and drinking more pure water while avoiding other beverages. These are five easy things. It's a report you'll find on <http://www.TruthPublishing.com>. Those five points will greatly accelerate your progress in taking the Amazon Herbs. It will get you to point B much faster, which means it'll get you to the point where people start noticing your health changes more quickly. So, become your own customer, become your own testimonial, start using the products and integrating them into your life—they will create a transformation that will add energy and credibility to your message from this day forward.

## Step 2: Use the tools

The second step to success with the Amazon Herb Company is to use the tools. By that, I mean take advantage of the resources, the wisdom, the knowledge, the marketing materials and all of these things that are made available to you as a distributor of the company.

It's very important to recognize that these tools can make the difference in your success with the company, because these have been developed over the years and have evolved to be the most successful tools that they can be. There's no need to try to reinvent the wheel, create your own marketing materials or recreate the formula because there's an existing knowledge base of what works. And that knowledge base is practiced and understood by your upline and by the people at the corporate offices, and by the investments that the company is making in the information infrastructure to make your success even easier. My advice is to take advantage of those.

## Learn from your sponsor

One way you can do this is by getting together with your sponsor, the person who introduced you to the company, and interview them. Find out what they are doing that works. Learn from their experience and leverage that in your own efforts. You will find that it will save you a tremendous amount of time and effort while multiplying your results.

Meet with their sponsor as well, and go up the chain as far as you can go and interview all these people. They're more than happy to chat with you and help you succeed. Just get their phone numbers and call them. Tell them who you are, that you want to learn and that you're curious how they made their business a success. They will be more than happy to spend the time with you to help you out.

I strongly recommend this mentoring process, because we are all students of life. And even though you might be the number one expert in your field or in some other career, the chances are you probably are not an expert at building your Amazon Herb business. That's something you have to learn in order to become an expert, and there's a proven recipe for it. If you're going to be an expert, wouldn't it be nice to learn from those who are already proven successes with the company?

Contact the people who are already successful. Leverage their experience, learn from them and ask them to be your mentor to help you succeed. You will benefit tremendously from it. Have the humility to understand that you need to learn and you need to be a student for a while before you can become a master of this material. None of us are know-it-alls. We all have something to learn from those

around us, even if we're experts in other areas. So have the humility to say, "I need some education here. I need some skills training. I need some product knowledge. I need to know some techniques of how to approach people, educate people or replicate the working business model."

## Third-party tools

There are some other tools available that can help you, yet they aren't available through the Amazon Herb Company for a variety of reasons. One of those tools is a project that I'm involved with - the AmazonInsider.com website.

If you go to <http://www.AmazonInsider.com>, you will find testimonials posted by Amazon Herb customers and distributors about how these herbs have made a huge difference in their health and their lives. I offer this site as a free and independent service. It's not sponsored by the Amazon Herb Company and I don't get paid anything for doing it. All of these testimonials are available to you free of charge to download, print and hand out to people to use as marketing tools.

It's just one of the many tools you can use to achieve success in your business. This report that you're reading right now is another tool. You can make copies of this, distribute it to people you're working with in the company and hand it out to new distributors you've signed up to give them the tools they need to succeed as well.

There are lots of tools available, and I strongly encourage you to use them. If you're driving in your car, put a CD in the CD player and listen and learn while you're driving. Always educate yourself on how to be a more knowledgeable, more effective distributor with the Amazon Herb Company. And you will be rewarded for those efforts many times over.

## Company tools

I was interviewing John Easterling shortly before writing this, and we were sitting on the back porch of a new Marriott hotel in Tucson, Ariz. As we were absorbing some of the healing sunlight of the day and admiring the fantastic view of the desert ecosystem, he began describing some of the investments the company has made in what he calls "front office technology." These are web-based tools that help automate all of the administrative functions you need in order to have a successful distributorship. I didn't catch all the details of how this system works, and I haven't seen it myself, but this system is available to you at a nominal charge per month by being an Amazon Herb distributor, and I strongly encourage you to leverage these tools that John Easterling has had the foresight to invest in.

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The revenues from the company have been reinvested in these tools to make your life easier. Remember, as with any information technology product, it's not going to be 100 percent seamless. There will be glitches from time to time; it happens to everyone. But the Amazon Herb Company is dedicated to bringing you more tools to make your job easier and make you more effective in administering your business. Let's face it: You don't want to be accountants with this business – you want to be a person who shares the good news about the products. You want to be someone who's focused on helping others and building your business, not focused on the back-end administration, paperwork or accounting efforts. The Amazon Herb Company has really gone out of its way to give you the tools to make this as easy as possible for you.

There are many other tools that have been organized by various distributors in the company. There are phone conferences, local get-togethers, presentations and other business-building events. All of these things are tools that can help you succeed.

Part of the reason these activities are so helpful is because they get you connected with others in the business to share ideas about what's working and help motivate each other to stay dedicated to the long-term outcome. You see, it's very easy to get isolated and think you're the only one out there doing this. If you're not interacting with other distributors, it can be pretty lonely. By interacting with others, whether on the phone or in person, you will find many ways to share your success. Something you tried may help someone else, and a strategy they've been using may turn out to be extremely valuable to you.

By getting together, you can share these ideas and mutually benefit from them. So make it a point to be aware of all the tools and resources available, including the knowledge base, the wisdom and the experience in your up-line. And at the corporate level and in third-party information, be aware of tools such as the [www.AmazonInsider.com](http://www.AmazonInsider.com) website. Use all of these tools and you can't help but be successful with the product line, especially if you follow point number one and become your own best testimonial.

## Step 3: Be a river

The third step to success with the Amazon Herb Company is to be a river, not a dam. This is really a discussion about what I call "money harmony" or "energy harmony". It means to be the kind of person who is a conduit, who allows resources, including money, to flow through you rather than being the kind of person who tries to dam up the flow of energy and selfishly keep it all for yourself. This whole discussion gets rather philosophical, but it's also quite practical as you'll soon see.

There is a system at work in the universe that distributes resources to those who are the most responsible in putting them to good use. Of course, there's a competing system at work, too. That is a system that results in resources being collected in the hands of people who are deceitful, who cheat others, who are dishonest, unethical and so on. That system definitely works for some corporations and some individuals, but the price they pay for that is much too high.

I advocate a system that allows you to be rewarded for being a conduit of responsible use of money and resources. In this system, the universe acts almost as if it were a conscious dispatcher of resources. This consciousness takes a look at who is allowing resources to flow through them, distributing them and putting them to good use. It then rewards or replenishes that person with more resources, usually much more than what they allow to flow through them. So if you're the kind of person that donates money or time to a constructive purpose, and you approach it with the attitude of being a river and not a dam, you will be blessed with far more wealth than you give to others.

## Health flows

Let's return to the metaphor of being a river and not a dam. Healthy rivers flow; water continues to move downstream and it gets replenished from an upstream source. In that river you'll find all kinds of life: fish, micro-algae and plants. But if you dam up that river, or you create an offshoot and dam that up, you then suddenly create stagnation. You stop the flow.

This is what happens when people try to covet money. They try to collect money and put it all in their pockets without sharing with anyone. They become a collector or a dam rather than a conduit. What happens when water starts collecting and it's not moving? It begins to stagnate; it becomes brackish and the life in it dies. The energy becomes a negative energy and it's not the kind of place that people want to be around.

This is also true with people. People who operate on greed and whose main purpose is to try to collect and control resources, rather than share them, are not well-liked by other people. They won't be successful in the Amazon Herb Company, or really in any other endeavor, other than by using methods of deceit and dishonesty. The dam model is the model of stagnation. If you function as a dam in life you're typically espousing a philosophy of scarcity. This is how a lot of people accidentally end up functioning as dams. They approach life with a fear... a fear of not having enough. They're afraid they won't have enough food or money. They contract and stop the outflow of resources, thinking if they conserve more money, if they try to keep everything for themselves, they will be better protected. And in fact, that only creates a situation of stagnation.

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On the other hand, a person who approaches life from a point of view of abundance believes there is more than enough financial wealth for the world and more than enough food. They say, "In my life, I am an abundant person in everything I deal with," and they attract abundance and wealth. That person is going to flow like a river and notice that, even as they allow all of that water to flow downstream to other recipients and provide life further down the line, they are always replenished with new water coming from upstream. It is in fact the flow of that water that keeps it healthy and full of life.

So remember, fear creates constriction or contraction, which leads to stagnation, loss of life and negative energy. On the other hand, sharing or opening up to others through generosity creates abundance; it brings life and broadcasts a higher vibration that attracts people. People want to be around you.

I'm suggesting that you adopt the vibration of abundance, and you can start by giving. It may sound counterintuitive if you're new to any of this, but the best way to become wealthy, in terms of money, friendships, wisdom and everything else that matters in life, is to actually **start giving away all of those things**. By that I mean, start giving away some of your money. Find a good cause that you can donate to. Start giving information to the people around you. Give the gift of knowledge and if you want to make that gift about the Amazon Herbs and health transformation, that's certainly an excellent gift to give people. Give the gift of time and effort or volunteer somewhere. Make the effort to be part of something constructive.

As you start doing this, you may say, "Well, I was broke before I started this. Now I'm giving away my money and my time, and I'm even more broke." To that I would advise to look where you're coming from. Once again, it's from a perspective of scarcity and fear of not having enough. What if, instead, you started giving away time, financial resources and gifts of knowledge and information, and told yourself that this is an investment? Tell yourself, "I'm investing in others and in the flow of the river, and I know that this investment will come back to me. By taking these actions, I am in fact enhancing my wealth." What if you said that? What would happen?

## Be an attractor of abundance

You'll notice that I give away far more information products (articles, reports, etc.) than I charge for. I give away 90 percent of what I write. That is intentional; that's my way of sharing information and allowing the river to flow. A shrewd businessperson who didn't understand this concept might say, "Mike, you could make a lot more money if you stopped giving away all this stuff and started charging people for it." I've heard that before, too. When someone tells me that, however, it indicates they don't understand how to be a river and not a dam.



They don't understand the power of being a river, because once you start to flow, to allow resources to flow through you by helping others, the universe will reward you. It's as if someone made a decision and noticed that you are responsible and you are a good steward of financial resources. You therefore are being granted a much larger collection of those resources.

The Amazon Herb Company is the perfect vehicle through which you can practice this concept of giving to others and allowing wealth and prosperity to flow through you. You can benefit financially by also helping others benefit financially. The more you help your downline, the more you benefit at the same time. The effect of allowing things to flow is built in to the system; it's part of the structure of the compensation plan.

Another part of that concept is to take the monthly checks that you receive from the Amazon Herb Company and reinvest those in your downline, your product knowledge or marketing materials that can help you reach more people. Take that money and make it flow. If you pocket that money and leave it in a bank account, then you cause that money to stagnate. What you want to do instead is reinvest it. Help that money make your business grow even more. In doing all of this, you'll also find that you begin to make new connections as you volunteer time. This will happen automatically. You'll meet new people who may indeed become involved in your business, either as customers or distributors. New opportunities will open up for you that perhaps you had never imagined before. This is simply because you were willing to let go and let the river flow.

## **You must unlearn false beliefs about money**

Most of us have been trained that we have to hold on to every single dime and the only way to achieve long-term financial success is to cut our costs and not give away anything that we don't have to give away. Basically, we're taught to pinch pennies.

But I'm coming from a very different point of view, which holds that pinching pennies is exactly the wrong attitude. You should not go around wasting money on silly products you don't need; rather, put your money to a good use. For example, I buy no jewelry. Buying jewelry does nothing for me personally. I don't typically spend a lot of money on clothing, either. I buy only enough clothing to look presentable at board meetings. I dislike fancy cars, and I have no interest in a lot of material stuff. I prefer comfortable clothes, such as hemp pants, silk shirts and materials that feel good and are made from natural fibers. I don't spend a lot of money on frivolous things.

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However, I do spend money on good causes. I will send a few thousand dollars worth of food supplies to a needy community, or I'll send emergency preparedness supplies to the American Red Cross. I'll donate money to earthquake victims, tsunami victims or people who are caught in some kind of a natural disaster. I'll donate software to groups that are doing good work and need some technology for their automation. Such acts are more important to me than collecting a lot of consumer products or things I don't really need.

## Heal yourself with flow

In a nutshell, that is my own personal secret to abundance. From my experience, this is what really works. You've got to give, have an open heart and be willing to invest in others around you in order to attract more abundance to yourself. Whether you're in this business to have financial success, meet new people or heal yourself, you'll find all of those things happening when you're willing to give to others.

In fact, this is a very healing exercise to engage in. If you are knowledgeable about chakras and the energy centers in the body, you are most likely aware that simply giving actually opens up the flow of energy through those chakras. Once again, that returns us to the metaphor of the river: When you give, you flow. At an energetic level, that is exactly what's happening. When you flow, you actually prevent disease and you can start to reverse diseases.

Many diseases are energetically related to stagnation and lack of flow. Heart disease is definitely one of them. It's no coincidence that individuals who aren't willing to give to anyone are said to "have no heart." That's technically quite true. They have no heart health, and they tend to be struck down by heart attacks, strokes or other forms of cardiovascular disease. That saying is part of our reality because it's been based on observation over the years. People who don't give don't flow, and people who don't flow tend to have heart attacks. So by allowing yourself to flow by giving to others and being generous, you will simultaneously attract health and heal yourself.

You will also attract financial abundance, and will meet new people who will get involved in your business. You will be able to create every bit of the success you imagine (and most likely achieve something far beyond that as well). In fact, it's truly difficult to imagine just how abundant you can be once you fully apply the three steps we've been covering here.

## With financial wealth comes responsibility

Do you now have a sense for how incredibly powerful this can be in your life? How healing is part of every step here? How healing others is also healing you? All of this is absolutely true. When you heal others, you become healed in the process. When you allow resources and money to flow through you, you will be recognized and rewarded with more resources and more abundance. You'll have so much financial abundance that you won't know what to do with it. At some point – and it doesn't take very long to get there – you'll have more than you need to feed and clothe yourself and live comfortably. Everything else, then, is excess money. Here's perhaps the most important point of all regarding step three. When you reach the point where you have more money than you know what to do with, **be a responsible host of that money.**

Let's say that you get your first \$20,000 check from the Amazon Herb Company and think to yourself, "Gee, I've made it. I'm going to have a quarter of a million dollar year with the company. I've got a lot of money coming in. I'm going to blow it on a world cruise, a brand new Jaguar and this \$10,000 necklace I've been wanting." You start loading up on all these luxury items that serve no one but you.

I guarantee the first thing that will happen is that the universe will say, "This person doesn't need any more money, because they sure don't know how to use it." You'll then find that that flow is going to stop. That is the natural order of the universe; it's the way things work.

On the other hand, if you say, "I've got twenty thousand dollars here. I'm going to take five thousand dollars and reinvest it back into my business; that's twenty-five percent. I will take another twenty-five percent and give that away to buy some products for people who need them. I will go to the nursing home here and work with some patients. I will offer them some herbs or just donate some products to the nursing center and let the staff distribute them. I will spend some time at this volunteering activity and count that as part of my investments as well. So that's another twenty-five percent."

You've now reinvested 25 percent, you've given away 25 percent and you have 50 percent of that monthly check left. If you use that 50 percent for yourself in order to support yourself, so that you can devote your full time and efforts to your business, then that appears to be a pretty fair deal. If you're buying the things you need to be able to focus on this effort – paying the bills, the house payment, the car payment, the electric bill, the phone bill, some clothing and some healthy and nutritious food – these are legitimate expenditures from an energetic point of view. When the universe sees that happening with you, it says, "This person is a wonderful steward of financial abundance. This person knows how to take care of money and put it to a good use. We're going to reward this person with

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some more money." You'll then see your monthly check growing with each and every month in the company. That's the magic of abundance.

In the early days, you might only be getting \$100, \$500 or \$1,000 per month. It may not be enough to start doing large scale donations, which is understandable. In the early stages of the company, you're really just paying the bills with that money. But when you really get to the abundance of it, you absolutely must make those donations and be willing to give to others. Allow yourself to flow even if it's only \$100. Take 10 percent, even if that's all you can afford, and donate it somewhere out of each and every check, even if it's only a \$100 check.

## Remember to reward yourself, too

One final thought on this. While this is going on, recognize that as you're getting big checks from the company, you do have the right to spend some of that money on yourself. As long as you are simultaneously sharing and rewarding others around you, you deserve to reward yourself as well.

I find too often that in this business, and in the natural health industry, people feel guilty spending even one dollar on themselves. That is ridiculous. There is a time and a place to say, "I deserve to have some nice fiber clothes, or to upgrade my automobile to something that's more comfortable and safer. We deserve a nice meal at a fine restaurant, or we deserve to buy organic foods, and move to a better part of town, or to a better part of the country." You deserve to be abundant. But it's important to do these other things at the same time that you're rewarding yourself. Don't feel guilty about spending money on yourself. Investing in yourself is wonderful; in fact, it's necessary. Just make sure that you are allowing the flow to others at the same time that you are rewarding yourself.

Amazon John sometimes says that everybody states they're not in this business for the money, yet no one's ever sent a check back! Frankly, I don't think you should send the check back. I think you should send it forward. You should share it with others and reward yourself. You should reinvest in making your distributorship a success, and share it with those who are less fortunate than you are.

This is truly one of the secrets to financial mastery. It is somewhat philosophical in nature. You can call it energetic, you can call it karma or you can call it a spiritual approach. It doesn't matter what you call it; it's the way the universe works. If you flow, you will be blessed with more resources than you know what to do with. So it may be time to look at your life and be honest with yourself about what you do with your money. Be honest about what you do with your time, and what your reasons are for getting involved with this business. If you don't have the most altruistic reasons yet, or perhaps you don't have any altruism at all, it may be time to redefine yourself.

## You can alter your flow in an instant

We can choose to change at any time we want. Even if we've never given a penny to anyone in our entire lives, we can make a change right now, and make a donation today. We can restructure the river inside of us right now. It only takes one decision and one action. You can restructure your life from this moment forward; you can create the flow even if you've never had it.

If you have a river that's dammed up and the water is stagnant, brackish and lifeless, you can tear down that dam. The water will break through and begin to flow downstream, and all that brackish water will empty out and be replenished by new, fresh water. With that new, fresh water will come new life, oxygen, plants, fish, living creatures and energies of incredible joy and health. You can do that right now by making the decision and breaking down any dams inside your own belief systems that may have been stopping the flow of resources. You can create a river of abundance in your own life right now.



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## About the Author



The Health Ranger (Mike Adams) is a holistic nutritionist with over 5,000 hours of study on nutrition, wellness, food toxicology and the true causes of disease and health. He is the author of *The 7 Laws of Nutrition*, *Grocery Warning*, *Health Seduction*, and many other books available at <http://www.TruthPublishing.com>.

Adams is also the creator of the popular *Honest Food Guide*, a free downloadable nutritional guide found at <http://www.HonestFoodGuide.org>. In addition, more than 1,500 free articles on health, nutrition and wellness have been authored by Adams and are available at <http://www.NewsTarget.com>.

Adams uses no prescription drugs whatsoever and relies exclusively on natural health, whole foods, superfoods, nutritional supplements and exercise to achieve optimum health. To prove the value of nutrition and physical exercise in enhancing health, Adams publishes detailed statistics on his own blood chemistry (with full lab results) at <http://www.NewsTarget.com/AdamsHealthStats.html>.

## Other books by the Health Ranger

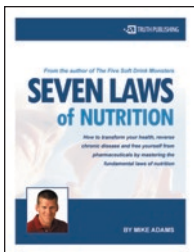


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