

*"The Top 3 Ways You Can Benefit From Agel  
and Its Revolutionary Gel Suspension Technology... Even If You Didn't Go To Harvard"*



## ***Has Agel Really Created the Ipod of the Health and Wellness Industry?***

*Visionary leaders share "The Top 3 Ways You Can Benefit From Agel and Its  
Revolutionary Gel Suspension Technology... Even If You Didn't Go To Harvard"*

***Transcript provided by [www.GelDiamonds.com](http://www.GelDiamonds.com)***

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Hi. I'm Randy Schroeder. Thank you very much for spending a few moments to view this audio content. I wish so much that I could be face-to-face with you. I wish I could look you in the eye and shake your hand and let you understand the importance of this moment. The moment being your chance with me to participate at the very outset, at the genesis, at the launch of Agel.

I'd like to describe quickly what gets us here. As most of you who are reviewing this information, or many at least have had a long and successful career in the network marketing industry. It actually started with NuSkin back in February of 1990. Over the course of my 19 month involvement with NuSkin, I was privileged to be taught, very specifically, how to be profitable and efficient in network marketing. I was taught how to not waste time, effort, energy or money. After a relatively short experience, only 19 months, I did choose to move on and the reason I chose to move on was very simple. I remember when I called my up line leadership and told them that it would be necessary for me to leave and they said, "Why, Randy?" and I said, "Well, gosh. I'll tell you what I feel like. Even though I'm having success; even though my income is around \$10,000 per month after the first five and six months", I said, "What I feel like guys is the lone man sitting on the dock and trying to catch fish with one line water and I'm looking out in the deep sea and I'm seeing you guys dragging ten miles of net and it's just obvious to me that I'm not going to have the kind of an outcome that I want."

And, so while it was a difficult decision for me, I did move on and I found a young network marketing company where I could be a part of the foundation; where instead of building on someone else's blocks, I could be an integral part of the early development of the business. And I can tell you today the rewards that are available to those who take that chance now with Agel are just extraordinary.

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Over the course of the next ten years, I earned in excess of 17 million dollars as a result of that affiliation with Rexall Showcase International and my total, my career earnings in network marketing now exceed 24 million dollars. So this for me has been an amazing experience top to bottom and what I can tell you is that I have learned very specifically and precisely what the elements are that have to be in place, what the factors are that have to come together to make it special.

And what really gets us here is back in November I was in Singapore meeting with an individual, a good friend, and he told me of the impending birth of a new network marketing company. And, of course, I hear that so often; I've heard it so many times. And frankly never have I acted on that message. Never have I chosen to affiliate myself with a brand new venture. But because of relationship, and that's what our business so often is about - because of relationship I agreed to meet with the owners of the business when I returned to the United States. Almost immediately upon beginning to hear the Agel message I realized that there is something special here. This is a combination of facts that I've not before seen presented in the network marketing industry and my intent now is not to give you the full details, but just to let you understand why I had to act and hope that you, in fact, will choose to come to have a complete and full understanding of all of the elements that are Agel.

The first thing that I came to understand was that there is a new product design and this company is not in competition with any other company. You can't find the product like the one this company offers. Not for more money, not for less money; it is a new delivery mechanism. The name of the company is Agel. We could also call it A Gel and that's what it is, gel suspension technology. If I were to hand you a tablet that has been compressed at 30,000 pounds or 80,000 pounds, and then I were to hand you in the other hand a packet, a three-quarter ounce packet that contains a gel, a gelatin and inside that gel the exact same nutrients. And of course the company's position is that not just exact same nutrients, but something superior. But if we just assume for a moment the exact same nutrients, almost anyone would agree, gosh, that gel is going to be absorbed more readily into my system that if I swallow that tablet, there's clearly something different here.

When we have a new delivery mechanism, a whole new industry can be created. It's so easy to recall 15 years ago, we all carried our luggage and then someone put wheels on luggage and we said, well gosh that makes more sense. And a new industry was born. Maybe a more recent example, not too long ago we all bought life savers and then along came the Listermint strips and we started putting those little strips on our tongue. And you know what? That new delivery mechanism created an entire new industry. And today we can find multiple different kinds of ingredients being delivered through that new delivery mechanism. That's what Agel is. Agel is a new delivery mechanism for nutrients and it is just better - it is just better than anything else that exists.

And over the course of my career, I've never been really centered on product. Network marketing for me is about generating income; it's about creating wealth for some. The product offering must support the opportunity, but here we have something so far beyond that. What I've learned well over the course of my career is that if the company's product offering itself becomes a conversation point, then the playing field becomes very broad. I reflect upon that experience, that success I had at Rexall Showcase and while my message was always an income message, there were so many people, so very many people who were

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able to tell people about a product idea when they wouldn't have the same confidence to tell people about a business idea.

And we had a singular item, we had a product that lowered cholesterol better than prescription drugs and did it for less money and it happened to be right at the moment in time when people were becoming aware in America that elevated cholesterol, could be a precursor to heart disease, and so people like me we lead the charge with an opportunity message, but there were countless tens of thousands who felt comfortable delivering a product message instead of a business message. And what I'm absolutely confident is occurring here, not just will occur, but is occurring here is an ability, a willingness, and a natural inclination to talk about the Agel product line, which makes the opportunity very much larger than it otherwise might be.

I reference that I've never been willing before to participate at the genesis, at the beginning and that's just common sense and logic for me. It's because too many start-up ventures don't ever make it off the ground. When I became apprised of this company's capital source, and shortly the company will make the formal announcements, but when I became apprised of both the size of the capital available to the company and the nature of the capital itself, where it came from and what it implied, I knew that those possibilities of an early demise in the company were completely overcome. That capital source became available because of the product idea. The capital source then made possible the assembly of the management team, such as I've never seen before in the early development of a network marketing company.

And then maybe my contribution has been most important in terms of compensation plan design. While I've always stated that I'm not a product expert and I don't intend to become one, I do understand well that only periodically in our industry does a new compensation construct come together that takes advantage of new and improving technologies and can create an entire new standard. One thing that I think is very important for everyone to understand and realize, in our industry the model is now big, it is proven, there is a lot of history we can rely upon and never in our industry does a company which copies, which imitates another company's success, never does that company become a dominant company. They never become larger than the entity which they copied.

That's true both from a product standpoint and it is true from a compensation plan standpoint. We can look at some of the mid-level successes in our industry right now. Xango is a fine company but what is it. It's about a third or a fourth generation copy of Tahitian Noni or Marinda. Will Xango ever equal in size or exceed the size of Marinda? I personally will be dumbfounded if that occurred. It never happens in our industry. And we can go even with a more current example, Monavie. Well Monavie's about a fifth generation copy of that same idea. The possibility of them going to a new standard of success, in my mind, approaches zero. What we find is, that being a truth in both compensation plan design and product design, Melaluca pioneered their compensation plan design. How many people have since copied? Countless. How many have equaled or exceeded the original? Zero. NuSkin pioneered their compensation plan design. How many have equaled or exceeded? Absolutely none.

In Agel, we have two profound areas of uniqueness. First, in a product offering that is not a copy; that is not a knock-off of anything else; it is first to market. And second, we have a compensation plan design that in my estimation is simply the most important new improvement in the method of compensation people in the last 15 years in our industry. And it is not a copy and it is not a knock-off of anything else. The Agel compensation plan is not a

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matrix. The Agel compensation plan is not a binary. The Agel compensation plan is not a break away. The Agel compensation plan is not a unilevel. What the Agel compensation plan is a complete new set of thinking about how to compensate people and make possible significant success very, very quickly.

Over the course of my career, I've been fortunate and blessed. I had a lot of success, but never have I experienced anything like these earliest days in advance of the formal opening of Agel. What does all this mean for you? Well, it depends on what you want. I believe that periodically, not often, a new entry emerges in the network marketing industry that has the capacity to become the dominant theme of an entire era. And I am absolutely satisfied that that is true with Agel. This set of facts has not been replicated ever in all of network marketing. Some of you that review this information are my peers in the industry. You've had significant past success. I invite your participation. This is a chance to do one time what you've hoped to do those multiple times in your career where it didn't work long term.

Those of you who are reviewing this information for the very first time, you're new to the network marketing industry. Gosh, I remember so clearly back in February, 1990 when I was in that same situation. I had a positive career experience going on in the financial services world, but I saw there was a better way to generate income in network marketing when it's done right. And I will be forever grateful that I acted upon this information. This is a magic moment in my career. Make it a magic moment in yours. I look forward to speaking with you personally at the earliest day. Please make yourself available at the next Agel event. I really do want to meet you and I want to shake your hand and I want to look you in the eye and I want to help you understand everything about Agel that makes it so correct for this moment.

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**A special opportunity now exists for you  
to participate with us at the Genesis of Agel.  
Are YOU ready?**



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