

Billy McSwain Success Story

How This Single Father Went From Fired To Inspired

What's the difference between "canned Budweiser" and "canned, but wiser"?

Just ask Billy McSwain.

"I started my job for an independent distributor of Anheuser-Busch beer when I was 21 years old. I worked my way up from the bottom to become the Area Sales Director of the Grocery Division for 85 stores. As everyone in corporate management can tell you, there's no such thing as a 40-hour week when your job hangs in the balance. So for the last five years, I worked 10 to 12 hours a day, seven days a week without a break. Even though I barely got to see my two incredible daughters, Katie and Kristy, I rationalized that it was all worth it because at least I was keeping meals on the table and a roof over their heads. However, that illusion came crashing down with a very harsh reality check on May 22, 2006 at 3:30pm. After over 29 years of devoting practically every waking hour to building and maintaining the \$15,000,000 a year division, my assistant – who had 25 loyal years with the company – and I were called to the corporate office and were told our services would no longer be required."



"I was shocked to say the least. The arbitrary termination came out of nowhere, and I was only months away from celebrating 30 years of loyal service. As I drove home I kept thinking what am I going to do now? Who's going to hire a man with only one career experience in this terrible economy? As I sunk deeper into depression, I thought things couldn't possibly get any worse. But I quickly learned how wrong I was when I sat my two girls down to tell them what had just happened. As long as I live, I will never forget seeing the fear in their eyes. And as they tried to dry their tears and cope with the devastating news, I couldn't help thinking how much I had failed them."

The single father from Salisbury, North Carolina explains how he went from being fired to being inspired.

"When you are the sole support of the household, you don't have the option of wallowing around in self-pity for months. You have to pick yourself up and start making things happen right away or you can lose everything and everyone. So after I got canned from my Budweiser job, I immediately started diligently working my VEMMA business full time."

"I had discovered VEMMA in October, 2005 thanks to my friend, John D. Phillips. My youngest daughter and I both got immediate results from the product, so I decided to start a part-time business. I was told that one way to become successful in VEMMA was to do home meetings, so I had my first home event within a week of enrolling. Thanks to John D. Phillips, who took a

personal interest in helping me succeed by volunteering to do the presentation at my home, I invited six people and all six of them signed up.”

The VEMMA Ambassador Leader explained how his situation helped fuel his results.

“When I started the business my goal was just to earn \$300 part time to help pay some bills. I thought it was a long shot to make enough money to go full time, because I had tried and failed repeatedly with other Direct Sales companies. But when I had no other options, I simply put my heart and soul into building my Vemma business, and the results absolutely blew me away. After just a year and half from the day I enrolled, my Vemma business matched my corporate salary. By 2008 my income was five times what I made my last year at my J.O.B. (Just Over Broke). And despite the economic crisis, today I am currently on course to earn over eight times my salary in 2012!”

“VEMMA has taken the monkey off my back, and I now live a stress free life. I have the freedom to be a full time Dad to my girls. I’ve earned enough stable, residual income to buy them both new cars, take them on vacations, help pay for their schooling, and still sock some money away for emergencies. I’ve been able to buy a new 535i BMW for myself and travel whenever I want.”

“In addition to the many financial benefits, I have met the nicest people and have gained new friendships that would’ve never been possible in my previous life. I am so grateful to John D. and Ronni Phillips for caring enough to enroll me and Tom and Bethany Alkazin for their continuing support, dedication, and leadership. They helped me believe in myself when no one else did. With the help of so many of my incredible peers in VEMMA, I’ve grown in my leadership skills and ability to help other people achieve their goals. And I’ve even overcome my biggest fear of public speaking, and have been a guest presenter before thousands of cheering people at the VEMMA conventions.”

“When I tell people my story, they typically ask me what the secret of my success is. Here’s what I tell them. First, rather than try to figure it all on my own, I simply followed the roadmap created by people who’d already knew the absolute shortest route to success. And every time I saw that I was getting off course, I went back to my **Roadmap to Success** and got back on it. Secondly, I determined what my “why’s” and dreams were and never lost my focus on achieving them. Thirdly, I always stayed plugged in and always communicated upline and downline. Lastly, I tried to do something positive every day to build long lasting relationships throughout my organization.”

Billy feels his traumatic experience has made him wiser and more compassionate.

“I don’t wish what happened to me to happen to anybody. But if it has, or if you fear it could happen because no job is safe in this economy, let my story serve as encouragement that there is always hope available with VEMMA. Because if I can make it, I know you can to.”

Written by Les Maness