

As BEN Sees It ...

What you're about to see, and learn, below - is a collection of many WISE WORDS - from the CEO of LiveGood - in Jupiter, Florida - **Mr. Ben Glinsky**.

Much of what follows, in this PDF, was taken from a conversation that Ben had - with **Ryan Alford** (who has been a builder of Media Companies / Brands / Ecosystems in the US, for over [**20**] years).

In places, Ben does tend to "ramble on" a bit - but the value / integrity / wisdom he shares - in his "overall" MESSAGE - is very powerful. **IF** you can take the time to "review" this (**5-Pg**) **eDoc** - I personally believe that it will pretty much "cement" your admiration of Ben Glinsky - his Company - their Products - their Opportunity - as it surely did for ME. **:>)** Here we GO **...**

First, LiveGood's Founder, and CEO, **Ben Glinsky**, says the company keeps its Corp. Execs … entirely OFF the official company payroll – meaning … they do NOT receive "any" (traditional) corporate salary whatsoever.

He has publicly stated that LiveGood operates as a lean, mean, low-overhead operation - to "keep product margins LOW" - and to "pass those SAVINGSs" on to Consumers. In different interviews, he noted that the company has "no" CEO / CFO / CMO / COO drawing a SALARY. Instead, the company's ONLY employees on the payroll are - reportedly … their Warehouse Manager, and their Customer Service Rep … NO others.

Using the **COSTCO** "MEMBERSHIP" Playbook - LiveGood sells its products - at only a "few dollars above cost" (like Costco) - and instead, they make their money on the (very affordable, **$10/month**) "MEMBERSHIP Fee". But, if their Customers/Affiliates buy "more than (**2**) products per month" - their Monthly MEMBERSHIP Fee - "pays for itself" (it's FREE).

COSTCO makes only about (**11%**) on the hundreds of thousands of items they have in their stores. Where they make their "real" money is - on the Costco MEMBERSHIP Fee. Period.

OK - As BEN Sees it ...

= "Consumers, thankfully, ARE getting smarter. Along with this buying habit shifting, they are also starting to compare prices … to compare value … to compare ingredients.

= “Companies are “making” a product for (**$8** - **$10**) … then “selling” it for (**$60** - **$80** - **$100**) ... and people just cannot AFFORD it anymore.

= "There's this company ... I don't know if you've heard of it … "SuperBeats Powder" ... good company, good product - selling at (**$40**-**$50**) - for that ONE product - with that ONE ingredient - which is not even "organic" ... whereas our "Super Reds" product offers much, much higher quality ... "with" that same the Beetroot Powder in it ... ours IS "organic" ... and ours “also” has (**12**) OTHER ingredients in it ... and ours sells for (only **$19.95**) … HALF "their" price ... and, once people "see" that - they're NOT going to go back to spending (**40**-**50** bucks) for that far "lower QUALITY" product!

= "What's it take to build a LEAN company these days? Yeah, that's an awesome question. And that's a question that most entrepreneurs need to truly "focus" on … where I don't think there's nearly "enough" attention focused.

= "There are a lot of companies - and brands - out there ... that make stuff "sound" good. But, when you try to "get behind the curtain" ... and ask them the "tough" questions ... and ask them for "documentation" - or "proof" - or just "validation" of what they're claiming ... they either - get SILENT - or come up with EXCUSES.

= "I know the SUPPLEMENT space very well - and that's what I'm in ... I actually have been IN this space for over (**25**) years ... and I've launched a LOT of companies. I too, used to do it the OLD way, and was fortunate to make a lot of money. But about six years ago, I totally "walked away" ... I didn't want to be a part of it anymore ... I just didn't "feel good" about kind of - I want to say "ripping people off" (i.e. - "selling products for FAR MORE than I "needed" to sell them for) ... that, did NOT "feel good" anymore.

= "IF you are going to get into an industry (like say, HEALTH SUPPLEMENTS) - you've got to find what the major PROBLEM is ... and then, you "must" create a ‘good’ SOLUTION - to "fix" it.

= "Again - sadly, there is very "little" TRANSPARENCY out there. Recently, a TEST - of (**30**) different Amazon products (Supplements) - was done. Yes, EVERYBODY searches AMAZON first - right? :>) Anyway, I don't know if you heard about that. Turns out that (**17**) of them "didn't even have what their LABEL said they had". I'd like to say I'm surprised - but I'm not surprised. It's crazy ... the SUPPLEMENTS space is wild, wild, wild ... and CONSUMERS "suffer" for it!

= "I saw a product called ORGANIC GREENS ... but with ZERO "organic" ingredients in it! What is going on? It's like ... "let's simply make the CAN "green" ... make the LETTERS a bit "darker green ... and BINGO! - we're now ORGANIC GREENS? It's like - "put some lipstick on this PIG, baby” ... and, we're GOOD to go!! Far too many many Consumers are still unaware of the LIES.

= "It's easy to find things out there that are BROKEN ... in literally any industry ... whether it's Real Estate / Autos / Supplements / Insurance / Toys / Clothing ... whatever. And then, to "be" the one who "figures out a way" - to DIFFERENTIATE yourself ... to make it BETTER ... make it SPECIAL ... and do it RIGHT.

= "And I do believe there IS a SHIFT starting out there lately ... that people ARE starting to get SMARTER ... that buying habits ARE beginning to CHANGE. So, if you "recognize" that ... and properly "align yourself" with these new Consumer TRENDS ... you are then going to "position" yourself in a much BETTER place.

= "There was an article the other day that I read about ... where it "compared" what truly makes people SUCCESSFUL. Is it their grades in school? ... is it how hard they worked? ... is it their IQ? ... Well, it all really came down to ONE THING ... and that was ... it's really, HOW HARD you're going to "grind it out"... and HOW MUCH you truly WANT it (i.e. - IF you want it BADLY enough ... you are going to figure out a WAY to "make" it HAPPEN).

= "And ... you MUST CONTINUE ... to "keep the pedal-to-the-metal" ... to "keep the fuel-on-the-fire" ... to keep on working ... keep on hustling ... keep on making it happen ... keep finding ways to get better ... because the (so-called) competition IS out there ... and you've got to stay AHEAD of them!

= "And that is going to make YOU stronger, and better. Then, you'll get to that next level - and that next level - and the next level. Now, I've always been thankful for everything that's GOOD - as "well" as BAD ... because the BAD gives us the "opportunity" - to LEARN - to GROW - to get BETTER. And, if we're also able to - stay happy - stay excited - stay motivated - stay confident - and believe that what we're doing - is the RIGHT thing ... "I" believe that these moods & beliefs are going to CHANGE LIVES.

= "A COLD REALITY ... the average person only stays on a (**$60**, **$80**, **$100**) Supplement for, like three months - because they can't AFFORD it anymore ... and IF they have to "choose between" their monthly Cell Phone bill ... or their Supplement ... guess what? ... they're going to pay that PHONE Bill.

= "And so WE wanted to create something where people do not NEED to "compromise" like that, by offering the Highest QUALITY products - with pure, premium "USDA Certified Organic" ingredients - and at the Lowest COST, anywhere.

= "Again, WE show ALL the "Certificates of Analysis" - right on the website ... and we sell them at just a few dollars above cost ... just like a COSTCO MEMBER model. So, for just (**$10**) a month - Live**Good** Customers/Affiliates get the lowest MEMBERSHIP prices (or, if they don't want to be a Member, they can pay a few bucks more, for RETAIL prices). And again, if they are buying "more than (**2**) products a month - they're “saving more" than that ten bucks.

= "And, we have (**50+**) amazing Wellness Products - products that are really helping people change their lives ... from basic stuff, like a Multi-Vitamins - to Magnesium - to Vitamin D - to even our Factor Four - our Anti-Inflammatory (the most powerful anti-inflammatory ever created - for only **$18.50**) ... containing Garlic / Curcumin / CoQ10 / Fish Oil ... the ONLY one of its kind out there (you'd have to buy four [**4**] different products to get everything that you get in OURS).

= "And we have an awesome Vitality, Hormone Support product, for MEN ... knowing that, as we get older, our "testosterone" starts to slow down ... our "strength" starts to slow down ... our "mental clarity" and our "cognitive function" as well ... so this wonderful product (only **$19.95**) ... helps keep us men "rocking" (we have this for WOMEN too! :>)

= "We have ... Organic Coffee (only $19.95) ... Super Greens (only **$19.95**) ... a "pre-workout" E3 product (only **$19.95**) ... a Probiotic Gut Support (only **$17.95**) ... a Whey Protein Isolate product with Colostrum, and Organic, Complete Plant-Based Protein (only **$49.95**) ... and a lot of other LOW COST / HIGH QUALITY, awesome stuff.

= "MAGNESIUM - most people are "deficient" in Magnesium. Most people are just not getting "enough" Magnesium out of their daily diets. OUR Ultra-Magnesium Complex (only **$8.95**) is such a simple, basic product. MAGNESIUM is responsible for over 300 chemical reactions in the body ... literally everything our body does ... every bodily function depends on Magnesium, to function correctly. If you're getting ... migraines ... cramps ... indigestion ... sleep issues, etc ... there's a very good chance you're just NOT getting "enough Magnesium". If you take this Magnesium product for two or three weeks ... you're going to start noticing IMPROVEMEMT ... that things are actually working BETTER.

= "Our SYMBOL - In the LiveGood **LOGO** ... that symbol (the "**OO**s" - in G**OO**D) ... it looks like a (**#8**) on its "side" … and it actually stands for - INFINITY ... and, for "Infinite HEALTH". **:>)**

= "Our HEALTH - most people tend to fall into "one MAIN category" - in terms of "what they're looking to do" ... either to ... LOSE WEIGHT ... BUILD MUSCLE ... or they're just looking to GET HEALTHIER. And WE have products for ALL that ... but, you know, really what it comes down to is this - just FUNDAMENTAL HEALTH & WELLNESS ... and **SUPPLEMENTS** are one of the "easiest" ways to get a bit healthier ... all you have to do to take a product is ... either mix it with water ... swallow a capsule ... or chew a gummie ... it doesn't get much easier than that.

= "But then, if we "really" want to get HEALTHIER .. we must ALSO to focus on ... what we're EATING (our daily diet, & cutting down on 'Junk Food') ... on how much we're EXERCISING ... on how soundly we're SLEEPING ... etc, etc. ... you get the 'drift.

= "WE, in LiveGood, are Super TRANSPARENT -vs- a lot of companies. They will "say" they have what's called a 'Proprietary Blend ... where they'll "say" there's (**82**) Grams, or Milligrams (mg) of this formula, then just list "a bunch of ingredients" - but not tell you exactly "what" IS in it.

= "WE show every single one of our ingredients ... on every single one of our products. We show ... the full Testing ... Certificates of Analysis, etc, etc ... all that stuff, right on our Website. So, when it comes to - "it SOUNDS good ... WE offer / show the "actual" PROOF ... that this IS "legit". Yes, THAT is what we're selling ... and THAT is what gives us even "more" TRUST from any *skeptical* Consumers out there. And THAT is also what's helping us "grow" - quickly.

= "When you keep your company OVERHEAD **low** - it enables you to have far bigger PROFIT margins later. And, you know, we've got the "tools" to help DO that. Yes, we can all fuss about "**AI**" (Artificial Intelligence) - but it's here, and it "can" help ... and sometimes it's not even just **AI** ... it's the "little things", here and there - that add up too.

= "Company Owners think that they need a **B-I-G Team** ... that they need all these "Corporate Officers ... a CEO / CFO / CMO / COO / VPs (of everything!) ... whatever ... to "run" a successful company these days! NO … NO … NO! Just "think" of the SALARIES … the huge PAYROLL … the "reason" they must JACK UP the **C-O-S-T** of their products - so very HIGH!

= "Yes, I am a CEO, but I'm NOT on payroll. As I mentioned, NONE one of our corporate staff is on payroll. Our highest paid employee is our warehouse manager, Lee - who makes "sure" that all of our products are shipped out "on time", every day ,,, and, our Customer Support person, Michelle - who is awesome. making sure that everyone gets a "quick response" to their questions or concerns, every day. And that's IT!

= "Our **GOAL** - at LiveGood - once again, is … Health Supplements … of the very HIGHEST QUALITY … and at the very LOWEST COST … with full TRANSPARENCY, for Consumers.

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