



Photography by Roblin Nelson

Getting More Out of Life

by Lisa Horn

As a young man, Dave Savula wanted more out of life. He wanted a nice home. He wanted to spend time on the beach. And he wanted to provide for his wife, Beverly, and their two sons, Michael and David.

“You must visualize where you want to be to accomplish things,” he says. “Those visualizations, attached to the right vehicle, will allow you to arrive at your destination.”

Dave, a lifelong entrepreneur, has found the right vehicle in Pre-Paid Legal Services Inc. Despite being a member since 1985, Dave didn’t pursue the Pre-Paid Legal business opportunity until 1993. Initially, his primary interest was to generate an extra \$1,000 a week. But then he recognized there was much more to the opportunity than he had originally thought.

“I started to realize that the business model and the product were ahead of the trend,” he says. “I was already sold on the product, and I began believing legal coverage would become as normal as medical and automobile insurance. At that point, I started sharing the business with others—and it took off.”

With Dave working the team-building and marketing aspects and Beverly handling communication and administration, the business did indeed take off. The couple became the first to generate more than \$1 million in income with Pre-Paid Legal, and they continue to be the No. 1 earners in the company.

Relentlessly Pursuing Daily Goals

If you ask Dave his secret to success, he will tell you it’s simple: Success comes from day-to-day goals, not long-term goals. “What you do each day will dictate where you’ll be in the future,” he says. “It’s like coming home and putting small change in a glass jar. Before you know it, there are a lot

of dollars. It’s the small deposits that make the big money.”

As the top income earners, the Savulas are at the top of their game. And that’s an appropriate analogy for the longtime youth football coach. “When you meet people every day and have conversations that can potentially change their financial lives, it’s difficult not to continue,” Dave says. “My goal, now, is to develop and help more people. That is what’s most rewarding.”

Breaking Out of the Corporate Mentality

In corporate America, there is only room for one or two people at the helm—and they typically didn’t get there by helping others. But it is different with Pre-Paid Legal, as anyone has the opportunity to reach the top because there are no limitations.

“There’s not just one CEO—there are thousands of CEOs of their own businesses,” Dave says of Pre-Paid Legal’s business builders. “You get to the top by helping others make money. When they get a check, your income goes up. The difference in the corporate world versus the Pre-Paid Legal world is so rewarding because your goal is to always help other people, which helps you.” Incidentally, close to 40 members of their team are Millionaire Club members.

One thing Dave says people misunderstand about the Pre-Paid Legal business model is that you don’t work for Pre-Paid Legal. Rather, you own your Pre-Paid Legal business. Plus, the opportunity allows you to not only build a business but also a legacy. “The income you build personally and through your sales force as an ongoing stream of revenue can be passed down from generation to generation,” Dave says. “Someday our grandchildren, and hopefully

our great-grandchildren, will inherit our business empire’s cash flow.”

Having Time to Enjoy Life

Looking back at Dave’s early aspirations, it’s clear he has gotten more out of life. Nice home? Check. Time on the beach? You bet. (Just ask him about his vacation home in Pawleys Island, S.C. It’s nicknamed “Heaven in a Hammock” because it’s just that—



Dave and Beverly enjoy traveling and spending time at their vacation home.

heaven.) And he has certainly provided for his family and generations to come.

And while there are many rewards in life, including financial, he believes the greatest reward is the time to enjoy it. “I have the freedom to enjoy my family, including my grandchildren: Andrew, 6; Morgan, 4; and Jamie, 2,” he says. “I love to travel, and the greatest hobby in my life is coaching kids in football. Watching the team come together is one of my greatest joys.”

So is he thinking about slowing down anytime soon? No way. “People ask me if I’m going to retire, and I say I’ve been retired since 1993,” Dave says. “If this is work, give me more of it.” **SFH**