

The Power of Part Time

Ronni Phillips, a Vemma® Presidential, had always been a healthy individual, following a regular vitamin regimen that included a multivitamin, plus extra vitamin B, C, E and fish oil, to name a few. But Ronni says she had “pill fatigue” from all the supplements she was taking.

When they learned about the original Vemma formula in February 2005, Ronni and her husband, JD, instantly became fans—they could get all the vitamins plus antioxidants they wanted in one easy, great-tasting beverage. “I loved the fact that Vemma was liquid and more body-ready than pills or caplets,” she says.

For the next six months, Ronni and JD drank Vemma daily, but didn’t pursue the network marketing side of the business, which would pay her for referring others to the product she already loved. But they became such strong activists for the product that they began mentioning it to their friends. In hindsight, Ronni realized she was already selling it—without even knowing it. “I loved it so much that my enthusiasm started selling the product,” she says. “I realized the sales aspect might be easier than I originally thought.”

Goal-Setting

Starting out, the couple set small sales goals—such as selling enough product to get theirs paid for—which was easily accomplished with purchases from their friends and family members. Next, they wanted to make enough extra money to pay for their two children to attend private school. Reaching this goal didn’t take long, either.

Today, Ronni has much larger goals, including the pin rank of Royal Ambassador. “JD and I dream big and write it down—dream houses, dream cars and dream vacations,” she says.

“If goals are written down, you want to work hard in your business because you see what you are working toward. Our goals are big—but attainable.”

In 2009, Ronni and JD are planning for the vacation of a lifetime in Australia. “I’ve been to Europe with my husband and his business, but I really feel our work with Vemma will take us to Australia,” she says. As an avid photographer, she can’t wait to put her talents to use capturing the trip.

Keeping Family at the Forefront

One of the most important things in the Phillips’ life is spending quality time together as a family, and the Vemma business opportunity fits their lifestyle. “To work this business, you don’t have to give up anything to gain such a tremendous amount,” Ronni says. “We earn a significant income with a product we never touch or handle, and we don’t have any employees or warehouses. There’s no business risk, so it is really easy to share the opportunity.”

And the Phillips’ love their Vemma friends and family. “One of the blessings with this company is being in business with people you love,” she says. “You’re in business with your friends, and you can select who you bring into your team.”

In the future they will continue contributing the same amount of time they have since Day One—eight hours a week. “Moving from a six-figure to seven-figure income will require the same work, and the business will continue to grow,” Ronni says. “That’s the power of the marketing plan—and the power of part time.” —*Lisa Horn*



Ronni loves taking photos of her son Dalton, daughter Danielle with her husband, JD

Photography by Will McIntire