

# EXTRAVAGANZA

JOHANNESBURG • NOVEMBER 18–20, 2011



## Just Announced Special Guest, Chairman's Club Member, GUILLERMO LUNA

Motivated by the dream of a prosperous life, Guillermo Luna decided to undertake its work as Herbalife independent distributor in 1992. Guillermo's success in his career in Herbalife is based on the generous strategy to focus its efforts in the benefit of its customers and distributors, also in teaching your organization to do the same and to help those most in need.

### The satisfactions on making others dreams come true

Ever since his fight in his native Venezuela to become a doctor, Guillermo was clear that his vocation was to help people. Despite the economic difficulties affecting him at the time, he was able to finally complete his studies due to his personal efforts and his father's help. During the holidays in summer 1992, being still a student, Guillermo heard for the first time of Herbalife through who later became his sponsor, Alejandro Riviello.



Thanks to Alejandro, Guillermo also had the opportunity to meet Fernando "Nani" Rancel, Michael Cole and Ben Cole, who had a profound influence on his business. Listening to Alejandro speak about the Herbalife business with such enthusiasm convinced Guillermo that it was an opportunity he could not lose. He asked to borrow money to buy the International Business Pack to start his work as a Distributor. "Afraid of not being able to sell", recalls Guillermo.

His fears dissipated slowly, as he began training and developing confidence in the products and in the business. In 1993, Guillermo traveled to Miami to a leadership event and saw Mark Hughes. Inspired and motivated, he decided to commit to the Herbalife business 100 percent. "I was certain that if they were willing to teach me, I was able to learn and do all necessary for the growth of my business".

### A great lifestyle

Guillermo currently resides in the city of Santa Cruz, Bolivia, and enjoys the lifestyle that he always dreamed of. "In addition to the excellent nutrition provided to me by Herbalife it also manifests it in a sensation of unique well-being, thanks to revenue generated with my business I can travel anywhere and anytime to visit family and my friends around the world".

Guillermo is grateful at heart with his sponsors for guiding him through Herbalife business and with two women who have accompanied him during most of his life as an independent distributor: Paulina Riveros and Carola Lichtman. With Carola, Guillermo shared the 2009 the Humanitarian Award of the Herbalife Family Foundation, for his contribution and solidarity with the children in need.

"To achieve your goals you only need to be faithful to your business plan, without thinking about the results, because they will come in due time. Help your Independent Distributors get what they want and you get will get what you wish for".

**Make sure you're at this year's Southern Africa Herbalife Extravaganza to hear from this fantastic speaker.**