



ELITE

Winter Edition 2026

The Discipline of Sales

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The Start

Firstly, let me wish you a very Happy New Year and I do hope that this year is a defining year of your life in every aspect, and you achieve what it is that set out to this year.

So here we go again, 12 chances and 12 fresh starts to make this a great year and hopefully this magazine and this network of highly motivated individuals can help you in some way on your 2026 journey to the destination.

Most people will have set goals and set targets that they want to achieve this year, whether in their personal lives or their careers, however it's not difficult to set goals or set targets, lots of people in the world will have done this for the year. Hitting them makes you different.

There are going to be lots of challenges that are going to try and stop you from hitting your targets this year, the key is remembering and reconnecting with the feeling that you had when you set it.

Lots of goals and targets that get set whether in business or personal are often set from a position of discontent or disappointment – “I'm not happy with how things are, I want it to be better”

That feeling of wanting to change is the key, there will be times of disappointment, times when you must pivot, times when it is hard and times when you just don't feel like it anymore; remember the feeling, remember the moment, remember the why in those times. Go to the gym when you don't want to, hit your daily goal when you don't feel like it, train someone new when the goal still seems far away.

Although 2027 seems far away, sometimes the days seem long but the years are short, before you know it the year will be over and you will either be looking back with a sense of pride of what you achieved and accomplished or looking back with regret, wanting your life to change and setting the same goals for the next year.

I know what I want to achieve this year and I hope to hear lots

Have a GREAT year.

Chris Rudge



THE DISCIPLINE OF SALES: WHAT IT REALLY TAKES TO WIN

- *MELISSA LEWIS*



Success in sales is not luck. It is not personality. And it is not about being the loudest person in the room.

Sales is a discipline.

After building teams, scaling offices, and growing revenue into the millions, I can tell you this with certainty: sales rewards the person who can control themselves more than it rewards the person who can control others.

If you are just starting out in sales, understand this early — you are not just learning how to sell a product. You are learning how to sell belief, certainty, and conviction. And those things start inside you.

Below are the principles I would give anyone entering the industry.

Master Your Energy Before You Master Your Pitch

People do not buy products.

They buy confidence.

When I walk into a room, I'm not thinking about my script. I'm thinking about my posture, my tone, my breathing, and my presence. Your energy speaks before your words ever do.

If you feel desperate, rushed, unsure, or needy — the prospect will feel it instantly.

Before every sales interaction:

- Slow your breathing. Relax your shoulders. Make eye contact.
- Speak slightly slower than feels natural.

Control your internal state. Sales is emotional transfer. If you are calm and certain, that emotion transfers.

Activity Beats Talent — Every Time

The most dangerous myth in sales is that you must be “*naturally good with people.*”

No.

You must be naturally consistent.

The person who talks to 50 people a day will outperform the person who talks to 10 — even if the second person is more charismatic.

Early in your career:

- Track your numbers daily.
- Measure conversations, not just closes.
- Focus on controllable metrics (dials, approaches, presentations). Volume creates skill. Repetition creates confidence. Confidence creates income.

Do not wait to “*feel ready.*” The reps create readiness.

Protect Your Reputation Relentlessly

In business, standards matter more than short-term commission.

If you oversell, mislead, or cut corners, it will come back to you. Every time.

Long-term sales success is built on:

- Transparency
- Follow-through
- Ownership when mistakes happen

The top earners in any industry are trusted.
Not flashy.

When you build trust, referrals follow. When referrals follow, income compounds.

Treat Sales Like a Profession — Not a Phase

Too many people enter sales casually.

They treat it like a steppingstone instead of a craft.

If you want to build real income, real leverage, and real influence — commit to mastery.

That means:

- Studying communication.
- Learning psychology.
- Understanding finance.
- Tracking your metrics weekly.
- Reviewing your own calls or presentations.

Sales is one of the highest-income skill sets in the world because it transfers across industries.

If you can persuade ethically, communicate clearly, and handle rejection calmly, you will never be unemployed.

Build Mental Endurance

Sales will test you.

There will be slow weeks. Bad days. People who question you. Moments where you doubt yourself.

This is normal.

The separating factor between average and elite performers is mental stamina.

Create habits that stabilize you:

- Exercise consistently.
- Eat clean.
- Sleep properly.
- Limit distractions.
- Protect your focus.

Your body and your mind are business assets. Treat them like it.

Focus on Becoming — Not Just Earning

The money will come.

But the real gift of sales is who it forces you to become:

- More disciplined.
- More emotionally intelligent.
- More resilient.
- More confident.

Early on, focus less on commission checks and more on character development.

The income is a byproduct of skill.

The skill is a byproduct of repetition.

The repetition is a byproduct of discipline.

Final Thoughts for Beginners

If I could sit across from every new salesperson and give them one piece of advice, it would be this:

Do not chase quick wins. Build durable habits.

Sales is not about pressure. It is about alignment.

It is not about manipulation. It is about clarity.

It is not about ego. It is about service.

When you genuinely believe in what you offer, when you respect the person in front of you, and when you hold yourself to high standards — success becomes predictable.

And predictable success is far more powerful than occasional luck.

Sales is not just a job.

It is a discipline that, when mastered, will change your life.

RUNNING YOUR OWN RACE IN SALES:

THE POWER OF A “ME VS. ME” MINDSET

- Jordan Thompson



Sales is one of the most competitive environments in business. Leaderboards, quotas, rankings, promotions, and public recognition constantly invite comparison. It's easy to measure your worth against the top performer. But the highest-performing sales professionals understand a deeper truth: the real competition isn't them — it's you.

Running your own race means focusing on personal growth, discipline, and consistency. It means keeping your blinders on, committing to a “me vs. me” mindset (often called the Mamba Mentality), using those around you as motivation rather than comparison, and maintaining a solution-based mentality no matter the challenge.

KEEP YOUR BLINDERS ON

In horse racing, blinders keep the horse focused straight ahead, preventing distraction from competitors on either side. Sales works the same way.

When you constantly look sideways:

- You lose focus on your own pipeline.
- You measure success emotionally instead of logically.
- You allow someone else's wins to shake your confidence.

Running your own race doesn't mean ignoring your environment; it means filtering it. There will always be someone better or faster. But their journey isn't yours. They may have different territories, partners, timing, or experience. Comparing yourself without accounting for those variables is like comparing two completely different sports.

Instead, measure what you can control:

- Your activity today versus yesterday.
- Your skill development over time.
- Your mindset this month versus last month.

When you focus forward rather than sideways, your energy stays where it belongs: on execution.

Blinders create clarity. Clarity builds confidence. Confidence drives results.

THE “ME VS. ME” MINDSET

Elite performers across disciplines share a common philosophy: compete with your previous best.

A “me vs. me” mindset shifts the question from:

- “Am I better than them?”
- to
- “Am I better than I was?”

This shift eliminates jealousy and replaces it with accountability.

In sales, you control:

- Your work ethic
- Your preparation
- Your systems
- Your attitude
- Your energy

You do not control:

- Site partners
- Location quality
- Foot traffic
- Timing

The moment you focus on what you can't control, frustration takes over. The moment you focus on what you can control, progress begins.

Ask yourself daily:

- Did I give full effort?
- Did I handle objections better than last time?
- Did I improve my product knowledge?
- Did I stay composed under pressure?

This mindset transforms rejection. Instead of thinking, "They're better closers than me," you begin asking, "What can I refine?"

Sales is a skill game. Skills improve with repetition, feedback, and reflection. Competing with yourself ensures steady, sustainable growth rather than emotional highs and lows tied to others' performance. When your benchmark is your previous best, progress becomes measurable and personal.

USE OTHERS FOR MOTIVATION — NOT COMPARISON

Running your own race does not mean isolating yourself. In fact, the right environment accelerates growth.

The people around you can serve as:

- Proof of possibility
- Standards of excellence
- Sources of strategy
- Accountability partners

The difference lies in perspective.

Comparison says, "They're ahead of me."

Motivation says, "If they can do it, I can learn to do it too."

Instead of resenting the top performer:

- Study their call structure.
- Observe their follow-up cadence.
- Ask about their objection handling.
- Learn how they manage their time and energy.

High performers are not threats — they are case studies.

When you view success as transferable rather than exclusive, you move from insecurity to curiosity. Curiosity leads to growth.

Surround yourself with people who:

- Value discipline
- Speak solutions, not excuses
- Prioritize health and energy
- Stay consistent regardless of circumstances

Energy transfers. If your environment is complaint-driven, your mindset will follow. If your environment is growth-driven, you will naturally elevate.

Let the success of others sharpen your edge rather than shake your confidence.

MAINTAIN A SOLUTION-BASED MENTALITY

Sales guarantees obstacles. Rejection, slow days, difficult customers, and unpredictable circumstances are part of the profession. The difference between average and elite performers is not the absence of problems — it is the response to them.

A comparison mindset asks, "Why is this happening to me?"

A solution-based mindset asks, "What can I do next?"

Every challenge presents a choice:

- Complain or adjust
- Blame or improve
- React emotionally or respond strategically

The "me vs. me" mentality reinforces responsibility. If results are down, you increase activity. If closing rates drop, you refine your pitch. If confidence dips, you prepare harder.

Excuses protect the ego but stall growth. Ownership builds resilience and momentum.

The more you practice solving rather than complaining, the stronger your professional identity becomes. Over time, you stop being someone who reacts to circumstances and become someone who shapes them.

THE LONG GAME

Running your own race is not about ignoring competition; it is about redefining it. The leaderboard can be informative, but it should not determine your self-worth. True confidence is built on internal progress, not external comparison.

The most sustainable success in sales comes from daily improvement compounded over time. Small gains in skill, discipline, and mindset add up. When your focus remains internal, you develop consistency. When you develop consistency, results follow.

There will always be someone ahead of you and someone behind you. Neither position defines you. What defines you is whether you are improving.

The real race is not against your coworker. It is against yesterday's version of yourself.

Keep your blinders on. Compete with your previous best. Use others as fuel, not as a measuring stick. Focus on solutions instead of obstacles.

In sales — and in life — the only race that truly matters is the one you run against yourself.

The Grass Is Greener Where You Water It

- Kwaundel Smith



What's up, Elite.

I'm Kwaundel Smith, Owner and President of 4ward Marketing Group. I've had the privilege of being part of this network for 13 years and working in direct sales for over 15. My journey started in Philadelphia with Endeavour Global alongside one of the best to ever do it, Chris Rudge.

Over the years, I've represented more than 30 clients across B2B, residential, street campaigns, and events. Last year alone, our organization generated 21,631 new customers for nonprofit partners, producing nearly \$20 million in revenue and over \$5 million in profit, but numbers only tell part of the story.

The last few years have been some of the most challenging and the most transformative of my life. Through those challenges, I've built a mentality, belief system, and foundation that continues to elevate not only me, but my family and the people around me.

Let me ask you something:

Have you ever felt stuck?

Have you ever known you were capable of more but couldn't quite see the path?

I have. And what I learned is simple:

"The grass isn't greener somewhere else. The grass is greener where you water it."

The Season That Changed Everything

A couple of years ago, it felt like everything was happening at once. At home, we were dealing with unexpected housing issues flooding, hidden expenses, and the constant pull between work and family. At work, growth brought pressure. And in my circle, I realized not everyone around me was aligned with where I wanted to go. It would've been easy to point fingers. *At circumstances, At people, At timing.* But leadership starts with a hard truth:

You can't change your environment until you change the person in the mirror.

The Three Areas Leaders Must Master

1. Relationships: Family & Friends

I learned that success without alignment at home creates tension, not fulfillment. So, we became intentional scheduling family dinners, game nights, and protected time together.

With friends, I had to tighten my circle. Not everyone is meant to go where you're going. Leaders must surround themselves with people who challenge them, hold them accountable, and speak truth not just comfort. Water the relationships that pour back into you.

2. Resources: Time, Money, and Responsibility

One lesson that changed my perspective:

How you manage a little is exactly how you'll manage a lot.

In business, I realized I had confused delegation with abdication. Delegation empowers abdication disappears. True leadership means staying connected, developing people, and doing the small things right. Personally, I became more disciplined treating decisions through the lens of investment vs. cost.

Water your discipline, and your results will follow.

3. The Man in the Mirror

This was the hardest one. It meant replacing blame with accountability. Replacing false optimism with honest reflection.

Growth required me to take care of my mind, body, and spirit and to lead myself before leading anyone else. Curiosity replaced ego. Faith replaced fear.

As Philippians 4:13 reminds us:

"I can do all things through Christ who strengthens me."

Building a Foundation That Lasts

Through this journey, I've anchored my life and leadership in three pillars:

Work Ethic

Success can make you comfortable, and comfort can quietly kill growth. Consistency is the cure. The small, disciplined actions done daily create extraordinary results.

Faith

God is my cornerstone the moral compass that guides every decision. Whether it's Bible study, audiobooks, prayer during a drive, or quiet reflection, staying grounded spiritually keeps my perspective clear.

Accountability

Growth accelerates when ownership replaces excuses. Leaders who hold themselves accountable create cultures where others do the same.

"Excuses are tools of mental incompetence built on monuments of Nothingness those who practice them are seldom capable of producing anything else but excuse. Excuses."

What This Means for Leaders

If you're in a leadership role, here's the truth: Your team doesn't grow because of what you say. They grow because of what you model. When you invest in your mindset, your relationships, your discipline, and your faith you create an environment where people can thrive. So, the next time you feel stuck, instead of looking for a new opportunity, a new market, or a new situation...

Ask yourself:

Where do I need to water more consistently? Because growth isn't about finding better soil. It's about becoming a better gardener.

Final Thought

The grass will always look greener somewhere else until you realize the power has been in your hands the entire time.

Water your mindset.
Water your relationships.
Water your discipline.
Water your faith.
And watch what grows.

Philippians 4:6-9

"Do not be anxious about anything, but in every situation, by prayer and petition, with thanksgiving, present your requests to God. And the peace of God, which transcends all understanding, will guard your hearts and your minds in Christ Jesus. Finally, brothers and sisters, whatever is true, whatever is noble, whatever is right, whatever is pure, whatever is lovely, whatever is admirable if anything is excellent or praiseworthy think about such things. Whatever you have learned or received or heard from me or seen in me put it into practice. And the God of peace will be with you."

Process Over Outcome: Win the Day, Win the Month - *Dan Thompson*



One of the biggest mistakes people make in direct sales is becoming outcome obsessed. They wake up thinking, I need five sales today, or I need to recruit two people this week. Then when it doesn't happen, their energy drops,

their confidence dips, and their performance follows. The top leaders in this industry don't operate like that. They focus on the process, because the process is what you control.

You can't control whether someone buys. You can control how sharp your pitch is.

You can't control whether someone joins your team. You can control how well you tell your story.

You can't control results. You can control your standards.

For me, it starts with selling. Am I delivering the same high-level presentation every time? Am I asking questions? Am I listening properly? Am I handling objections with certainty? If you focus on getting better at the skill, the numbers look after themselves. Track your conversations, your quality, and your consistency—not just your closes.

Then there's recruiting. Recruiting is a skill, not luck. The best recruiters I know are proud, clear, and consistent. They don't try to drag everyone in—they sort. They have a daily target for conversations, not sign-ups. If you speak to enough people with the right message and the right posture, you will bring quality into your business.

Training is where duplication lives. If your people can't do what you do, you don't have a business—you have a job. Keep training simple. Role-play every day. Go over the basics again and again. Don't get bored of the fundamentals—the fundamentals are what make people money. Confidence comes from repetition, not motivation.

Management is about standards. Not moods, not motivation—standards. Track activity. Coach behavior. Praise the process. If someone does the right things, they win, regardless of the result that day. That's how you build culture and that's how you build long-term performance.

And never forget networking. Everywhere you go, you're either planting seeds or missing opportunities. Be switched on. Be positive. Be professional. Your next top leader is probably someone you haven't spoken to yet.

Here are a few simple process tips that always work:

- **Set activity targets you can control every day**
- **Role-play more than you think you need to**
- **Track conversations, not just outcomes**
- **Focus on quality presentations every time**
- **Celebrate doing the right things, not just winning**

If you win the day on process, you win the week. If you win the week, you win the month. Outcomes take care of themselves when the process becomes your identity.



DEVELOPING THE NEXT GENERATION OF LEADERS

- DANIELLE WARNER

Sometimes as business owners, we like to be control freaks. We want everything in our business to go perfectly, but we forget the actual goal: to develop future leaders and business owners. And developing the next generation of leaders is messy. It starts with building their confidence—and confidence is built when people are trusted to step outside their comfort zones.

Too often, leadership development stalls because we as owners are afraid to let go. I hear it all the time: “*I’d love to give them more responsibility, but what if they mess it up?*” That fear is understandable—but it’s also the very thing holding people back from becoming leaders in the first place.

If we want stronger leaders, we must put our egos aside and let people try.

Leadership isn’t learned by watching. It’s learned by doing. By making decisions. By getting it wrong, adjusting, and trying again. When we as owners hover too closely or refuse to delegate real responsibility, we unintentionally send a message: *I don’t trust you*. Over time, that erodes confidence and creates teams that wait for instructions instead of stepping up (and then we wonder why our staff keep calling us asking for help with basic issues!)

Great leaders create space. They allow their teams to stretch, to lead meetings, to make calls, to own outcomes. At the same time, strong leadership isn’t abandonment. It’s knowing when to step in—before things go too far off track—without taking the wheel away entirely. The balance matters.

I believe part of our job as business owners is to support the next generation of leaders coming up. And one common element I see with younger staff is not a lack of talent, intelligence, or drive. It’s fear. Many people today are afraid to try because they’re afraid to fail. They’ve grown up in environments where mistakes are highlighted, criticized, or punished instead of used as tools for growth. But mastery has never come from playing it safe.

You don’t build confidence by avoiding failure. You build it by surviving failure—and realizing you’re still standing.

If we want resilient, capable leaders, we as owners need to normalize learning curves. We need to be humble enough to give people space to try. And we need to show that mistakes don’t destroy someone’s potential—they’re part of the process.

So how do we build grit and the willingness to try and fail?

1. Make it safe to fail. Make it clear that mistakes are expected when learning something new—and that effort matters more than perfection.

2. Start small, then scale. Give manageable leadership opportunities that grow over time. Early wins (and losses) build momentum. Running sales impacts, helping with morning meetings, leading a road trip.

3. Debrief, don’t punish. When something goes wrong, ask: What did we learn? *What would you do differently next time?*

4. Be vulnerable. Share your own mistakes. Let your team see that failure didn’t stop you—it shaped you.

5. Reward initiative, not just outcomes. Celebrate people who step up, even when results aren’t perfect.

The next generation of leaders don’t need to be protected from failure. They need to be trusted through it. When we give people the space to try—and the support to grow—we don’t just build leaders. We build confidence, ownership, and long-term success. Now let’s get to work.

BUSINESS SOLUTIONS

KBS

the LAUNCH

KYLE CRUZ



The journey to launching my company has been eventful in every sense of the word. It has stretched me, challenged me, sharpened me, and ultimately fulfilled me in ways I did not fully understand when I first started.

There were seasons of uncertainty and moments where the pressure felt heavy. There were situations that required me to grow faster than I thought I was ready for. Looking back, every obstacle had a purpose. Every challenge forced me to elevate my discipline, strengthen my leadership, and refine my perspective. Nothing about this journey was accidental. It was built through consistency, resilience, and a commitment to improving daily.

What makes this launch meaningful is not just the milestone itself. It is the position I am now in. I am operating from a place where my impact goes beyond personal achievement. Earlier in my career, I was focused on proving myself. Now I am focused on building something that creates opportunity for others.

Being able to mentor, develop, and guide individuals as they pursue their own growth has been the most fulfilling part of this entire process.

This journey has taught me that leadership is not about recognition. It is

about responsibility. It is about setting the standard and living it consistently. It is about showing others what is possible through discipline, professionalism, and work ethic. When challenges arise, the responsibility falls on me to respond with composure and clarity. That level of ownership has shaped me into a stronger and more intentional leader.

I am proud of the progress, but I am even more excited about the future.

This company is not the finish line. It is the foundation. My vision is to continue growing, scaling, and building new offices in new markets. I want to expand our footprint, develop stronger leadership pipelines, and create real pathways for others to step into ownership roles themselves. The goal is sustainable expansion that allows more people to grow within a structured and supportive environment.

The journey has been demanding, fast paced, and transformative. Every lesson has strengthened my confidence and deepened my sense of purpose.

I am grateful to be in a position where I can build something meaningful, not only for myself but for the people growing alongside me.

And this is only the beginning.

the LAUNCH

MARLON ALLEN



Launching Dallas, Texas has been one of the most challenging and rewarding experiences of my entrepreneurial journey. When we officially stepped into this market, I knew it was going to demand more from me — more leadership, more discipline, more vision. What I didn't fully realize was just how much growth would come with it.

Dallas is a city built on ambition. It's competitive, fast-moving, and full of opportunity. From day one, the launch has been a masterclass in adaptability and resilience. We've had to build infrastructure, develop leaders, establish culture, and create momentum — all at the same time. Every challenge has forced me to elevate. Every setback has sharpened my problem-solving. Every win has reinforced that we are building something special.

Growth doesn't happen in comfort. This launch pushed me and my team outside of what was familiar. We've had to recruit strategically, train intentionally, and lead with clarity. I've learned that expansion isn't just about numbers — it's about people. It's about creating an environment where individuals can see a bigger vision for themselves and rise to meet it. Watching new leaders develop in Dallas has been one of the most fulfilling parts of this journey.

There were moments that tested our patience and our persistence. Momentum had to be created, not waited on. Systems had to be refined. Standards had to be set early and upheld consistently. Through it all, the biggest lesson has been this: leadership determines the ceiling. The more I grow, the more the organization grows. The stronger our culture becomes, the stronger our results follow.

What excites me most is that we are just getting started.

The foundation in Dallas is built. The culture is forming. The belief is strong. Now it's about domination. The rest of this year is about scaling with intention, multiplying leaders, increasing production, and solidifying our presence as a force in this city. We are not here to participate — we are here to lead.

Dallas represents growth, grit, and a new level of expectation. The lessons from this launch will shape the trajectory of everything that comes next. As we move forward, the focus is clear: build people, build systems, and build momentum that can't be stopped.

assistant owner *PROMOTIONS*

Stepping into the role of Assistant Owner has been more than a title change for me — it's been a shift in identity, responsibility, and vision.

I started at Limitless Ambition back in 2023 with a simple objective: produce results. I knew I was built for more than warehouses and fast food, which lead me to sales. I quickly learned that sales is not just about persuasion; it's about discipline, emotional intelligence, and consistency. Every conversation sharpened my communication skills. Every rejection-built resilience. My gym rats will relate to this. I treated the process like training in the gym — progressive overload. Get better every day. Track performance. Improve technique. Stay accountable.

As I grew within Limitless, my team and now company, Greater Vision Marketing began to grow. I began to see the business beyond just my personal numbers. I started focusing on systems, leadership development, and team performance. Producing strong individual results is valuable, but building a team that can replicate those results at scale is what creates real leverage.

The transition to Assistant Owner required a deeper understanding of operations: recruiting, training, client retention, and culture building. I had to shift from “How can I sell consistently?” to “How do I build an environment where 10, 20, even 30 people can sell consistently?” That shift changed everything.

Leadership forced me to develop patience and clarity. Training new reps taught me that communication must be simple, repeatable, and measurable. I focused heavily on culture — high standards, accountability, and positive energy. Sales

is performance-based, and culture determines performance over the long term.

Becoming Assistant Owner also strengthened my long-term thinking. Instead of chasing short-term wins, I began thinking in terms of scalability and sustainability. How do we expand markets? How do we develop leaders internally? How do we increase profitability while maintaining quality?

Now, as I look toward the future of Greater Vision Marketing, the vision is clear: expansion and leadership development.

Greater Vision Marketing isn't just a sales and marketing company; it's a leadership incubator. We want to be known for developing high-performance professionals who can thrive in any competitive environment.

Long term, I see the company taking over Kansas City, Missouri. Then branching out into multiple cities, with strong owners developed from within. My focus is on creating infrastructure that outlives any single individual — including myself.

This journey to Assistant Owner has reinforced one core principle: growth never stops. Just like in sales or fitness, once you hit one milestone, the next standard is already waiting. The work continues — but now the mission is bigger than personal achievement. It's about building something that scales, sustains, and impacts people at a higher level.



MALIK THOMPSON
LIMITLESS AMBITION

assistant owner *PROMOTIONS*

My journey to assistant ownership has been filled with many peaks and valleys, but one thing that has remained constant is my faith. I started in this industry in 2022 at 19 years old. I was lost in life searching for a true career. After interviewing with Colleen, the owner and hearing what's possible, I immediately fell in love with the possibility of owning my own company and changing my life.

Coming in as an introvert, I initially felt out of place. On my first day, I was paired with Trey Mazza, who took the time to understand me as a person and explain the long-term opportunities within the business, and ultimately ownership. His belief in HIS vision helped me start believing in myself.

Early on, I struggled. there was even a point where my position felt uncertain. With guidance and support from Trey and my training manager, DC, my confidence and performance began to grow. Shortly after, I had the opportunity to attend an office visit in Tampa, where I met Kwaundel and that trip opened my eyes to the skillset behind sales and reinforced what was possible if I stayed consistent.

In the summer of 2023, I moved to Charlotte with Trey to help build Meridian Business Solutions, where our team achieved major milestones, including winning the first AP Cup. Although ownership remained my goal, I experienced periods of stagnation and lost confidence. Being young in a new city I lost my discipline. At times I got cocky thinking I could still get the same result with less effort. Losing sight of my student mentality set me back while watching peers such as Eric Hobson and Caroline Garcia continue to excel while my team crumbled under the weight of my lack of leadership. Their success inspired me to reflect on my own commitment and refocus on my goals.

After a meaningful conversation with Eric, who was preparing to open Infinite Business Solutions, he really opened my eyes on how I was selling myself short and I'm capable of much more. He showed he still believed in me and in seeing someone my age grow. I wanted the same for myself. I made the decision to move to Raleigh and continue pursuing ownership. Over the next year and a half in Raleigh that belief was tested. From seeing myself not take ownership of my journey and go through multiple rebuilds, Struggle to hold my peers accountable, or even let peers walk over me while I'm learning to have a backbone, I continued to show up and endure all the trials and tribulations and elevate my standards qualities and traits to that of an ownership level. Throughout this journey, I have had the opportunity to work in three different cities, learn from multiple leaders, and grow both personally and professionally. I hope my journey is a testament to what happens if you choose growth over comfort, accountability over excuses, and vision over fear. This business has taught me that success is not determined by where you start, but by the standards you decide to live by every single day. As I step forward toward ownership, my commitment is to develop leaders who believe in themselves and create an environment where people are given the same opportunity that once changed my life. Wilmington is not just my next location—it is the next chapter of building something bigger than myself, empowering others to see their potential, and proving that with the right mentorship, consistency, and belief, ownership is possible for anyone willing to earn it.



VESENTA WATSON
INFINITE BUSINESS SOLUTIONS

assistant owner PROMOTIONS

First off, I must give thanks to the Highest for putting me in a position to possibly open my own company soon. It truly is a blessing.

The journey started with a risk. From the outside looking in, this business is different—especially with no sales experience. I was talking to random people at a random store in a random city I didn't grow up in. At the time, all I needed was rent money. So, I put my doubts to the side and went for it.

After getting rinsed my first day, I still ended up hitting the first-week bonus Joel had in place. The next week, I went on a road trip to Sarasota, FL. Money was being made, and the environment was right. I stayed and eventually got promoted to Sales Leader. At that time, I didn't even have a vehicle. But I saw the potential in the industry. I was surrounded by people just like me who were becoming successful. So, I worked until I got a car, sharpened my sales skills, and learned how to train. That way, when I finally had a vehicle, I was ready to build.

I built a team of three in Tampa, with one promoted leader. Then Cody asked me, "What's up with the 352?" For those who don't know, I'm from Lake County, FL. I graduated from Mount Dora High School—middle of nowhere, for real. So, when he suggested going back to the 352, I was hesitant. In my head, I'm thinking I'm making money, building a team, and my rent is cheap. Why take the risk?

Then I asked Chris Rudge during a Q&A about opening a new city. His response was simple: "Take the risk." That hit me.

While everyone I knew was outside enjoying Gasparilla weekend, I was in Gainesville looking at the one-bedroom apartment I now sleep in. Why? Because I wanted something different out of myself. I knew if I stayed around people without the same vision, it would be harder to reach my goals. So, I moved and went straight to work.

I knew how to sell. I knew how to promote a leader. All I had to do was do what I do every day in front of new starts and let the right people rise to the occasion. And they did.

Not every trainee stuck, but I gave the same effort to everyone. We grew gradually but quickly. I never left the field. If you want a team of dogs, you've got to be a dog. I couldn't expect my leaders to ring the bell if I wasn't doing it myself. My goal is 10 every week. If I haven't hit it, I'm outside on the weekend getting it done. You get out what you put in. Simple.

We ended up hitting Crew Lead in the city. It was me and five first gens, four leaders. We barely hit it, but we stuck

to the systems: 1.87 scoring average and a 90% scoring ratio. The real reason we achieved it, though, was culture. I scratched their backs when they needed it, and they scratched mine. Assistant Ownership was different we hit the first week of criteria on a road trip to Port Saint Lucie but fell short when we got back. As a team, we did 48 sales with a 1.2 donor average and a 75% scoring ratio. Most importantly, I didn't lead from the front.

Then I flew to San Diego for AO Boot Camp as a Crew Lead. Honestly, I felt out of place. I zeroed out in the field that Monday. But instead of folding, I shifted my mindset. I became a student. I took notes, asked questions, and got everything I could from the experience.

Meanwhile, back home, the team was going crazy. On a road trip to Key West, Brooke led from the front with 21 sales. The team ended that week with 95 sales. That experience taught me something: don't ever feel like you don't belong. If you're in the room, you earned it. You're where you're supposed to be. Failure only becomes real if you quit.

The next week, we hit the city with all gas, no brakes. We had a team of 15, so I wasn't asking everyone to do 10. I just wanted everyone to hit their goal. We finished with 96 sales, a 1.5 donor average, and a 73% scoring ratio. At that point, it wasn't about superstars. It was about setting the pace and having the team follow through.

I'm grateful for that team. So, what's next? Continue to learn. Continue to grow. Continue to build. Open my company when I'm ready and take on another city the same way we took on this one. Bet on yourself, because you only live once. It must get done today, not tomorrow.

I refuse to get complacent with "success." The goal is to be a Brand Ambassador building another team, never forgetting where I came from. I've slept in a playhouse, dealt with bedbugs, and walked miles home from work. Now I can be my mother's first child to own a business.

All I have to do is stay grounded, keep my head down, hold it high, and work harder.

Like Kobe Bean Bryant once said:

"Jobs not finished."



NAHJI THOMAS - ACE XL

TEAM LEADER PROMOTIONS



HARLEY MOREAU – AQUA

What is your top tip?

MY top tip would be to PROACTIVELY safeguard your attitude and mindset, I feel like we all tend to get caught up in the day to day of what we do and forget that our energy and attitude is infectious and when those things are A-1, THAT is what sells! To ensure we have these at a high level we must take steps to safeguard them; silence your notifications, take some breaths, and always remind yourself why you do this!

Tell us about your best day in the industry?

My best day in the industry happened the way most of my best days in sales have happened: on the heels of adversity, I had to overcome! My day did NOT start the way I wanted or expected it to, but I didn't let it define my day; I got up on a Saturday and went to doing what I do! I put my personal stuff aside and focused on keeping my energy at a high level, about 6 hours later I had 8 deals, and my mood was a world different all the sudden. I feel like the brightest days come after we weather the storms!

What attracted you to the industry?

What attracted me to the industry was the opportunity for growth and the fact that the structure here will actually allow me to work and expand to my fullest potential, I have kids and I want to be able to build something beautiful for them; I really feel like I have that chance here.

All I have ever wanted to do was be in environment that I can show my skill and work to my fullest abilities, then have those things recognized and appreciated; so when I stepped into the doors here I knew I was in the right place!



MICHAEL BROWN – LIMITLESS

What is the biggest challenge you've faced?

One of the biggest challenges I've faced was overcoming my early struggles with sales. When I first started, I wasn't naturally confident asking people to commit or sign up. It pushed me outside of my comfort zone and forced me to develop stronger communication skills. Over time, I realized sales is really about connection, belief in what you're offering, and confidence in yourself. Pushing through that challenge helped me grow tremendously both professionally and personally.

What do you feel separates you from other training managers?

What separates me is that I've personally experienced growth from the ground up. I understand what it feels like to struggle and improve, which allows me to lead with empathy and patience. I focus on building confidence in others, leading by example, and creating a positive, competitive environment where people feel supported while also being challenged to perform at a high level.

What was your previous job?

My previous job was as a server. That role helped me become more confident speaking with different types of people, improve my customer service skills, and build the communication foundation that I now use every day in my current sales role.

TEAM LEADER PROMOTIONS



MARQUEL GIBBONS – AURORA

What is your expansion plan?

My expansion plan is to open my office in Fort Collins, Colorado. I chose Fort Collins because it is a beautiful city to grow in. After opening, my next goal is to promote out another office within my first year of opening. And to have the best quality office in the country.

What attracted you to the industry?

What attracted me to industry is the opportunity of uncapped potential and uncapped income, it provides and the exposure of putting yourself out there. Alongside the growth I've developed while working here, I've become a better person overall in my personal life, and especially in my business life.

What was your previous job?

My previous job was in construction and barbering. My passion was barbering for a while until I realized there is a cap on income because you can only cut so many heads a day with two hands. My goal is to work for myself in ownership and provide others with the same amazing opportunity I have been given.



SEAN STAROWITZ – 4WARD

What interested you about the business development program?

I grew up working in a family business, so I already knew I wanted to run and own a company myself. I just wasn't sure yet what kind of business to get into. The thing that interested me the most about the business development program is that I can apply all my previous work experience into a pathway that will lead me to open a company I can enjoy, as well as be profitable. The strong network of support is a bonus as well.

What is your expansion plan?

The sky is the limit. ... oh, wait that name is already taken! I am currently looking at cities in Florida, Texas and California to open my first office in. The Western New York area where I grew up is in my sight too for a second office. I went to University in Canada and lived there for several years, so opening an office abroad is a future goal as well.

What is the biggest challenge you've faced?

I faced a pretty big challenge when I decided to leave the cold winters of Toronto, Canada in exchange for the endless sunshine of Tampa, Florida. Being established and well connected in one place and deciding to move to another was difficult at first. Starting from scratch was humbling to say the least. I always kept a clear vision of where I wanted to be and there was no option for failure. Life comes in waves; with every low point there is always a high point that follows. Remember this when times seem tough and you can get through anything.

TEAM LEADER PROMOTIONS



MAX MEISTERLIN – EG

What interested you in the business development program?

My Endeavour Global career began September 2025 - I had confidence it would not stop there. I have always been interested in a journey launching my entrepreneurial spirit and dreams of team building, continuing to grow and raise the standard. Coaching is and always has been my dream, I think of this skill as my passion and how I can improve lives. This industry highlights my strengths, is rewarding and being an inspiring leader is the continued goal.

What do you think separates you from other training managers?

Coaching experience sets me apart, in High School Track & Field there was no official HS coach, I stepped into that role as the only athlete having previous experience. I did this all four years and this ignited a spark as I realized I had the skill of being able to coach and communicate how to be better in a receptive fashion. I competed at CIF championship yearly and finished 5th in the state of California despite being self-taught through high school. I continue to persevere and challenge my team to always go beyond. My vision for greatness and not settling for less is innate and separates me as a training manager.

What attracted you to the industry?

I enjoy talking with people, being outdoors, and the office environment. My team is like family, and our teamwork specifically keeps me motivated daily. I would not be where I am today without the support from my team, Chris Rudge and my first promoted leader, Tobias Leeman. What I love most about this industry and what sets me apart is pushing the people around me to strive towards for personal and professional development along with me. Ultimately, I am here to make a difference and help others envision the path to success because that where it all starts.



AP CUP WINNER



MELISSA LEWIS

Thrive25 Authorised Provider Retreat:

A Powerful Step Forward in Clearwater Beach

This past October, APs and top performers from across the network gathered at the beautiful Wyndham Grand Clearwater Beach for the highly anticipated Thrive25 Retreat. Set against the stunning backdrop of the Gulf, the event delivered far more than just a change of scenery — it created space for clarity, connection, and real momentum.

The retreat kicked off Wednesday evening with a welcome reception on the East Pool Deck. As the sun set over the water, we reconnected with familiar faces and built new relationships. The relaxed setting set the tone for the days ahead: collaborative, energizing, and focused on what's next.

Thursday was packed with insight and intention. The morning opened with introductions from Chris Rudge and Chris Niarchos, followed by updates from Sarah and RJ highlighting the continued growth and evolution of Ascenta. The message was clear — we're part of something bigger, and it's

moving forward.

One of the standout sessions of the morning was “Creating a Vision for Your Team,” led by Kwaundel Smith. His message centered on leadership clarity, challenging providers to look beyond day-to-day operations and focus on building purpose-driven, aligned teams prepared for long-term success.

The afternoon shifted into practical application. Tyler Gonzalez's session on setting goals offered actionable frameworks for driving measurable growth. Chris Rudge returned to discuss 12-Month Retention strategies, emphasizing consistency, communication, and culture as cornerstones of sustainable success. Danielle Hoen's session on skills development reinforced the importance of investing in people to elevate performance at every level.

After a brief break, the energy stayed high. Laura Slane's “Building a Powerhouse” encouraged bold thinking and strong operational foundations. Manny Little followed with a

powerful discussion on setting and driving standards — a reminder that excellence is intentional and built daily. Cody Proctor closed the day with a candid “What I Did...” presentation, sharing real-world insights and lessons learned that resonated across the room.

Friday brought a well-earned balance of productivity and celebration. The Pool & Beach Day gave everyone time to unwind, continue conversations, and reflect on what we'd gained. The retreat concluded with a celebration dinner at Ocean Hai, where we recognized achievements, shared our vision, and reinforced the collective drive toward Thrive25.

More than a meeting, this retreat was a reminder of what's possible when leaders come together with purpose. The conversations sparked new ideas. The sessions delivered practical strategies. The setting strengthened relationships. Most importantly, everyone left with renewed focus — not just to grow, but to lead, elevate, and truly thrive.

Fashion Trends to Level Up in 2026!!

Warm Neutrals with a Fresh Twist

Warm neutrals like sand, taupe, and ecru are dominating boardrooms this season—but with colorful accents (think dusty rose blazers or soft mint knitwear). These tones feel modern without sacrificing professionalism.

How to wear

- A tailored sand blazer + cream trousers + a pastel blouse
- Neutral knit top under a structured jacket for sleek layering

Relaxed Tailoring

Structured suiting is taking cues from comfort trends—softer shoulders, looser trousers, and breathable fabrics like linen blends and lightweight wool.

Key pieces:

- Wide-leg trousers
- Unstructured blazers
- Knit blazers for business casual days

This trend keeps you sharp but feels more contemporary and wearable.

Soft Patterns & Subtle Prints

Micro-checks, muted pinstripes, and gentle geometric prints give classic pieces a modern vibe without overpowering professionalism.

Try:

- A pinstripe blouse under a solid blazer
- A micro-checked skirt with a plain silk shell

Statement Knits Under Blazers

Smart knitwear isn't just for casual Fridays—fine gauge knits in shell tops or mock turtlenecks can be your new staple under blazers or cardigans.

Style tip: Choose lightweight wool, modal, or cashmere blends for refined structure.

Modern Monochrome

Powerful and sleek, head-to-toe neutral outfits (e.g., all-beige or all-gray) with textural variation can feel minimalist yet elegant.

Example formula:

- Light gray trousers
- Gray knit loungewear-styled top
- Coordinated outer layer

Footwear: From Classic to Contemporary

Comfort meets chic:

Loafer-style oxfords
Low-block heels
Minimalist ankle boots
Polished flats with architectural shapes
Choose high-quality leather or patent finishes for longevity and polish.

Accessories That Mean Business

Minimal but intentional:

- Sleek belt bags or slim briefcases
 - Chunky chain necklaces layered over collared shirts
 - Modern watches with clean dials
 - Structured totes in muted colors
- Metallic accents (brushed gold, pewter) add refinement without flash.

Upcoming Events



*Elite Bootcamp
April 2026*



*June Networking
Conference*



*Elite Bootcamp
September 2026*



*R&R
October 2026*



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