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A woman who knows how to PARTY

You reach the top! Then what? For one woman, 'having it all' lead to one thing: showing others how they could get it all aswell. Laurie Fitzgerald joined UnderCoverWear, a fashion and lingerie direct-selling organisation, over 11 years ago. Coming from a low-paying retail job, Laurie was on maternity leave with her second child when she discovered the career opportunities at UnderCoverWear. After doing just one party, Laurie decided to never return to her full-time job and she's never looked back either!

Laurie Fitzgerald – Regional Executive Manager for UnderCoverWear. Leader, Speaker, Author.

"If ever there was ever a Cinderella story, it's probably mine. I really feel like I've come from rags to riches! 11 years ago, we lived in the tiniest fibro house – I used to call it "the caravan without wheels". Today, I'm the primary breadwinner of the house and the house is our absolute dream home with an in-ground pool and big balcony... Life with UnderCoverWear has been truly great!"

Since joining the company, Laurie's success has been outstanding. Financially and personally, Laurie's growth over the span of her career has flourished. In just her first year with the company, Laurie worked hard to qualify for a holiday to Club Med, Ria-Bintan, Singapore. The next year, she became a Manager and the year after that: she was promoted further, to Senior Manager.

Now a Regional Executive Manager, Laurie built a record-breaking team for the company. Her strategic career path (which saw her grow her team exponentially), along with her effective managerial skills empowered five other women to become managers in just one month. This set a company record

that still stands today. In less than four years, Laurie has created an outstanding career. Today, she leads a personal team of 50 Consultants and a Region of over 200 Consultants and 17 Managers.

Going from a low paying job, joining party plan and building a 5.5 million dollar empire, Laurie enjoys her well-earned success and lives her dream-career, every day. So if she can do it, why can't the rest of us? According to Laurie, we can!

It all started at one Christmas party, back in 2001... "I put the question out there," she says. "I asked my team of consultants if they would like to become a manager the following year. 'I need five special ladies' I said, 'and with support and hard work, together, I promise you will become managers and I promise myself, I will become a regional manager'. And that was it!"

Five ladies put their hands up to Laurie's proposal and the strategic plan started to unfold. Twice a week for two hours, the five ladies came to Laurie's place to make follow up phone calls and together, they did it, recruiting more than 62 people in three months, qualifying them and making their promotion a reality.

"We were delighted with ourselves!" she says. "We dreamt of something, we

supported one another and together, we all achieved our goals."

After reaching the top of the sales ladder, Laurie was proud but hungry to set herself a new goal... she was already at the top, and so she wondered if she'd reached the end of her ladder to success.

"I felt great having achieved my dream but it only wet my appetite to achieve more and more. I didn't know what to do, where to go... and never in a million years did I realise what would unfold for me!" she says.

Enter the advice, support and encouragement from two mentors: CEO of UnderCoverWear, Elaine Vincent and Sales and Business Development Manager, Colleen Walters. Thanks to their involvement, Laurie was able to pave out a path to even higher places, taking her above and beyond anything she expected for herself.

"Colleen and Elaine were fantastic. Having this kind of support from the top level of the company not only gave me complete career satisfaction, but the mentorship helped me to grow my business... to higher levels and higher levels, all of a sudden, there was no limit and the potential seemed endless! So my passion for the industry got stronger and stronger as I saw the possibilities it offered," Laurie says.

As a part of the company's commitment to career development, UnderCoverWear hosted a training session for its top level managers, run by international expert Nicki Keohohou (founder of the DSWA - Direct Selling Woman's Alliance). Laurie attended this session with enthusiasm but was bowled over when Nicki asked her to be on the Multi Million Dollar Mavens Panel at the DSWA convention in Las Vegas in April 2008. "I was so excited!" Laurie says. "To go to an international conference and speak on how I had achieved such sensational sales volume with the number of people in my region... It was amazing! I knew they only selected four people from around the world to be on this panel and as the only Australian representative, I was truly honoured."

Nicki also asked if Laurie would take on the role of Chapter President and start a DSWA Chapter Meeting once a month, representing the DSWA in Australia for the Brisbane/Gold Coast area.

"Of course I said YES!" Laurie laughs, "In fact I think I could have shouted it!" Laurie now enjoys the privilege of helping and inspiring many direct sellers from all different party plans throughout Brisbane to become the best they can be in record time within their own company (all direct sales company representatives are welcome).

In a very safe environment and with a strict no cross-recruiting policy, all different party plans and direct sales companies come together once a month to share ideas on how to increase their business and network.

"Just imagine if all direct sellers supported one another by buying each other's products! The direct selling industry would be overwhelmingly strong."

This is now another passion of Laurie's: to help this whole industry move

forward and build strength, day by day. Her meetings, she says, help keep her whole team, region and herself inspired and progressing.

Laurie says "I never dreamt that UnderCoverWear would lead me to also coach and mentor other direct sellers and speak professionally at national and international events. This is how my motivational business Champion Direct Seller was born. Through my web site www.championdirectseller.com.au I realise my full potential, publish articles and books, mentor others and enjoy doing what I love. I get to enjoy personal growth every single day for the rest of my working career. Who can ask for more?

"I work hard but I love what I do so I don't feel like I work at all. I still love doing my parties, training, coaching and now sharing and speaking at conventions throughout the Direct Sales profession.

"And by being part of one of the best industries in the world, UnderCoverWear has given me the flexibility to be a full time career woman and still be a full time MUM to my three beautiful children Daniel 16, Sheree 13, and Courtney 10. I also enjoy being a full time wife to my wonderful supportive husband of 18 years, John.

"And hey, the perks aren't bad either!" she laughs, "I drive a brand new BMW company car and travel the world for free every year. I had hardly travelled outside of Australia before I joined UnderCoverWear and in the last 11 years I have been to places like Hong Kong, Vanuatu, China, Hawaii, LA, Las-Vegas and also took my three children and husband to Noumea.

Next year I am taking my whole family on a seven day cruise down the Mexican Riviera for seven nights, and the best bit about that is, I was awarded the trip by UnderCoverWear so I don't have to pay a thing!"

"I don't know why every woman doesn't do what I do! The direct selling industry lets you enjoy a lifestyle you only ever dreamed of. It's the ultimate life/work balance and the potential to make money is simply enormous.

"Yes I'm proud of myself! I'm a living example of someone dreaming, believing and achieving their way to absolute success!"

Direct sellers or those interested in joining the industry, can contact Laurie by -
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