

Yoli MLM Pre-Launch - Insiders Look at the Yoli Business Opportunity

After experiencing great success in network marketing over 6 years ago. I was on the side line building other businesses because I was not satisfied with what other MLM companies had to offer.

Oct. 22, 2009 - [PRLog](#) -- The economy sucks yet new MLM's are popping up everyday and some old ones are getting a much needed resurgence. Just in the last month I've seen 3 new ones. Buzzirk mobile, Ijango, and now Yoli. All seem to have a great deal of attraction but the question is do any of them have real staying power? Only time will answer that question but for now let's talk strictly about Yoli. Yoli is founded by several former Xango reps who broke off ethically and now are focused in on providing what seems to be an affordable healthy alternative to the nasty energy drinks that are out there. Robby Fender, founder, says "we wanted to introduce a product that truly has the WOW factor and not just another me too lotion, potion or pill".

Yoli's WOW factor is the impressive patented mechanism called "blast cap technology" which delivers fresh, freeze dried, nutrients directly into water when the consumer is ready for it. Fender says that vitamins and minerals lose their effectiveness up to 80% when suspended in water for more than 30 days. What's even worse is that 99% of the beverages out there are either pasteurized or some other form of hot fill. Although pasteurization kills any bad bacteria it also kills all the good bacteria, enzymes and beneficial hormones. Yoli is made up with all natural ingredients including, but not limited to, resveratrol, pomegranate, acai, goji, white tea extract and a ph enhancer called Alkaplex. A virtual who's who of superfruits. Corey Citron, co-founder, talks about many more "blasts" to come including protein blasts, mangosteen blasts and yes, even a baby blast.

Sounds great so far, but can they really cut it in the dog eat dog network marketing arena? To do so they must have a compensation plan that is built for the masses. One that rewards the little guy, but also one that reaps great rewards for the true leaders who bust their hump everyday. Daren Falter, co-founder and author of *How To Select a Network Marketing company*, has brainstormed an ingenious comp plan that not only has a proven binary system but also incorporates a unilevel system with dynamic compression which will attract the major players as well. Attrition is and always will be the number 1 problem in any MLM type business. How many people do you have to enroll just to break even on your auto-ship? Most companies it's around 20. Some as high as 100. Yoli is as little as two! They have a unique "break even bonus" plan that goes back into the pocket each month of the enrolling distributor until the enrollers auto-ship is covered. This means basically "free" product. Who's going to say no to "free" product. Attrition problem is greatly resolved with this plan. Cudo's to the boys of Yoli for coming up with this ingenious concept.

Yoli is founded by distributors, for distributors and it seems like they really do have an understanding of what is needed in the marketplace. With Corey Citron's marketing degree from Stanford, Daren Falter's complete understanding of what makes a good network marketing company, and Robby Fenders infectious personality and business ethics, you have a winning combination. Let's not forget Rick Eisle's, the CFO, who has a vast array of qualifications including heading up several multi-million dollar companies. One of which provides printed materials such as business cards and brochures. For many of the reasons mentioned so far, Robby Fender stated to me personally that "MLM needs Yoli and Yoli needs MLM". Mainly what he is referring to is the pricing. Only \$3.99 per 20 oz bottle which are reusable plastic. After you have a few bottles you only need to purchase the replacement cap for a mere \$2.50. This is what MLM needs, a product that we do not have to feel guilty about when it comes to pricing. After all, when did a \$40 bottle of juice become acceptable?

So there you have it, a product with a definite WOW factor. Well established businessmen who understand

network marketing at the distributor level running the show. A state of the art marketing system put together by marketing genius Corey Citron. And last but not least, a compensation plan for the masses.

For more information, please visit following links:

<http://blastcapsdrink.goyoli.com/>
<http://www.youtube.com/watch?v=47NnhJivHdI>
<http://www.youtube.com/watch?v=xKRCoD2biB0>
<http://www.squidoo.com/yoli-blast-caps-drink>
<http://www.youtube.com/watch?v=UrsPrYL1CDk>
<http://www.youtube.com/watch?v=h-jfWaRMMak>

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As an independent founding distributor for Yoli, I'm excited to be a part of a team that is bringing this unique nutritional product and delivery system to everyone around me. Finally, a company understands true nutrition and is bringing that to the marketplace during a time when the consumption of healthy beverages is sky-rocketing.

After experiencing great success in network marketing over 6 years ago. I was on the side line building other businesses because I was not satisfied with what other MLM companies had to offer. When I was exposed to the Yoli opportunity I didn't hesitate to get involved as Yoli had all of the elements that I had been waiting for all those years.

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