

**Cashing In BIG
On The Health
And Wellness
Industry**



**Discover How You Or ANYONE Can Milk
Every Single Dollar From One Of The Highest
Demand Markets In The World Today!**

**Cashing in Big On The Health
And Wellness Industry**

**Discover How You Or ANYONE Can Milk Every Single
Dollar From One Of The Highest Demand Markets In
The World Today!**

LEGAL NOTICE:

The Publisher has strived to be as accurate and complete as possible in the creation of this report, notwithstanding the fact that he does not warrant or represent at any time that the contents within are accurate due to the rapidly changing nature of the Internet.

While all attempts have been made to verify information provided in this publication, the Publisher assumes no responsibility for errors, omissions, or contrary interpretation of the subject matter herein. Any perceived slights of specific persons, peoples, or organizations are unintentional.

In practical advice books, like anything else in life, there are no guarantees of income made. Readers are cautioned to rely on their own judgment about their individual circumstances to act accordingly.

This book is not intended for use as a source of legal, business, accounting or financial advice. All readers are advised to seek services of competent professionals in legal, business, accounting, and finance field.

You are encouraged to print this book for easy reading.

Table of Contents

Chapter 1: Who Are The Baby Boomers?	7
The Growth of an Unstoppable Market	7
When Did It Happen?.....	8
The Cultural Identity of a World Changing Generation	9
Chapter 2: What are the Baby Boomer Trends?	11
Unparalleled Economic Demand.....	11
Boomers Start and Destroy Markets	12
Keeping up with the Boomer’s Trends	13
Chapter 3: Where are the Boomers Spending Their Money?	15
What Age are they in Now?	15
Where Would Their Main Priority Be?	16
Where Will They Start Looking For Solutions?	18
Chapter 4: Health and Wellness in the Network Marketing Industry	20
A Cost Effective Business Model	20
Feeding the Hunger	22
What Kind of Products are in the Market?	23
Chapter 5: Network Marketing Trends and Phases	26
Network Marketing Trends	26
POTS AND PANS	26
Nutritional Supplements	27
The Water Wave	28
The Age of Air	29
Chapter 6: Building Your Own Product Awareness	31
Positioning Yourself as an Information Expert	32
Building the Relationship with Your Customers	33
Chapter 7: How to Identify the Latest Trends and Cash In	35
Identifying Your Niche Market	35
Choosing the Right Company that Manufactures the Products	36
Be Very Clear Where You Are Heading	37
CONCLUSION	39

Introduction

Dear Readers,

Ever thought of making money in an industry with a HUGE market demand, UNPARALLELED growth potential and MASSIVE income possibilities? How would you like to position yourself strategically and tap into one of the largest trends in the history of mankind? Look no further. This book will reveal to you how the HEALTH and WELLNESS industry holds the key to any budding entrepreneur on how to cash in on a rising trend.

Now, think back:

What trends were the hottest at their time?

- The Microwave
- The VCR
- The Computers and the Internet

What next?

Imagine if you were there and you started it. Or what if **Bill Gates** was to form Microsoft in the beginning and was looking for shareholders and investors, what would you be doing?

Would you be telling your grandchildren how you cashed in and made a fortune? Or would you tell them how missed it and how OTHER PEOPLE are making theirs?

In this book you will learn all about how