

The Next Billion-Dollar Giant

Necessity product in a new era of telecom

As you're checking out ways to earn money from home, here's a tip on finding the one with the best earning potential: Make a list of all the products those business opportunities have to offer. Now, go down that list and check off the ones that are a true necessity, something that everyone must have. You see, when you market a necessity, people willingly spend their money, becoming customers for life—*your* customers for life.

Chances are there aren't any items on your list with the "necessity factor." There may be plenty of things you think people *should* have that will improve their health, appearance and environment. You may get customers who want products for those very reasons, but when it comes down to it, these are just luxury products. What do you think will happen if customers lose their jobs and can't afford them? If they need to scale back for a few months, what do you suppose they'll cut out first? Your luxury products.

The truth is no matter how much you believe in a product or service, it's the ones with the necessity factor that will keep customers coming back every month without fail. And there aren't many out there. If you're wondering what could possibly fit in that category, a Louisville, Kentucky-based communications company, Lightyear Alliance, has an answer for you: the local phone bill.

Think about it: Don't we all have a phone in our homes? Then we all have local phone service too. That's clearly something most of us don't live without. Until recently, our monthly local phone bills were always paid to a big conglomerate in an industry lacking competition and choice. Lightyear Alliance, being 1 of 10 local telephone providers in the country, is poised for incredible growth.



Josh Henderson



J. Sherman Henderson, III

The federal government has created an incredible opportunity for entrepreneurs in a \$100 billion dollar industry.

Lightyear Alliance has taken advantage of this deregulation by offering local phone service to residential customers across the nation, and they're handing you the opportunity to stake your claim by marketing those services as an independent representative.

It's a simple and unique offer: A home-based business where you make money by getting others to try this necessity-based service. Best of all, it's something they're already paying for, so it doesn't cost them anything extra, and in many cases it will cost them less.

"This is the first time ever in direct marketing where an average person gets paid just for getting a customer to try a service, risk-free," explains Josh Henderson, the president of Lightyear Alliance. "Usually, you have to take money out of the customers' pocket in order to make money. The unique aspect of this opportunity is the customer is already spending the money because he needs the service. We're just changing who provides that service."

Brian Underwood, an industry leader and top distributor with Lightyear Alliance, was drawn to the company because he wanted to market something that wasn't over-priced and was truly needed. "Having a product based on necessity told me this was a way to keep customers around," he says. "Local phone service is already a part of

For the first time in the direct-marketing industry we have a necessity based offer and representatives making money which isn't based on someone buying a luxury product. We have a dynamic product that puts money in our representatives pockets without them having to educate the consumer on the product or service. They simply have to have a friend try our services and they get paid. That is powerful.

Brian Underwood, Atlanta, GA

Lightyear Alliance management team, with state of the art bundled product and the compensation program has the most innovative program I've seen in the telecom industry and direct selling.

Lightyear is the first telecommunications company to go direct marketing with its own product therefore eliminating any middle man reseller.

Josh Henderson's expertise in Network marketing and telecommunications along the entrepreneurship of Sherman Henderson has me totally excited b/c of their cutting edge approach and being on a forefront which is second to none.

With the network we have put together, this is an opportunity of a lifetime. With the timing of this opportunity, we will continue to attract the top network marketers in the country and take direct selling to a new level.

Larry LaMaster, Louisville, KY

Lightyear Alliance had the foundation and a fresh new outlook on networking which presents a future with the reality of financial success.

I have seen such a positive response. Being a million-dollar producer in the direct-marketing industry I have received a lot of "No's" because of the products I was selling. Now my customers can see the value in what I have to offer and others see the opportunity without any convincing.

Nancy Feinberg, Valdosta, GA

I am excited about the Lightyear Alliance opportunity because the pay structure is so different than any other opportunity in the industry.

Our belief is your success is our success. Our pay system is so unique you can be the average Joe and still make a lot of money. You don't have to be a big recruiter to make a lot of money with Lightyear Alliance.

It has been exciting to see this explode. We have seen 300-400 representatives come into our business in the first 6 weeks. How awesome is that? We have the system in place to make you successful, all you must do is plug in.

Dave Rayburn, Louisville, KY

most monthly budgets. We provide a seamless change in providers, and the customers don't have to part with any extra money."

Lightyear Alliance officially launched in October 2003, creating a ground-floor opportunity in a \$100 billion dollar industry.

"We've got all of the excitement and potential that makes a ground-floor opportunity so appealing," shares Brian. "But our foundation for success is built on a 10-year-old infrastructure that is driving the direct marketing efforts of Lightyear Alliance."

In fact, Lightyear Alliance is part of a leading telecom company, Lightyear Communications, Inc. and was created to be the direct marketing arm for the residential market. With a competitive advantage in the local market, Lightyear Alliance encourages relationships to create a loyal customer and representative base.

"Lightyear Communications is a national team of telecom consultants and customer service experts dedicated to one goal: building their customers business through the use of telecommunication services and solutions," reports Josh, who has been in telecom since 1997 where he built two separate divisions of Lightyear Communications that produced over \$100 million in annualized revenue. In 2001, Josh got his vision of the opportunity with Lightyear while heading up a billion dollar network marketing company.

In 1998, Lightyear Communications was ranked Number 19 on *INC.* magazine's list of fastest growing private companies in America. President and CEO, J. Sherman Henderson, III, has led the industry as a three-term President of the Telecommunications Resellers Association, and was named one of the "Top 25 Most Influential People in the Telecom Industry" by *Phone+* magazine. He also earned Ernst & Young's prestigious honor of Entrepreneur of the Year in 1996.

Lightyear Communications not only lends its reputation and decade worth of experience to the launch of Lightyear Alliance, it also shares its strong relationships with some of the biggest names in telecommunications, including: Bell-South, Broadwing, SBC, Verizon, MCI, Sprint, and Qwest. Customers receive the cost benefits of multiple carriers, expanded capacity, and comprehensive customer service.

"The result is an exciting and lucrative ground-floor opportunity with the reassurance that this is a solid company dedicated to helping people build profitable home-based businesses with true residual income," Sherman says.

Lightyear Alliance has experienced a great deal of success from the start, which has not only attracted some of the best entrepreneurs in direct marketing, but it's also caught the attention of someone in the national spotlight. World famous radio DJ, Rick Dees, signed on in October to actively promote their products and business opportunity. He can be heard daily on KIIS-FM in LA and on the Weekly Top 40 (broadcast on Clear Channel Radio stations nationwide reaching 30 million people a week) talking about the services and the income earning potential from being an independent distributor for Lightyear Alliance. He also promotes the savings with the Lightyear service on his website. With Rick Dees on board, this company has yet another degree of credibility supporting their efforts.

"In our second month we paid out over \$100,000 in commissions," says Josh. "If early success is any indicator, this will be the next billion dollar giant in direct marketing. We're looking for people to head up our national expansion teams; it's an incredible time to be involved with both the telecommunications and direct marketing industries. You can literally make dreams happen." **HBC**

For more information, contact: