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CARL STANITZKY

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AN UNEXPECTED CHANGE

Veteran network marketer Carl Stanitzky left a successful business to create a legacy with Max International.

by Jennifer Workman Pitcock

Photography by Mark Perlstein

WHY WOULD SOMEONE WALK AWAY FROM A NETWORK MARKETING COMPANY PAYING THEM THOUSANDS OF DOLLARS A WEEK?

Carl Stanitzky was just beginning to see his income multiply with another direct sales company when he was introduced to Max International. "My commitment to Max International and my strong belief in the mission at Max made me want to be part of this company," he says.

Networking Giant

Carl knows network marketing. He's been involved with several network marketing companies over the past 30 years. In the mid-1990s he began making a five-figure income each month. He's been a top money-earner in three companies throughout his career.

Amazingly, during most of those years—1974 to 2004—his direct sales businesses were just part time. His full-time career was in the insurance business. He was a top-five agent with several companies and developed several multimillion-dollar agencies. He worked at one insurance company for 15 years, where he served as vice president of sales.

When he was introduced to Max International, he was committed to another company. "A friend of mine introduced MaxGXL® to me in November 2006," Carl says. "When I purchased the product, I did it only to see if it would help my ankle. I was really skeptical."

In just a couple of months, the ankle, which had required a brace, improved considerably. "That got my attention," Carl says. But it didn't convince him to join Max International. "It was a good product, but I wouldn't have left a five-figure monthly income just because my ankle stopped hurting. I would've bought the product and kept doing what I was doing."

Helping Others

What changed his mind? When Carl met with the founders for nearly six hours, he could see their passion for the product. "They already had a lot of money," Carl says. "They wanted to take MaxGXL® to the world

because it is a unique product. I'm 63 years old. I want to be a part of history. The company I was with wasn't helping people—did I want to change people's cell phone provider or make a difference in their quality of life?"

He's glad he made the switch. He sees the benefits of his decision to go with Max International daily. "Every day, somebody calls me to tell about their amazing health results," Carl says. "It really lights my fire to see all the people I'm helping."

It's not surprising that Max International's leadership has recognized Carl's spirit of giving with two awards. In April 2007 he received one of three Founders' Awards for his work in team-building. And at the launch in September 2007 he was recognized as one of two MVPs for his contributions to the company. He has been asked to serve on

ment team is like nothing he's seen in any of the other direct sales companies of which he's been a part. "I work very well as a team player, and at Max International I feel like I am a kid learning new things."

Leaving a Legacy

Carl didn't join the company to get rich. "Since joining Max International, no big changes have taken place in the way I am able to live," he says. "I have had the huge houses, the big cars, and the Rolex watches."

So what motivates him? The first thing is his love for his wife, Dot.

"Dot and I met on a blind date," Carl says. "It was love at first sight. She was so beautiful. I want Max International to be my legacy for her, so that when I die she will be financially secure for the rest of her life."

I genuinely love helping people have a better attitude about every aspect of life.

Home
Louisiana

Family
Wife, Dot

Max Status
CEO Advisory Council
Member, MVP Award
Recipient

Hobbies
Travel, shopping

Helpful Business Tip
Livings are made 8 to 5;
fortunes are made
5 to midnight.

Max International's CEO Advisory Council because of his commitment to the company.

What keeps Carl Stanitzky on top after all his years of success? You could point to his work ethic, which often includes 60-hour workweeks. Or perhaps it's the knowledge he's gained in more than 30 years in network marketing. But Carl says being part of a team he can count on is the key. He says the mentoring he receives from the Max manage-

Carl says Dot has been his biggest cheerleader, supporter and soul mate. "For more than 24 years, while I've gotten the limelight and the pats on the back, she has sat in the background and applauded my every accomplishment," he says. "Without this lady in my life, nothing I have accomplished would have been possible."

His other motivator is his desire to help people. "I want to be a top leader, a professional who truly cares about helping the people who come into my organization become successful at whatever level they aspire to reach," he says.

That is the secret to his success. "What has made me successful is that I genuinely love helping people have a better attitude about every aspect of life," he says. "I like to have fun at what I'm doing."

And for Carl, the fun is just beginning—he sees his future with Max International as wide open. "In the future, I'd like for my team, Team Max Worldwide, to have a strong presence in every state in the United States," he says. "I'd like to expand my business into other countries as Max expands globally." **YB**