

THE MOVEMENT THAT'S CHANGING THE WAY WE WORK

FROM THE PUBLISHERS OF SUCCESS MAGAZINE

YOU ECONOMY

THE 9-TO-5 JOB IS OVER

HOW TO TAKE CONTROL *of* YOUR CAREER FOREVER



1/3 of U.S.

ADULTS HAVE ALREADY EARNED
INCOME IN THE YOU ECONOMY

5 of the BEST
OPPORTUNITIES

TO JOIN THE MOVEMENT



WHAT IS THE YOU ECONOMY?

from the Publishers of SUCCESS

Are you trapped in a career that no longer fits? Do you long for a way to create the kind of income and schedule that suits you best?

The YouEconomy is here to set you free.

The world of work is undergoing a revolution. People are rising up and redefining the meaning of success. They're rejecting traditional power structures, old-fashioned ideas about career, and outdated models of productivity. They're embracing individualized journeys toward fulfillment and prosperity. Through the YouEconomy, they're revolutionizing their lives and the lives of those they love. And so can you.



50%

OF OUR WORKFORCE WILL BE PARTICIPATING
IN THE **YOU**ECONOMY BY THE YEAR 2020.

PROJECTION FROM ECONOMIST PAUL ZANE PILZER

LEARN HOW YOU CAN
THRIVE IN THIS NEW
ECONOMY BY VISITING
YOU-ECONOMY.COM

The YouEconomy is a growing, global movement of people who are taking the future of work into their own hands. They're living the way they want, doing the things they want, and making as much money as they want in the bargain.

Today, you can use technology to work how and when you want, for whomever you want. Apply your experience in new ways, learn new skills, and tap into endless resources. Build a profession based on your passions, meet new people and see new places that enrich your life in ways that weren't possible even 20 years ago.

The YouEconomy didn't happen overnight. It's a movement driven by technology that has permanently altered the way we buy, sell and live our daily lives.

"The internet makes it practical. The end," says investor, author and entrepreneurial evangelist Gary Vaynerchuk. "You know, our parents and grandparents didn't have that luxury.... Now after 20 years, the consumer internet is at scale and people can jump in." The evolution of the internet,

smartphones and GPS, along with the hard truths exposed by the recent recession, has motivated countless people to re-evaluate what financial security and professional success really mean. Placing our time, money and future in someone else's hands just isn't the safest bet anymore. "Underlying this growth is a major shift that will change our economy more in the next 10 years than it has changed in the last 50 years," renowned economist Paul Zane Pilzer says. "Today the largest companies in the world don't produce anything—instead, Apple, Google, Verizon and Uber produce tools that power individuals in the YouEconomy, who then supply the products and services."

Despite its gradual emergence, this movement is growing at an incredibly rapid pace. In the past 12 months, approximately one-third (33 percent) of U.S. adults have earned income as part of the YouEconomy*, according to a May 2016 survey commissioned by *SUCCESS* and conducted online by Harris Poll among more than 2,000 adults. Pilzer projects that by 2020, that

number will rise to more than half of all U.S. households. "An astonishing 47 million more adults will join the YouEconomy in just the next five years," Pilzer says. That means half of everyone living in the United States will be earning money through the YouEconomy in just five years.

Today, people from all backgrounds and demographics participate in the YouEconomy, building careers that are challenging, exciting and flexible. Whether you're young or old, a graduate of college or of the school of hard knocks, a skilled worker or just a regular person in search of some extra cash, the YouEconomy has a place for you.

Clearly, whether you plan to work in the YouEconomy or not, you owe it to yourself to learn more about it. You're probably already buying from, selling to, and partnering with people in the YouEconomy, even if you're still in a traditional career. They're your friends, your loved ones, and even your immediate family members.

The truth is, either you'll educate yourself on the YouEconomy or you'll get left out of

the way the world now does business.

Of course, if you're hoping to change the way you work in the future, you must not wait. If you don't choose for yourself how you want to participate in the YouEconomy, someone else might choose for you. Companies are finding money-saving strategies that include more contract workers and fewer employees. Small businesses are trading large overhead for remote team members. And everyday people are forgoing traditional means of transportation, delivery and communication in favor of immediate, mobile and economical alternatives.

"As individuals, we are now able to do what only large corporations and governments could do 20 years ago," says Peter Diamandis, futurist and founder of the XPRIZE.

While a steady paycheck used to be insurance against financial insecurity, in this new economy, if you're still working a 9 to 5 job with no additional source of income, you're putting your future at high risk.

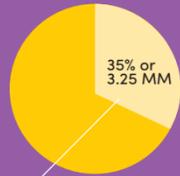
WHO PARTICIPATES IN THE YOU ECONOMY?

AGE RANGE

Ages range from 13 to 65

There's a misapprehension that the YouEconomy is for millennials only. Everyone is participating in this economy, from retirees to 13-year-old kids. YouEconomy workers come from diverse backgrounds and industries.

RETIREE INVOLVEMENT



55 or older participants in the YouEconomy

Almost daily, retirees are finding their niche in the YouEconomy, with more than 9 million currently participating in it. Over 35 percent—3.25 million people—of the self-employed population are 55 or older. And baby boomers were twice as likely to launch a business in 2015 as millennials.

GENDER STATISTICS



61% Male
39% Female

Far more diverse than the traditional economy, 55 percent of on-demand workers are racial and ethnic minorities. Millennials make up 51 percent of this workforce, with older generations comprising the other half. And while 61 percent are male, women are not only participating as individual providers but also founding YouEconomy companies.



HOW CAN YOU JOIN? A LOOK AT 5 OF THE BEST OPPORTUNITIES OF THE YOU ECONOMY

From side-hustle opportunities, freelance gigs and shared ways of earning money, the options in the YouEconomy are endless—and profitable. The best part is, you don't have to give up a day job to try it. You can pursue the YouEconomy while maintaining a full-time salary if that's what makes you comfortable for now.

Here are several of the standout YouEconomy platforms changing the lives of people just like you.



UBER

Founded by Travis Kalanick and Garrett Camp in 2008, Uber has revolutionized the transportation industry.

Harry Campbell started using ridesharing service Uber and its main competitor Lyft in 2012 as a passenger. More than once, as he was taking a ride, the driver would talk to him about what a great opportunity this was to make some cash. So in 2014, he decided to give Uber a try. "At the time, I was working full time as an aerospace engineer for Boeing," Campbell says. "But I started driving because it seemed like a fun and flexible way to earn some extra money."

Campbell loved the work. He met interesting people and worked when he wanted. But the best part? Seeing the correlation between how hard he worked and how much he earned.

"One thing I've found about drivers in general is that many of us have an entrepreneurial spirit in common, and being an Uber driver is just like running your own business," Campbell says.

Founded by Travis Kalanick and Garrett Camp in 2008, Uber has revolutionized the transportation industry. The company has cars in 300 cities and has been valued between \$60 and \$70 billion. Despite controversy around the designation of drivers as contractors or employees, thousands of people are using the platform to supplement their income—and more.

As Campbell continued making money with Uber, he realized that others might need a little help navigating the YouEconomy world, so he started a blog and a podcast called *The Rideshare Guy*. As his audience has grown, this side endeavor is also providing a nice income for Campbell through advertising and other opportunities.

YouEconomy platforms like Uber don't require you to pay hefty startup costs or look for a customer base, both of which are requirements in the traditional model of entrepreneurship. Instead, after passing Uber's application process, drivers are put in touch with passengers who are ready for a ride. The company has ratings standards to be sure drivers provide excellent service.

Campbell had such success with Uber that he has branched out to other YouEconomy services Postmates and DoorDash, two startups that allow him to use his car for deliveries when he's not driving for Uber.

In 2015, Campbell quit his full-time job as an engineer to focus on *The Rideshare Guy* and his other sharing jobs. While Campbell focuses on developing his audience, he can still drive part time to earn cash. The YouEconomy has allowed him to make an income while pursuing a passion he didn't even know he had.

"The You Economy and its foundation of micro entrepreneurship empowers people to take control and lead their own lives and chart a course to the best future possible."

—John Addison
SUCCESS Magazine
Leadership Editor & author of *Real Leadership: 9 Simple Practices for Leading and Living with Purpose*

"The YouEconomy is designed around you. That is, you design it. There are services where you can learn what you need, find people to help you build out your idea or prototype; there are co-working spaces where you can bump into people you don't yet know who may turn out to be a perfect business partner or a link to an insight or new customer."

—Lisa Gansky
author of *The Mesh: Why the Future of Business Is Sharing* and founder of Mesh Labs, a global directory of sharing opportunities

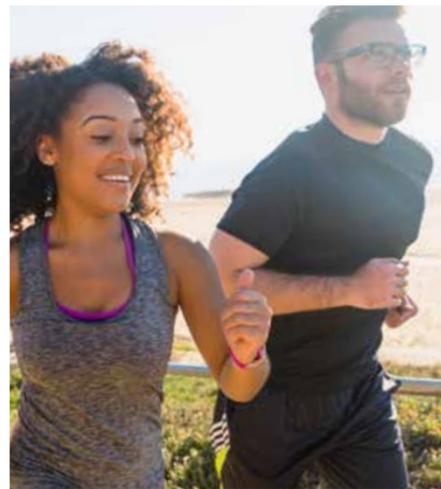


Uber has cars in 300 cities and has been valued between \$60 and \$70 billion.

“If you dread Mondays and want the weekends to last forever, something is not right in your work life.”

CHRIS DUCKER

AUTHOR OF *VIRTUAL FREEDOM: HOW TO WORK WITH VIRTUAL STAFF TO BUY MORE TIME, BECOME MORE PRODUCTIVE AND BUILD YOUR DREAM BUSINESS*



Le-Vel

Le-Vel was founded in 2012 by health and wellness alums Jason Camper and Paul Gravette.

In early 2014, as a full-time registered nurse and a mother of three, Jeanette Peters* was exhausted. After being on her feet all day, Peters spent evenings shuttling her kids to practices, school and friends' houses, taking care of the household and trying to show some enthusiasm for her husband. No matter how hard she worked, she ended every day feeling like a failure.

“The kids could tell I wasn't really present,” Peters says. “I felt terrible. But I was just too tired and too stressed to be the kind of mother I wanted to be.”

Then a friend suggested Peters try THRIVE, a trio of a wellness products manufactured and sold by direct selling company Le-Vel.

“What did I have to lose?” Peters asks. “I needed something to help me get my energy back. I was already a pretty healthy eater and enjoyed running. But my mind and body needed more.”

Turns out, the products left Peters feeling more energetic, positive and hopeful. She was so happy with her results, she started telling others about THRIVE.

“When I told a few of my co-workers about the products, they wanted to try them, too,” she says. “Next thing you know, I had my own little business on the side.”

Direct selling is a business model defined by the sale of goods and services directly to

the consumer. It's basically social selling—in which an individual shares her product experience with another person, who then tries the product for himself. In the best-case scenario, the new customer becomes a loyal customer, a brand ambassador and perhaps ultimately an independent distributor. Over time, as the original distributor continues to share the product and the business opportunity, her customer base and her network grow. Best of all, she enjoys the flexibility of an open-ended opportunity in which she can work her business around her other priorities.

“Thousands of direct selling companies are in existence today, each offering a low-risk opportunity to represent a product in sync with your individual interests and goals,” says Mel Robbins, CNN on-air commentator, serial entrepreneur and *SUCCESS* contributing editor.

A lot of successful direct selling companies—with Le-Vel leading the pack—are leveraging the power of social media to expand their national and worldwide presence. Independent business owners like Peters can find customers, share the products and build enthusiasm for the brand via social media, any time of day or night.

Founded in 2012 by Jason Camper and Paul Gravette, Le-Vel is committed to the research and development of superior, effective products using the highest-grade

ingredients. Camper and Gravette are also firm believers in maintaining simplicity; THRIVE is an easy, three-step regimen taken in the morning for all-day benefits, including energy, joint and lean muscle support, mood support, digestive support and weight management. With no startup costs, Le-Vel offers its independent Brand Promoters a tight-knit, supportive culture, tried-and-true marketing tools and personal development training designed to help them reach their highest potential.

This entirely virtual company generated an astounding 254 percent growth in 2015, an accomplishment that earned the company the prestigious *Direct Selling News'* 2016 Bravo Growth Award, which recognizes the direct selling company with the largest percentage growth over the previous year. By the time 2016 comes to a close, the company expects to hit \$500 million in global revenues, if not more.

For Peters, Le-Vel offered a great opportunity to share something she was passionate about and make extra money doing it. Le-Vel products ship directly to the end consumer, so she didn't have to keep inventory at her house. Additionally, the marketing plan was mapped out for her in clear, simple steps. Peters is excited to continue to grow her business and enhance her lifestyle with YouEconomy leader Le-Vel.

**Name changed.*

27 GREAT REASONS TO JUMP IN NOW

There are as many reasons to join the YouEconomy as there are people in it. What's yours?

- | | | | |
|----|---|----|------------------------------------|
| 1 | SUPPLEMENT YOUR FULL-TIME INCOME | 14 | HONE YOUR SKILLS |
| 2 | TAKE CONTROL OF YOUR SCHEDULE | 15 | BUILD A BRAND |
| 3 | SAVE FOR A BIG PURCHASE | 16 | START A BUSINESS |
| 4 | CREATE INCOME FOR ENTERTAINMENT OR TRAVEL | 17 | MAKE A NAME FOR YOURSELF |
| 5 | MEET NEW PEOPLE | 18 | HELP OTHERS |
| 6 | FIND A COMMUNITY | 19 | COMPETE ON A LARGER SCALE |
| 7 | FEEL MORE FULFILLED | 20 | BE INDEPENDENT |
| 8 | CREATE MEANING IN YOUR WORK | 21 | BE A GOOD EXAMPLE FOR SOMEONE ELSE |
| 9 | SHOW YOUR ARTISTIC SIDE | 22 | GET HEALTHY |
| 10 | GIVE BACK | 23 | SHARE YOUR EXPERIENCE AND WISDOM |
| 11 | CHALLENGE YOURSELF | 24 | MIX THINGS UP |
| 12 | SELL YOUR STUFF | 25 | LEAD A TEAM |
| 13 | PRACTICE YOUR CRAFT | 26 | CREATE PASSIVE INCOME |
| | | 27 | LIVE YOUR POTENTIAL |

“We used to live in a world where there were people, private citizens, a world where there are businesses. Now we’re living in a world where people can *become* businesses in 60 seconds.”

BRIAN CHESKY
CO-FOUNDER OF AIRBNB



TaskRabbit

TaskRabbit was founded in 2008 by former IBM programmer Leah Busque.

In 2015 single mother Afara Lalaind started using TaskRabbit, a YouEconomy business that allows people to bid on local projects and complete them on demand.

“Honestly, I felt like there was finally a way I could make money and not commit to a set schedule,” Lalaind says. “As a mother, I have to be so many things all at once. I am often shocked at how many times I am contacted by schools and required to pick up a sick child or run over and help with soccer practice. Today, it seems almost impossible to be a present parent, an excellent employee, and compete in the field I truly want to work for—firefighting.”

Lalaind was volunteering as a firefighter with the San Francisco Fire Department but trying to find a full-time, paying position in her extremely competitive field. TaskRabbit allowed Lalaind to not only supplement her income during her job search, but also make her own schedule and choose how she spent her time.

Matching people with projects ranging from fixing a dishwasher to helping with lawn work to picking up dry cleaning, TaskRabbit is in more than 19 cities and is making a foray overseas in London. So when Lalaind moved to Los Angeles, she was able to stay with the company and get to work on day one of her move.

“In that respect, it is an awesome thing to feel as though you’re simply transferring your job, rather than jobless and looking,” Lalaind says.

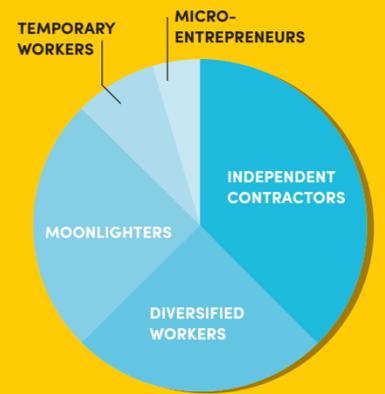
TaskRabbit was founded in 2008 by then-Massachusetts resident Leah Busque. The former IBM computer programmer moved the company’s headquarters to San Francisco before transitioning from CEO to executive chairman of the board in April of this year.

Similar YouEconomy platforms offering home services include Handy and Thumbtack, and delivery services are available from competitor Postmates. People like Lalaind find the freedom to work on-demand—and make money on-demand—to be a better fit with their lifestyles than a strict workday schedule.

By building up a series of five-star ratings for excelling on each of her tasks, Lalaind has built a customer base and is often booked solid. While working as a tasker, Lalaind also nailed a job doing what she loves—firefighting. Lalaind says that by relieving financial stress, TaskRabbit allowed her to focus on her passions without neglecting her family.



TaskRabbit is in more than 19 cities and is making its foray overseas in London.



WHAT ARE PEOPLE DOING IN THE **YOU**ECONOMY?

While there are countless ways to join the YouEconomy, workers tend to fall into five basic categories:

INDEPENDENT CONTRACTORS

These skilled specialists make up 36 percent of the YouEconomy workforce. They use their own connections alongside YouEconomy platforms such as Upwork and Freelancer.com to find jobs and connect with potential clients.

MOONLIGHTERS OR SIDE HUSTLERS

These people might have traditional jobs, but they develop passion projects or side hustles after hours. Moonlighters account for 25 percent of the YouEconomy workforce.

TEMPORARY WORKERS

These are the work nomads, moving from employer to employer and job to job as soon as a project is complete. They make up 9 percent of the YouEconomy workforce.

MICRO-ENTREPRENEURS

They work for themselves but also have a few employees, typically fewer than five, who they manage virtually and collaborate with online. They might be direct sellers or freelancers who expanded, and they account for 5 percent of the YouEconomy workforce.

DIVERSIFIED WORKERS

These innovative workers mix it up, combining different jobs to create the career of their choice. They may not be as specialized as the other types of YouEconomy workers and tend to seek more variety in their work, especially jobs that allow them to choose their own schedule. In the YouEconomy workforce, 26 percent of people are creating more control through this approach.

FREELANCE FLOOD

54 ★★★
MILLION
AMERICANS
did some kind
of freelance
work in
2015

700,000
joined the ranks of
the YouEconomy from
2014
ALONE

Freelancers are rapidly gaining traction in companies and corporations around the world. YouEconomy platforms like **Upwork**, **Freelancer.com**, and **99designs** are capitalizing on the boom.

By the year
2050,
83%
of senior executives
polled believe the
economy will shift
toward YouEconomy
workers over full-time
employees.

60%
of freelancers who
left traditional
employment earn
more than they did
at their traditional
job, most within a
year or less.

★★★
1/3
of the U.S.
population has
done some kind
of freelance work
in the last year.

"Freelancing in America: 2015" by Freelancers Union and Upwork



Upwork

In 2014, freelance staffing platforms Elance and oDesk merged to become Upwork.

Competing with some of the largest public relations firms in the world for six-figure contracts isn't easy. Or shall we say, it wasn't easy until YouEconomy equalizers like Upwork came onto the scene.

In 2011, PR professional Shay Brown started using a couple of YouEconomy freelance platforms to connect with clients. She was already using both Elance and oDesk successfully, so she stayed on when they merged in 2014 and became Upwork.

"It allows you to compete in the same space [as larger firms], only from a different angle. It puts everyone on an even playing field," she says.

Companies searching for help see the proposals put forth by freelancers without added branding. And similar to other YouEconomy platforms, Upwork uses ratings to show potential clients the track record of bidding freelancers. The app also offers its own version of chat service Slack, allowing users to communicate, share documents and collaborate remotely during projects.

Through projects she found on Upwork, Brown has signed several six-figure contracts that, without the platform, she wouldn't have been able to access.

"It allows me to control and dictate what projects I apply for and get a clear scope of the projects so that I can bid accordingly," she says.

There are multiple YouEconomy platforms that connect freelancers with potential clients, including Freelancer.com, Toptal, and 99designs.



Upwork uses ratings to show potential clients the track record of bidding freelancers.



Etsy

Founded in 2005 by Rob Kalin, Etsy was responsible for \$2.39 billion in gross merchandise sales last year.

When the 2008 recession hit, coastal home decor line founder Cathy MacQueen watched the foot traffic to her brick-and-mortar store dwindle painfully. So she looked for customers online.

First, MacQueen tried to drive consumers to her website, which wasn't very successful. Then a friend told her about Etsy, the online site for creatives that allows them to advertise and sell their goods to a vast and concentrated consumer base.

"The amount of traffic coming to my Etsy shop far exceeded traffic and sales going to my own website, so I took my website down and rely only on Etsy sales," MacQueen says.

Now MacQueen's Etsy presence drives the bulk of her sales, including large orders from design firms, model homes, restaurants and chain stores.

"I only sell through Etsy now," MacQueen says. "It has brought me all the business I can handle. My Etsy shop has been my full-time occupation since 2013, when sales really picked up and I was able to give up my part-time job."

Not only has Etsy allowed MacQueen to pursue her passion for nautical design full time, it has connected her to customers who never would have found her any other way.

Etsy's marketplace is worldwide, offering handmade and curated factory-made items by 1.6 million sellers. Founded in 2005 by Rob Kalin in Brooklyn, New York, the company was responsible for \$2.39 billion in gross merchandise sales last year alone.

Other YouEconomy platforms for buying and selling goods include eBay, Amazon Marketplace, and Craigslist, each with their own unique approach to products and sellers.



Etsy's marketplace is worldwide, offering handmade and curated factory-made items by 1.6 million sellers.

"You live in the greatest moment in the history of the world. You live when the YouEconomy is possible. And the only thing in your way is you."

MEL ROBBINS

CNN ON-AIR COMMENTATOR,
SERIAL ENTREPRENEUR AND
SUCCESS CONTRIBUTING EDITOR

DO YOU HAVE WHAT IT TAKES?



The answer is yes. At a basic level, each and every one of us has what it takes to compete in the YouEconomy. Namely, we have technology. With more than 1.2 million apps available on iTunes, each and every one of us can access the YouEconomy in an instant. Don't overthink this. Follow your interests, try a YouEconomy platform, and if you don't like it, try a different one.

CREATE YOUR OWN COMBINATION CAREER

People are combining YouEconomy paths to create a schedule, income and interest mix that suits them. This might look like a mashup between micro-entrepreneurship (a small business with fewer than five employees) and a freelance platform like 99designs. Or maybe, like Campbell, they're combining a variety of gigs on a variety of YouEconomy platforms into a full day of work. Still others are maintaining traditional jobs while adding YouEconomy innovation with a side hustle or online store.

Many people find more than one approach to the YouEconomy attractive. The good news is that the YouEconomy is not an either/or way to work. Neither is it a fail/succeed way to work. The lessons you learn in the YouEconomy will be put to work in your next gig, project or micro-business. The lessons are cumulative and valuable, rather than career ending.

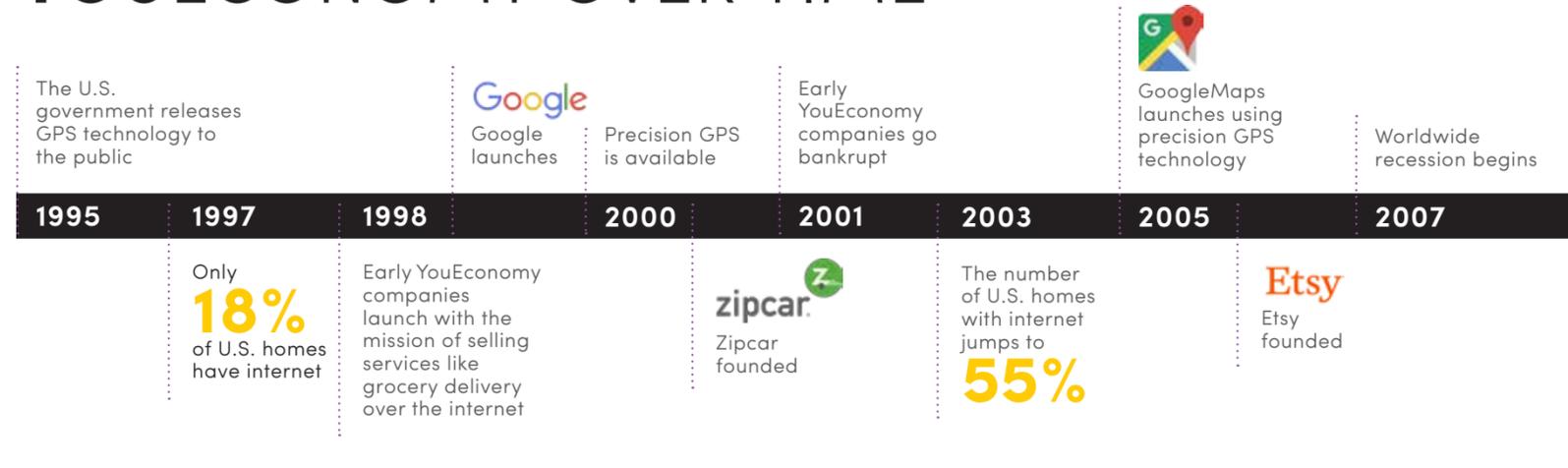
"We're now in this modern era of the digital age where if you bet on yourself, then you are more likely to be successful than not," says Ryan Williams, host of *The Influencer Economy* podcast and a micro-entrepreneur who built a brand out of his career experiment.

The options and combinations are endless. Millions of people are creating their own path into the YouEconomy. Why not you?

"A lot of this has to do with people recognizing that they're just not happy with following the way things are or were."

—Brian Solis
futurist, digital analyst and author of *What's the Future of Business: Changing the Way Businesses Create Experiences*

YOU ECONOMY OVER TIME

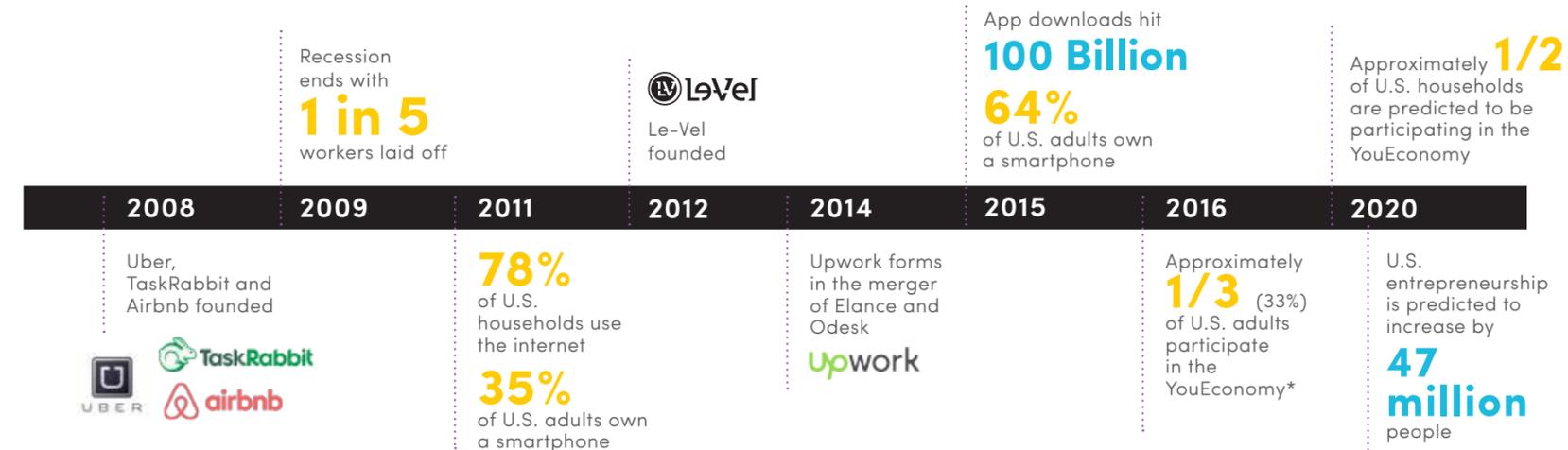


WHICH PLATFORM IS RIGHT FOR YOU?

	UBER	LeVel	TaskRabbit	Etsy	Upwork	MICRO-BUSINESS
VARIETY	X	X	X		X	
UNLIMITED INCOME		X		X	X	X
NO ASSETS REQUIRED		X	X		X	X
NO SKILLS REQUIRED		X	X			
PARTNER PLATFORM LOWERS RISK	X	X	X	X	X	

DON'T BE THE ONE LEFT BEHIND!

The biggest mistake you can make in this economy is choosing to ignore it. Ignoring the impact the YouEconomy has had on our daily lives, our ability to earn income, and our ability to control our destiny today would be like ignoring the automobile in the late 19th century. Just because you ignore it doesn't mean it will go away. You can either choose to join in, or get left in the dust.



YOU ECONOMY IDEAS

DO YOU SPEAK MORE THAN ONE LANGUAGE?

Bilingual legal assistant jobs are frequently temporary or on a freelance basis and can pay upward of \$20 per hour.

DO YOU HAVE A COMPUTER AND A GRASP ON SOCIAL MEDIA?

Online communications assistants can telecommute, often part time, as they update website content and manage social media platforms.

TIRED OF CLOCKING IN EVERY MORNING AS THE COMPANY BEAN COUNTER?

Consider taking on multiple part-time bookkeeping positions that would allow you to choose when and where you work.

DO YOU LOVE ANIMALS?

Dog walkers, pet sitters and groomers are in demand through a number of YouEconomy platforms.

ARE YOU A WELLNESS FAN?

Several well-established direct selling companies offer training and product lines that may feed your desire to improve lives.

ARE YOU CRAFTY?

Sell your homemade creations online or at a local swap shop.

OR MAYBE YOU'RE HANDY?

Countless homeowners are looking for reliable, reasonably priced fixers for their small jobs.

HOW TO GET STARTED

As people begin their YouEconomy journey, they often feel a combination of excitement and fear. The first step is to evaluate your potential so you can rein in the fear and create a plan of action.

If you're not sure where to start—or what you'd really like to do for a living—the first step is to focus on identifying your passion. What drives you? What lights a fire under you? What makes you feel most alive?

Even a general understanding of what drives you—whether it's artistic pursuits or serving your community—will help you narrow down the options.

Next, evaluate your professional experience in these areas. Do you have skills that apply? Or do you need some further training? The YouEconomy offers a sea of educational opportunities, many of them free or low-cost. Look into online education through Udemy or SUCCESS Academy. Personal development opportunities will help build skills that you're currently lacking, with the added bonus of boosting your productivity and effectiveness at work. Books, audio programs and video

courses are all affordable, easy-to-use options that will make an enormous impact on your perspective and your outcomes.

"Be very strategic," says Mitch Joel, serial entrepreneur and president of Mirum, a digital marketing company. "Walk it backward from what you want the end result to be. Think of it less as 'this is the work that I'm doing,' and more as 'this is the work lifestyle I hope to attain.'"

To do this, sketch out your goals. Do you want a high income so you can donate money to charity or travel? Lots of free time on the weekends for your hobbies? Flexibility with daily work schedule to be available for your children, or the freedom to work in your pajamas? All of these details play a

major role in your happiness and fulfillment.

If you have a skill or a product you know you want to market, that's likely the place to start, but it doesn't have to be. The YouEconomy allows you to try a completely new endeavor and make some extra money while doing it. If you don't like the work or don't do well in it, you can stop. No pink slips, no résumé changes. Just you and your choices about your career.

However, that doesn't mean you're going it alone. The YouEconomy creates countless opportunities to build community. From social media niche groups to community gatherings hosted by YouEconomy platforms like Toptal, people are joining together to support, encourage and enlighten one another on the path to freedom. But you're the one who has to take the action.

You deserve to have the life of your dreams. And, not surprisingly, when you allow yourself the choice to do so, your family and loved ones benefit as well. Imagine how much less stress your significant other would endure if you could quit committing to overtime hours or late-night meetings. What about your children? What love and pride would they feel if they knew that you would attend every important event in their

lives without fail because your schedule allowed it?

The YouEconomy gives you the freedom to create the life you desire. It's here and it's growing fast. But unless you reach out and take hold of these new options for yourself, the moment will pass you by. Someone else will control your time, dictate how much money you can make, and shape your future. Is that what you want? Are you willing to settle for less when the rest of the world is discovering how to have more?

If you are not actively pursuing a career in the YouEconomy, ask yourself why. And then ask yourself, why not. Millions of people are creating the lives of their dreams. Why not you and why not right now? ■

To find out more about the YouEconomy and discover your place in it, visit You-Economy.com.

“It’s a hell of a lot more exciting to live your life on your terms versus having to be somewhere because somebody told you so.”

GARY VAYNERCHUK

FOUNDER OF VAYNERMEDIA AND AUTHOR OF #ASKGARYVEE: ONE ENTREPRENEUR'S TAKE ON LEADERSHIP, SOCIAL MEDIA AND SELF-AWARENESS

LEARN HOW YOU CAN THRIVE IN THIS NEW ECONOMY BY VISITING YOU-ECONOMY.COM

REACH FOR MORE

YOU ECONOMY COMPANY LE-VEL HELPS PEOPLE ACHIEVE MORE THAN THEY THOUGHT POSSIBLE

While the YouEconomy continues to revolutionize the world of work, some companies are leveraging that freedom to offer thousands of entrepreneurs the means to earn a living by improving the lives of others.

Le-Vel is one of those companies designed to empower people to achieve success on their own terms while they show others how to do the same.

In August 2014, Vanessa Truett started her Le-Vel business for the best reason of all: The company's products made a profound difference in her quality of life, and she wanted to share them with the people she cared about most.

Truett has served in executive roles for several nonprofit organizations over the last two decades. She started her own nonprofit for children with autism—a cause very close to her heart—and sits on her local school board as an elected official. Given that demanding schedule, it's hard to believe that just a couple of years ago she was plagued by health issues that left her exhausted, in pain and unable to work.

"I was at the end of my rope," Truett recalls. "When a friend posted about how great she was feeling thanks to THRIVE, I figured I could give it a try."

She did, and she began the journey back to good health the next day. It wasn't long before she started her Le-Vel business, and her remarkable transformation didn't go unnoticed.

"My business just took off—really without me even planning it—because so many people noticed the changes in me and asked what I was taking," she says. "It truly felt like serendipity."

That kind of organic growth, built on word-of-mouth spread by people loving the way they suddenly feel, is precisely the vision



behind Le-Vel, founded in 2012 by Jason Camper and Paul Gravette, both veterans of the direct sales and health and wellness industries. Along with a talented team, the co-founders developed a company based on the idea that anyone can live the kind of lifestyle they desire, and they can do it while controlling their time and income.

THRIVE, Le-Vel's signature product line, is a simple three-step regimen designed to deliver benefits like weight management, digestive support, greater energy, mood support, and lean muscle and joint support. People who use the product share their enthusiasm and results with others, most often via social media, where thousands are sharing their powerful testimonials and creating what arguably ranks as the fastest-growing health and wellness movement in North America and abroad. There are no pushy sales or complicated strategy involved, making it easy for anyone to take advantage of the income opportunity, as well as the health benefits. And, perhaps best of

all, it's absolutely free to enroll as a Le-Vel independent business owner.

The company uses a cloud-based platform to support Truett and other independent business owners, whom they call Brand Promoters. This low-overhead business model allows the company to focus their resources on product research and development, highly responsive service for their 3.5 million customers worldwide and a generous rewards plan for their more than 500,000 Brand Promoters.

To help independent sales force members become the best they can be and sharpen their professional and personal skills, the company provides Brand Promoters a comprehensive suite of mobile and web-based training and tools. All of these benefits, combined with the chance to earn residual income and share a great product people are truly passionate about, make establishing a direct selling business with Le-Vel an extremely attractive proposition.

One year after starting her business,

Truett reached the top Brand Promoter rank—while maintaining all her commitments in the nonprofit sector.

"Thanks to this business, I've been able to pay off graduate school loans," she says, "and I've started my first-ever retirement fund because none of the nonprofits I've worked for could offer that. It's a full-time income with hours that I work into my lifestyle."

Now a 4-year-old company, Le-Vel anticipates reaching \$500 million in global revenues by the end of 2016. In terms of potential for growth, this still-young direct seller has barely scratched the surface.

Le-Vel's business model and culture speak directly in a voice that has become increasingly effective in recent years—the same call that drives millions to the YouEconomy. Direct selling companies like Le-Vel offer a low-risk, turnkey approach to financial, professional and personal fulfillment, and the support and training people need to excel on their time and on their own terms. Perhaps even more significant, these opportunities have the potential to bring people closer to others in their communities, and to create avenues to meet new people all over the country and abroad.

For Truett, it's the best of all worlds. The strengths she's honed as an executive have helped her build a strong and committed team who motivate one another. "When you're surrounded by people who accept you unconditionally," she says, "that makes everything so much better."

This close-knit and supportive culture, Le-Vel's life-changing products, free enrollment for new Brand Promoters, and second-to-none personal development tools make this company one of the most compelling opportunities in the YouEconomy for aspiring entrepreneurs. ■

SUCCESS

WHAT
ACHIEVERS
READ™



THE TOOLS FOR SUCCESS—AT YOUR FINGERTIPS!

With a 120-year-old legacy magazine as its foundation, *SUCCESS* is the only media source devoted to personal and professional development, motivation and inspiration. A network of leaders and experts can help you reach your potential at SUCCESS.com and through the *SUCCESS Insider* podcast. Visit store.SUCCESS.com to supplement your learning, or consider the life-changing courses offered by *SUCCESS Academy* and the hands-on touch *SUCCESS Speaker Services* can bring to your company or event.

SUCCESS.COM

“We’re in a period of extremely rapid change that is going to alter how we govern, how we raise our family, how we do our jobs.”

PETER DIAMANDIS
FOUNDER OF THE XPRIZE
FOUNDATION AND AUTHOR
OF *ABUNDANCE: THE FUTURE
IS BETTER THAN YOU THINK*

This supplement was created by the Publishers of *SUCCESS* Magazine and did not involve USA Today.
Email content inquiries to YouEconomy@success.com. For more information visit You-Economy.com



LeVel
THE ONE AND ONLY
PREMIUM LIFESTYLE BRAND

Superior products. A strong and supportive community. Personal development. The opportunity to start your own thriving business while you help others live happier, healthier lives. Find out how more than 500,000 independent Brand Promoters are living a life they never thought possible, while they show more than 3.5 million customers how to do the same.

LE-VEL.COM

47 MILLION PEOPLE

ARE PROJECTED TO JOIN THE **YOU**ECONOMY IN JUST THE NEXT FIVE YEARS

PROJECTION FROM ECONOMIST PAUL ZANE PILZER

127 MILLION

More than 50% of U.S. households will have earned income in the YouEconomy by 2020.

2020

2019

2018

2017

2016

80 MILLION

1/3 of U.S. adults have earned income in the YouEconomy in the past 12 months.

YOU**E**ECONOMY

BROUGHT TO YOU BY *SUCCESS*

LEARN HOW YOU CAN
THRIVE IN THIS NEW
ECONOMY BY VISITING
YOU-ECONOMY.COM