

# The Secret to Success

A MESSAGE FROM  
CEO & FOUNDER

**RAY  
FALTINSKY**



# CEO MESSAGE



Dear Friends,

The new year is just around the corner and I want to share with you what I believe is the single most important principle you can apply in 2025 to make it the most successful year of your life. Apply this principle consistently, and I promise you, you will have more success in building your Beyond Slim business than ever before. You will help more people, earn more money and have more fun than you ever dreamed possible.

I know that's a big promise, but I also know it's true. I've seen this principle work for some of the most successful people in the world. And I've personally been using this principle for many years now and have benefited tremendously from it.

It's called the 80/20 principle. The 80/20 Principle means that 80% of your results come from 20% of your efforts. Put another way, 80% of your success in a Beyond Slim comes from 20% of your efforts. Put very simply, a few things are always much more important than most things.

The 80/20 Principle was discovered in 1897 by an Italian economist Vilfredo Pareto. His discovery has many names including the Pareto Principle or the Pareto Law. But the reality is that most people don't know much about this life-changing law and it has remained one of the great secrets of the truly successful.

The 80/20 Principle applies to virtually every aspect of life. In most stores, roughly 20% of the products usually account for 80% of the sales. In your home, 20% of your carpets are likely to get 80 percent of the wear. Studies have shown that 20% of your clothes are worn about 80% of the time. I know that's true for me, as I have my 4-5 shirts I wear most often out of about 25 that I have.

The internal combustion engine is another great example of the 80/20 principle. Only 20% of the energy of the combustion engine goes to the wheels while 80% is wasted! So in fact, 20% of the energy from the engine gives 100% of the intended result of making the car move. It's a fascinating Principle.

So how does the 80/20 Principle apply to you and your Beyond Slim business? Easy. Focus most of your efforts on the 20% of activities that will give you 80% of your results and you will have more success than you ever dreamed possible building your business. And, it will be easier, faster and more fun than ever before.

So the key is knowing what are the 20% of activities you should spend your time on to get 80% of your results. The answer to that is also easy. We've watched the most successful businesses in Beyond Slim over the past few years and the road to success is very, very clear. In fact, the great writer Stephen Covey wrote this about the key to success: "the main thing is to keep the main thing the main thing."



**AT BEYOND  
SLIM THE  
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At Beyond Slim the “main thing” for growing your business is enrolling new Members (customers and/or Coaches). No other activity is more important than enrolling new Members and training your Coaches to do the same. We believe in that so strongly, that those of us on our corporate team, including me, focus 80% of our time thinking of and implementing strategies, initiatives and incentives to make enrolling and retaining new Members easier, faster and more efficient.

“At Beyond Slim the “main thing” for growing your business is enrolling new Members.”

Those who build the most successful Beyond Slim businesses have the persistence and consistency to keep enrolling one new Member after another and teaching others to do the same. If you keep focused on this “main thing”, your results will skyrocket!

The summary of this proven principle is that any activity outside of enrolling and duplicating is in the category of those 80% of activities that will only give you 20% of your results. So don't waste your time there. Instead, use that time on the highest leverage activity 80% of the time! You will be more efficient and more successful!

I wish all of you a wonderful Holiday Season and a happy and prosperous 2025!

Love,

Ray

