

Mike & Lavon Craig

ViSalus™ Status

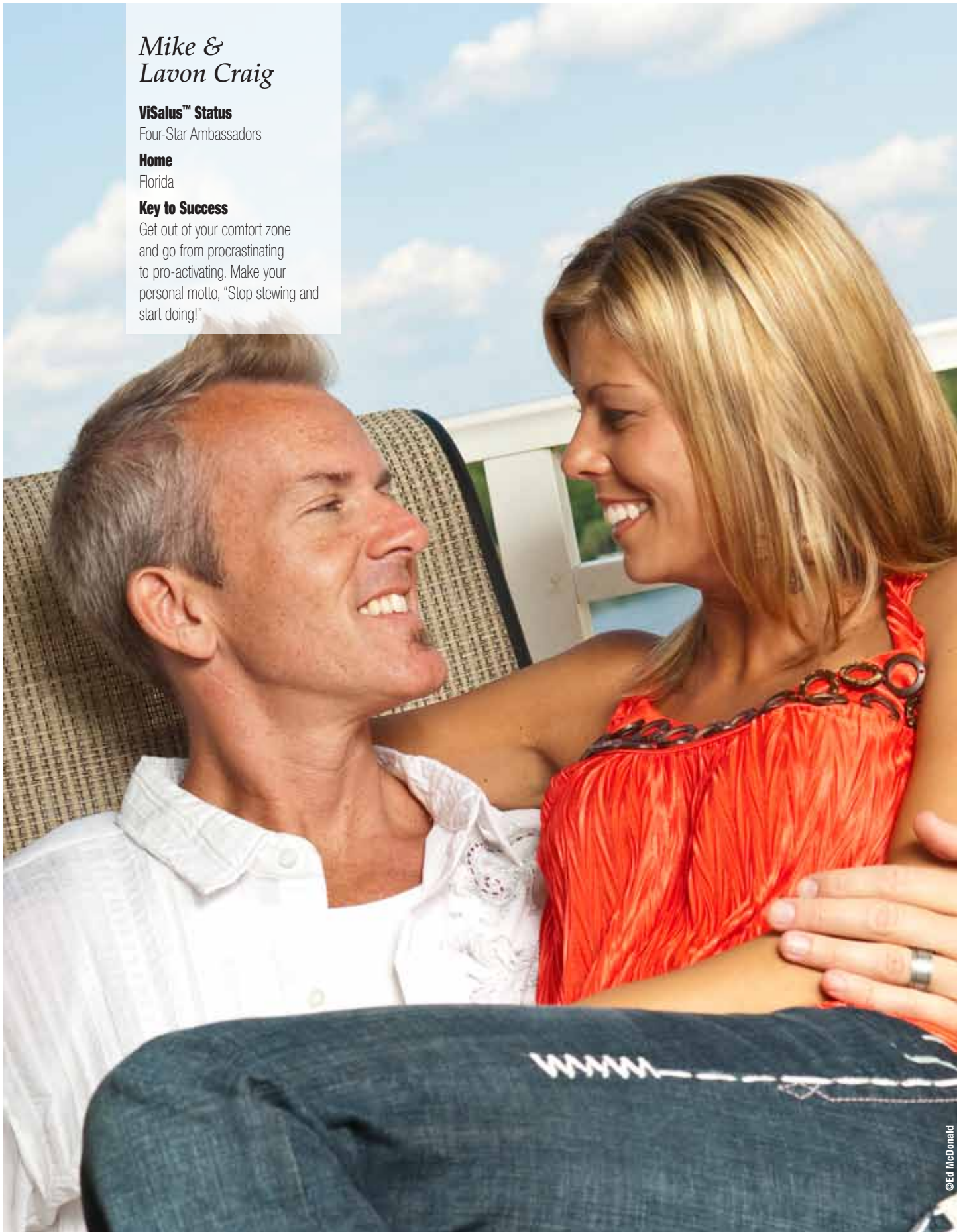
Four-Star Ambassadors

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Florida

Key to Success

Get out of your comfort zone and go from procrastinating to pro-activating. Make your personal motto, "Stop stewing and start doing!"



Right Where He Needs to Be

A former ViSalus™ corporate VP, Mike Craig knew that to truly have it all, he would need to become a distributor.

{ BY NICOLE BYWATER }

To most people, “making it” means landing in the corner office at the end of a long corporate career. But even after Mike Craig had experienced success and earned himself a fancy corporate title, he knew there was more out there.

Mike, a former rock star turned successful businessman, joined ViSalus™ in 2008 as the company’s vice president of North American sales. He loved being a part of the foundation for such an incredible company, but says the stress and extensive travel required for the position took a toll on his family. So this past January he made the unusual move to leave the comforts of the corporate office and return to the field as a ViSalus™ distributor.

Distributor Lifestyle

“I was doing a ton of traveling, which I loved, but I had a wife at home alone with our 2-year-old daughter because I was gone 70 to 80 percent of the time,” Mike says of his former position. “I had never been with a company that I believed in so much, but I knew that I couldn’t keep doing what I was doing.”

Fortunately, he says, ViSalus™ Co-Founder and Chief Sales Officer Nick Sarnicola saw the opportunity for them both to go back into the field and enjoy the freedom of a distributor lifestyle. And as distributors, Mike says, he and Nick could still continue with their goal of taking the company to even greater heights, just in a different way.

Since making the switch, Mike says, his life has really turned 180 degrees. “People tell me I look less stressed,” he says. “I’m spending more quality time with my family—going to the beach, the park and taking vacations. It’s as if a huge weight has been lifted off.”

Mike’s new schedule has also allowed him to return to his roots as a musician. “As a kid, I had dreams of being a rock star,” he says. “Maybe that sounds silly now, but I had that conviction and that’s all I wanted to do.” But, unlike most of us who only dream of stardom, Mike was on his way to achieving that dream. At 19, he was a singer in heavy metal band and had recorded an album.

But just as the band was set to go on tour, Mike became a father, and those rock star dreams were put on hold. “My priorities immediately changed; I had to put my son first,” he explains. “I ended up going back to school. I remember my mom telling me that if I wanted to make any money, I needed to go into sales, so that’s what I did.”

Farewell to Fear

Mike found success in the telecommunications industry and even started a company in partnership with Ted Turner. He thought he had it all. “I was doing pretty well for a young guy,” he says. “I had the nice house, the nice car, but I was still in debt, and if that next paycheck ever went away, I would have lost it all. That was pretty frustrating.”

Those frustrations stick with Mike even today, giving him added motivation to show people that there’s a whole other lifestyle available, beyond the traditional business world. Now that he’s back in the field, Mike says he’s in better shape at age 40 than he’s ever been in. He’s even been able to get back into the music scene, having recently formed a modern rock band with a couple of guys he met from ViSalus™. The band, called Farewell to Fear, performs with a passionate message of empowerment, Mike says, hoping to encourage others to release the fear holding them back from living their best lives.

“We’ve got an album coming out in August, and as things progress, we hope to do some benefit concerts and performances around the Body by Vi™ Community Challenges,” he says. “There are really a lot of great synergies coming together right now, which is ideal. It’s all kind of come full circle, letting me do all of the things I love.” **SMH**



{ MIKE CRAIG }

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