

Profile

Sportron's First Associate

by Jeff Earlywine



Photography by Wayne Armstrong

For Dr. Stephen Wilson, persistence brings success, and success brings freedom.

Dr. Stephen Wilson's pearls of wisdom are priceless. Not only is he considered Sportron's first associate, but someone who company executives and new associates look to for inspiration, information and direction.

Born and raised in Colorado, Stephen has a doctorate in naturopathic medicine. "I was interested in going into medicine, but I just couldn't find what I was looking for," he says. His search was complete when he found Sportron.

Heart and Soul

Stephen's network marketing career didn't skyrocket right away. He had many ups and downs along the way, which help him identify with both new and more seasoned associates. "I was newly married, and making a sales presentation, which I badly needed the commission from," Stephen says. "I gave it my all in the presentation. I just knew that this person needed what I was selling. When I was finished the person said, 'I will think about it and get back to you.' It was then that I realized how many times people put things off and procrastinate. So if you really want something you have to go after it with all your heart and soul."

That's what he did when he met his wife of 35 years, Melissa, for the first time. While golfing at the local country club, he laid eyes on a woman of whom he affectionately says, "Her last name is 'Ma'am' and her first name is 'Yes.'" Not long into your first conversation with Stephen you will find out just how important family is to him. His motto in life is "I am an extension of my family, and I want to represent them and make them proud."

Good Times, Good Health

Stephen enjoys what he calls the Sportron lifestyle. "Sportron has added a lifestyle dimension—going to South Africa, the Mediterranean, on safari in Africa—trips I would have never dreamed of going on." Furthermore, Sportron's products have helped Stephen feel his best.

"I'm 65 and I feel 40," he says. "I can hike the Colorado mountains with my grown children. I can play all day with my grandkids and I can keep up with them. I just feel good on the inside, and that makes me look good on the outside."

But he almost had to give up golf because of an old football injury. "I just hurt all the time," Stephen says. "Sportron's products really changed my life physically and have taken away my aches and pains."

Stephen tells a story of an overweight businessman in poor health. "One day, while shopping, he passed out at the local grocery store. This finally got his attention and he began taking Sportron products," he says. "He went from being able to walk only a few yards to walking five miles a day. He is now healthy as a horse. Not bad for a person who the doctors all but gave up on."

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Passion to Help People

It's stories like these that get Stephen out of bed every morning. "It's a passion of mine to help people," he says. "I work hard each and every day so I can help that next person. I try to help them know that they can succeed and find hope."

He wants to help people understand that good health is a process. "Being healthy is not an accident," Stephen says. "If you really want to feel healthy, you must feed yourself what your body needs and eliminate what it does not." He goes on to explain that Sportron can provide freedom. "In Sportron, I've found absolute freedom—physical, emotional and financial. Sportron has provided us financial security for the rest of our lives.

"Ability and character are important to me, and character must come first," Stephen says. "I felt that Keith Harding was a very honest man, and integrity made him who he was and is today. Furthermore, you must have great products backed up by the best science. Lastly, I saw something that I could build a story around. Sportron is a company that can lead you to physical and financial health." ■

Home State:

Colorado

Family:

Wife, Melissa

Sportron Status:

Executive Director