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**Becoming a Zrii Independent Executive can result in a great income when your focus is on the internet.**

*According to James Guffey, III, founder of [www.HomeBizAllStar.com](http://www.HomeBizAllStar.com), "the world of network marketing has changed. The internet is where success will be found, yet most Zrii sponsors still emphasize the conventional wisdom of pitching the opportunity to friends and family."*

**/24-7PressRelease/** - GREEN VALLEY LAKE, CA, May 01, 2008 - While still in it's pre-launch, Zrii has come on the scene of Network Marketing and proven that leadership plays a key role in the success of a company. And while this holds true for the top tier of the multi-level marketing industry, it couldn't be more important at the level of Independent Executive.

James Guffey, III couldn't have agreed more when he founded [www.HomeBizAllStar.com](http://www.HomeBizAllStar.com). After enrolling in Zrii and being told to make a list of 100 of his closest friends and family members, pitching his opportunity, and watching the money pour in, he found that while this may still work for a select few, the masses would greatly benefit from the power of the internet.

"In my second month, I had achieved the level of 2-Star Executive" reported James. "Yet this was not due to my valiant efforts. Rather I sponsored two people, and two others were placed below me by my up-line as what seemed to be a marketing ploy, and luckily one of those distributors added a few more to the organization. I talked to my Mom, my brother, my friends, and their friends. Soon, I found it was not worth going through an entire list of turn-downs."

It was at this point that James learned he could build a successful Zrii team utilizing the power of the internet and the free resources therein. "Having taken all of Mike Dillard's courses on generating my own leads and driving major traffic to my websites, I knew what it was I had to do." And that's exactly what he did. Now generating up to 500 leads per month, Mr. Guffey is making his internet presence known.

Utilizing resources like eZines, capture pages, and search engine optimization, this Zrii distributor is on the rise and is even sought out by other distributors within the same company. Putting aside the bulk of what his upline suggests, Guffey now generates up to 25 times more prospects while not cold calling, buying leads, or attending meetings and now spends more time teaching his distributors how to harness these abilities.

"It's what any person interested in home business has in mind. Taking the time to set up a steady source of interested prospects that come to them. No selling to family. No sales pitches to complete strangers. No meetings at their homes three times a week. I'll never understand why this isn't mainstream, but I'm not going to argue as their lack of internet presence propels mine!"

[www.HomeBizAllStar.com](http://www.HomeBizAllStar.com) is a Successful Zrii Distributor located in Southern California. For more information on how we can help you have a successful home business without using the conventional tactics most uplines suggest, please e-mail us at [jim@homebizallstar.com](mailto:jim@homebizallstar.com)