

It Works! Status
Ambassador Diamond

Home
Florida

Family
Husband, Marc;
daughters: Mia, 8;
Olivia, 4; son, Logan, 5;
baby Luke

Key to Success
Be a consistent and
passionate teacher.

Kristy
DeJesus

Igniting Passion

Kristy DeJesus consistently fires up her team to ensure success.

by Alicia M. Collier

Busy mom Kristy DeJesus—a fitness instructor and a mother of four—didn't think she was missing anything. But the former Kansas City Chiefs cheerleader knew from chatting on Facebook with other former squad members that there was a product that would complement her current work and bring unimagined success.

"No one around me was selling the wraps," Kristy says. "The possibilities are endless!"

New Venture, New Opportunities

Her success with It Works! has brought her family freedom from debt and her husband Marc home from an unfulfilling corporate sales job. Now Marc assists Kristy with the children, allowing her to work the business without worrying about childcare.

"I'm able to do the business the way I want. I can travel with my team wherever I want to!" she says.

Kristy is excited about the new house the family has purchased and dreams of taking her oldest daughter on a trip to New York—a dream she only recently realized herself.

Consistent Passion Is Key

Her success comes from her passion and consistency. "I talk to people daily about the product, in an authentic way. You just have to make it a part of your life. I wasn't really sure what I was doing at the beginning," Kristy confesses. "But as I learned more and started following the Steps to Success, I knew I had to step up right now and teach my team the success system." Feeding naturally into her fitness passion, Kristy finds sharing her passion for the product inspires her team, fueling their motivation.

Her down-to-earth enthusiasm allows her to resonate with other women striving for balance. "We're all over the place in our journey being moms," she observes, "but we can do this!"

Taking small, achievable steps, she now makes four times her husband's previous income, and gets to buy what she wants. "I'm still practical, but I have the freedom to make the purchases without worrying about the cost." **SIH**

It Works! Accomplishments:

- ▶ Husband retired from corporate job
- ▶ Freedom to travel
- ▶ Make purchases without anxiety over cost

I HAVE THE FREEDOM TO MAKE THE PURCHASES WITHOUT WORRYING ABOUT THE COST.

—Kristy DeJesus



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