

**It Works! Status**  
Ambassador Diamonds

**Home**  
Texas

**Family**  
Daughter, Hailey, 4;  
Son, Bryson, 3

**Key to Success**  
Work hard and believe  
in yourself.

**Samantha &  
Anthony Kienlen**



## Thinking They Can

Faith in their success meant financial freedom for the Kienlens.

by *Alicia M. Collier*

Samantha Kienlen's goal with It Works! was simple, initially: Contribute enough to make a \$500 monthly car payment. While her husband, Anthony, earned an engineering degree on the GI Bill, Samantha hoped to contribute in this small way.

She reached her first financial goal in two months. The It Works! opportunity seemed like it had serious potential, but she and Anthony were skeptical. Meanwhile, the credit card debt piled higher and the couple wondered if they could keep the four-wheeler, the motorcycle and the other toys they were collecting.

"We are young," Anthony observes, "and we'd never had anyone teach us how to manage our money."

### Finding Their Place

The couple freed themselves from the credit card debt and monthly car payments within five months of starting their business.

In the months that followed, Samantha's income grew exponentially, but they were leery the money would keep coming at the accustomed rate. Within the first nine months of their It Works! business, Samantha and Anthony traveled to an annual conference in Florida. They met the company's founders, fully learned the business model, and felt like they were an integral part of the company's success.

"I was in a similar business before and I made in two months with my It Works! business what I made in one year before," Samantha says. "You have to be willing to work hard, but you really have to believe in yourself."

### Seeing Success in Themselves

Anthony agrees that success won't come without faith in your own abilities. He recalls a pivotal point in the pair's business, when they longed to achieve Double Diamond status, but figured it was beyond their grasp.

"Weeks later, we just decided we could do it. From that point forward, we were able to get there," Anthony says.

The thinking that held them back initially changed to become the catalyst propelling them forward.

"You have to see yourself as successful," Samantha says. "Hard work and a belief in yourself—those are the building blocks to be successful in life." **SfH**

### It Works! Accomplishments:

- ▶ Paid off debt in six months
- ▶ Saving to build first home within the year
- ▶ Full-time stay-at-home parents

**YOU HAVE TO SEE  
YOURSELF AS  
SUCCESSFUL.**

—Samantha Kienlen