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WALSH

“WE WORK HARD,  
WE PLAY HARD,  
WE CREATE  
MEMORIES AND  
ENJOY THE JOURNEY.”

—DENISE WALSH

**BUSINESS TIP**  
GET HUNGRY  
AND STAY  
HUNGRY.

HOME MICHIGAN



TEXT K.C. Barlow / PHOTOGRAPH Chuck Heiney

# GOING FOR THE WIN

*Denise and Brandon Walsh set sights on helping others achieve total freedom.*

**WHEN IT COMES TO THEIR IT WORKS! TEAM**, Denise and Brandon Walsh know one thing for certain—they’re all in it together. “We are better together, using each other’s strengths to better the entire team,” Denise says. “We work hard, we play hard, we create memories and enjoy the journey.” That’s been their philosophy since joining the company in 2006. “This business wouldn’t be fun to do in isolation,” she adds. “We know that as It Works! grows, we all win. So we cheer each other on—there is enough success for everyone!”

In less than three years, the Walshes quit their full-time jobs. “We have been able to pay off our \$25,000 student loan, pay off our first home, buy our dream home and take our family on once-in-a-lifetime vacations,” says Denise, who previously worked in the mental health field. “And I find that I am helping more people get what they want now than I ever could as a clinical psychologist.”

Denise and Brandon say staying focused on their family’s future has played a major role in their success. Sticking to their individual strengths has also helped. “I have learned to stay in my ‘gift zone,’” Denise adds. “When I focus on what I am naturally good at, I thrive. If I try to fix my weaknesses, then I struggle.” Most important, they are able to grow their business around their family’s needs. “I love that I get to participate in school activities and be an engaged mom while still having personal goals and the ability to travel and hang out with friends,” Denise says. “It is the best of both worlds!” ■

**DEBT PAID** \$225,000 IN MORTGAGE  
AND STUDENT LOAN