

**GAME... SET... MATCH: FOCUS ON ONE POINT AT A TIME**

YOUR CONNECTION TO WHAT'S NEW IN WORLDVENTURES

# VOYAGER

VOLUME FIVE, ISSUE TWO

**WES MELCHER**

**WORK HARD  
PLAY HARDER**

**ZIMBABWE'S  
FUTURE JUST GOT BRIGHTER.**

**MEET THE  
WHEELS  
CLUB**









# WORK HARD *Play Harder*

## WES MELCHER INSPIRES A NEW GENERATION

BY CHANCELLOR PAGE

It's 70 degrees, and the distant winter sun, normally an afterthought this time of year, is shining like it's the height of spring. Chalk it up to a mild winter, or a touch of divine intervention, perhaps, for today IMD and WorldVentures golden boy Wes Melcher drops by the corporate offices for a visit. No doubt about it, Wes is the consummate network marketing entrepreneur, and you get the feeling his connections even extend to the man upstairs who is rolling out the red carpet in the depths of February (*hello, it's 70 degrees!*). But when you speak with him and learn about his upbringing and tap into his mindset and really find out what makes Wes tick, you realize his connections are nothing more than an extension of his character and vision.





**"I REALIZED EARLY THAT I HAD TO THINK OUTSIDE OF THE BOX. I HAD TO WORK SMARTER, NOT HARDER."**

**WES MELCHER, IMD**



## True to Form

Born and bred in West Texas, Wes is the oldest of three siblings and the son of two highly educated and financially secure parents—a mother who is a nurse practitioner serving on Texas' Board of Nursing, and a father who owned multiple businesses and is now the director of fundraising for a private university. "My father was my inspiration," Wes says. "I got my work ethic and sense of independence from him. I learned early on from my dad that everything is for sale. Growing up, I was always an entrepreneur because I saw him do it first. I had lemonade stands, I ran a baseball card shop out of my parents' garage, I had a landscaping business where I paid friends hourly to mow yards, I bought and sold computers and pool tables. If there was a way to make money, I would figure it out."

Wes does not hedge his words. There is no distance, self-consciousness or semi-narrative

to his conversation. Everything he says is relevant. Even during an interview, he is all-in, disarmingly honest, and unphased by digressions or interruption. And why wouldn't he be? He's made a career out of being true to himself and using his head.

"My dad worked seven days a week, from 8 a.m. to 8 p.m.," Wes continues. "Although he was successful, he showed me that if I went down certain paths, they were going to dictate my lifestyle. I realized early that I had to think outside of the box. I had to work smarter, not harder."

It may have been this epiphany that held sway over one of the most important decisions he would ever make. After receiving a bachelor's degree in political science at Texas State University in San Marcos, Wes took the LSAT and was accepted by every school he applied

to, including some of the most prestigious law schools in the country. His career was in front of him. Everything he planned for during the course of his undergraduate studies was there for the taking. There was only one hurdle, but it was so monumental it could not be overlooked: Wes knew who he was and what he wanted from life.

"I was on the debate team in high school and was in the state championship my senior year," Wes says. "I was attracted for a long time to the glitz and glamour of being an attorney, particularly the courtroom drama; but that's only 5 percent of what you do. Many attorneys I spoke to said that if they had to do it over again, they would do something different. There's a lot of paperwork, contracts, depositions, subpoenas, and no time for family or yourself. It owns you. And I didn't want to follow the traditional status quo."





## The Path Less Taken

And so Wes chose another path. He was looking for a way out, one that would not only align his career with his promise, but that would also determine the trajectory of his life. "As a college student, I worked for Vector Marketing, which markets Cutco Cutlery, and is one of the largest recruiters of college students in the country," Wes says. "I wound up staying with Vector after college and was the youngest person ever to break almost every record in the company's 60-year history."

Even when he was at the top of the ladder, Wes had something to prove—not to the industry or his family, but to himself. Ironically, at Vector, he was caught in 60-hour workweeks, and felt like a hired hand. "I made a ton of money, but I just wasn't happy. I didn't feel like my life was going in the right

direction," he says. "And I wanted to travel more. I caught the travel bug in college when I studied abroad in Costa Rica, so I left Vector in 2003 to pursue that dream."

After parting ways with Vector, Wes started a spring break travel company, working three to four months out of the year, and consulting in Australia, New Zealand and the United States the rest of the time. That's when he met WorldVentures founders Wayne Nugent and Mike Azcue. "I met Mike through a mutual friend in Vector," Wes says. "He had exactly what I was looking for: freedom and flexibility in his schedule and a residual income. He worked from home, spent time with his wife and kids, and traveled. I wanted to do what he was doing. Mike has been my mentor in the business ever since."

## Bridging the Generation Gap

For a Rep who could live anywhere, Wes has chosen to reside in Dallas. Why? Well, for one thing, he's just a 10-minute drive from the mother ship. And for good reason; he is as much a part of the makeup of this business as anyone, having come in on the ground floor and having been personally mentored by its founders. He also likes it here. "I like Dallas," he says. "It's a very progressive, modern city. It's like the New York of Texas."

As we're talking, WorldVentures Chief Visionary Officer Wayne Nugent stops in and asks Wes to swing by for a meeting. You get the feeling there's a reason Wes is so ubiquitous at events. His input is integral to the very process and progress of this company. What's more, his street cred is unparalleled. Ask anyone at *Momentum!*, *UNITED!* or *A View from the Edge*, and you'll get the same response: Wes is a force to be reckoned with. His ideas are far from stitched together, random, shoot-from-the-hip projects with a short shelf life. They're convictions, well-thought-out and planned down to every detail.

Take DreamTrips U, for instance, a project Wes spearheaded to engage students and young professionals to take more DreamTrips and get more out of the business

opportunity. After customizing price points and trips to take the younger generation from rat race to residual income, Wes and the executive team rolled out DreamTrips U. "I love working with young people," Wes says. "We had students who were trying to promote WorldVentures but weren't getting any traction. So I felt like we needed to develop a product line and a price point that would help them. The program has been a huge success. DreamTrips U has added a lot of energy to our events. They're much more action-packed, and we're creating trips that appeal specifically to them."

The vision of the program is extraordinary. DTU Members have the opportunity to change the culture of a generation, bypassing the staggering student loan crisis that is par for the course for higher education in the United States. "Students could build a residual income while they're in school and graduate with no debt or college loans and pursue the career they want," Wes says. "A lot of students want to give back and pursue humanitarian efforts like the Peace Corps, but they can't afford to because they have bills to pay and student loans to pay back. I'm for people doing what their passion is. Why would you do something you don't enjoy?"



WES WITH BRIAN DUNIVANT







WES WITH DAUGHTER JIANNA, 18 MONTHS



**"I'M A RED, BUT I'VE GOTTEN A LOT MORE YELLOW BECAUSE OF MY DAUGHTER."**

WES MELCHER, IMD

## New Balance

Make no mistake, Wes is a man of his word. It's his passion for this business that is the measure of his success. "I love travel and I love WorldVentures. I wouldn't be here if I didn't love it. I could make a million dollars somewhere else. I'm convinced you need to do something you're passionate about to get the results you want."

Wes has always been a natural-born leader, and people respond to his energy and reciprocity. "I see myself as a talent scout," he says. "I'm the kind of person who can recognize someone's potential and point them in the right direction. Some of the best leaders in the company are on my team. I've worked with them from Day One and have helped train them—Kari and Lisha Schneider, Martin Rouf, Dave and Yvette Ulloa, Carlos Rogers, Brian Dunivant, Franco Villarreal, Jeff Johnston. All those people are so talented. My favorite part of the business is training—helping people, teaching them, motivating my team. One of the things I like about WorldVentures is you get to choose who you work with. I work with some great people, and I'm having a lot of fun."

The one thing Wes tells those new to his team is to be consistent. "Consistency is the most important part of WorldVentures," he says. "It doesn't matter if you have five hours a week to commit or 50 hours a week—the point is to be consistent. The problem I see most people make when they're starting out is they put in 10 hours one week and then they take a week off. Then they'll put in 20 hours one week and take two weeks off. You can't get any momentum that way, and you won't get consistent results. Just figure out what you can do and do it every week. Even when you take time off, make sure you plan your business for your time away."

To the layman, it would seem Wes' talents are hardwired and God-given. Truth be told, he has had to learn as much as anyone. He is, after all, part of an organization whose mantra is personal development. "One of the things I've learned being a leader over the last six years is that everyone's different," he says. "In the beginning, I would project my goals on people and just assume they wanted the same things I did."

But that's not the case. I've gotten really good at finding out what people want so I can help them reach their goals."

Of course, training others is not a one-way street. Wes credits his team with keeping him balanced. "I've always gone overboard when it comes to work," he says. "When I get in work mode, nobody works harder. But I've also learned to play hard. I'm on a plane every weekend, it seems." Wes' team has helped him exorcise the need to work constantly and to focus more on his health, his family and himself.

One of the beneficiaries of his new focus is his 18-month-old daughter, Jianna. And vice versa—Jianna plays a major role in keeping him grounded. "I'm a red," Wes says, "but I've gotten a lot more yellow because of my daughter. We spend a lot of time together. Making a better future for her has become my motivation. I'm going to be able to give her a better life, and she'll be able to travel the world at an early age. She already has three stamps on her passport."





WES WITH HIS FRIENDS AND ONE OF HIS 15 RACE HORSES

## Work Hard, Play Harder

Since joining WorldVentures, Wes' motto has been, "Work hard, play harder." The 34-year-old Rep recognized for making IMD post-haste is also the one who has taken more than 100 vacations in the last six years. When he highlights his travels, he is like a commercial for the most interesting man in the world (*"His GPS asks him for directions"* or *"James Bond writes him fan letters"*). If anyone can lay claim to this moniker, it's Wes.

"I've been able to play harder than anybody," he says. "Pretty much everything on my bucket list is scratched off. I don't think anyone's done what I have over the last six

years, other than rock stars and celebrities. I've been on every continent, except Antarctica. I've stayed at Richard Branson's lodge in South Africa, and walked the red carpet at Hollywood parties and celebrity events. I've been to the Super Bowl, the Kentucky Derby, the NBA All-Star game, the NBA finals, the World Series, the biggest boxing matches in Vegas, biggest UFC fights, and some of the best concerts in the world. My favorite place is the Atlantis Resort in the Bahamas. I've probably been there 20 times over the last six years."

An avid sports fan and animal lover, Wes' recent excursions have also led to some promising

acquisitions. "I own 15 race horses scattered all over the country, racing at some of the biggest tracks, including Churchill Downs and Keeneland. Many are still young and will begin to race this year. But I've had several horses win races already."


Wes has high hopes for his new enterprise, and, true to form, he has done his homework. "Horse racing is something I've always been interested in, but didn't know much about. So I read every book on horse racing written in the last 15 years. I must have read 100 books on horse racing this year alone. My trainer says I'm probably one of the most educated owners he has."

## The Future's So Bright

Many assumptions around success are antiquated and correspond to a breakneck rise to the top, complacency and staggering decline. Even the best players plateau, soften up and lose momentum, right? But those who have a talent for sustaining success know that fortune has a greater dimension than financial gain. What's their secret? Give back. Widen the playing field.

Make a difference in other people's lives. That's what the future holds for Wes.

"I want to make a difference and make a bigger impact," he says. "I love helping people and working with kids, and I'm looking forward to participating in projects with the Manifest Foundation. I want to help change things. I

want to develop new concepts, create new systems, build new programs and help the company reach new heights." And given his track record, he will. Wes is part of a team raising the ceiling on prosperity. And so are you. Be the person you want others to be. Follow your bliss. And then get ready—the sky's the limit. 



## TIPS FOR SUCCESS

- Consistency is key, no matter how much time you put into it.
- Don't work the business alone; find a running buddy.
- Never turn your business off—you never know who you will meet.
- You are your brand. Lead your dream life now, and it will attract others.
- Hold yourself and others accountable. Don't be afraid to call someone out.