



BRINGING DADDY HOME

BY WENDY RUDMAN

TERRY AND BROOKE THEDFORD FOUND FREEDOM FROM A DANGEROUS CAREER TO BE ABLE TO FOCUS ON WHAT'S MOST IMPORTANT.

"This really opened up our eyes to new possibilities and a new lifestyle that we never thought was possible."

—TERRY THEDFORD

HOME TEXAS

WHAT IS THE BEST ADVICE YOU CAN GIVE A CONSULTANT LOOKING TO ACHIEVE THE NEXT LEVEL?

Work harder, grind harder, be obsessed with changing your family's future. It's not enough to want a change, you have to be the change.



The necklace Terry Thedford put in his bulletproof vest as he left for work every day carried a message: "Please keep Daddy safe. We love him very much. Amen."

It was a gift from his three daughters, and a constant reminder that something had to change.

Terry was a police officer in the Houston area. He loved his job, but the threat on officers' lives was sharply on the rise. "I was just terrified every time he left," his wife Brooke says. Piling onto that stress, Terry also held a couple side jobs. Attending his daughters' sporting events was a rare occasion. He and Brooke were introduced to Ambit Energy by a customer at the Verizon store where Terry worked part time. Busy with multiple jobs and various kids' sports, they finally decided to turn to the Ambit opportunity for answers.

Not knowing anything about network marketing or direct sales, the couple consistently worked their business in the little openings of their schedule, doing everything their Ambit team coaches instructed them to do. They involved their kids as much as possible, setting goals as a family and deciding together where sacrifices would be made. After a few months of consistent effort, Terry was able to begin quitting his extra jobs and move more focus back to his family where it belonged.

On Dec. 16, 2016, Terry retired from a

nearly 12-year career in law enforcement. "It was pretty surreal," Terry says. "I loved being a police officer, but this really opened up our eyes to new possibilities and a new lifestyle that we never thought was possible. I'm loving it, and I'm not looking back."

While their Ambit business is now their full-time focus, they still have time to pursue other career options they actually want—options that were not a reality just two years ago. Today, Terry and Brooke are able to stay active and fully involved with their daughters' events, and Terry even coaches their teams. Having a stream of passive income with Ambit that pays them month after month not only affords them time, but also has eliminated what once was a source of tension and worry. "I know on the 15th of every month, our bills are going to be paid, and that's a huge stress off our back," Terry says.

When Terry and Brooke were working hard to promote to Executive Consultant (which they achieved in 2016), they realized their business was really about helping other people and passing on what they learned. So that continues to be their goal, and it's the most rewarding part of their experience as Ambit consultants. "We thought, 'we've got to get out and help more people, and there are so many more people we need to help,'" Brooke says. "We love what we do and we've grown a huge passion for it. Now we're seeing that in other people's lives," Terry adds. ■



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SLOWING THEIR ROLL

BY WENDY RUDMAN

TONY AND DIANA PROCOPIO CHANNEL AMBIT SUCCESS INTO FAMILY FREEDOM.

“Now we are focused on providing secure futures for our family and extended family.”

—TONY PROCOPIO

HOME CONNECTICUT

WHAT INSPIRES YOU THE MOST ABOUT AMBIT'S CULTURE?

The hands-on leadership from the top down and knowing with 100 percent certainty every single person we meet can gain personal freedom through an invitation to take a look.



For Tony and Diana Procopio, the proof is in the numbers. Before Ambit, they had worked for 11 years straight without taking a full week off from their jobs. Since joining Ambit in 2012, they have taken dozens of vacations—including seven within the past two years. “We have complete control of our calendars now,” Tony says. “No boss to tell us when to report to work.” From luxury adventures to Mexico and Hawaii to family road trips, they have taken full advantage of the freedom Ambit offers. “We go hiking every week—mid-week when there are no crowds—and we have time to enjoy traveling with our granddaughter in our motor home, which sat in the driveway for years prior to Ambit,” he says. “We’ve even started looking at a six-month around-the-world cruise!”

Tony and Diana, who make their home in Connecticut, are Executive Consultants who got started in Ambit simply to cover their monthly power bill. “Now we are focused on providing secure futures for our family and extended family,” Tony says. “This includes paying for our granddaughter’s college and buying homes and paying off homes for our parents.” The Procopios say their freedom-first lifestyle is a testament to Ambit’s ground-breaking business model—a concept they bought into within five minutes of being introduced to the company. “Energy is a necessity!” Tony says. “The key to Ambit’s success—

and ours—has been finding a service that people need and use every day, and then providing it at a lower cost—or free—without changing anyone’s buying habits.”

WILLING TO ADAPT TO CHANGE

Tony and Diana are quick to point out that their success in Ambit didn’t happen overnight or without a great deal of hard work. Since those early days, they have learned to stick to the basics but be willing to adapt to changing times. “We continue to follow the proven system by sharing Ambit face-to-face with individuals and in group meetings,” Tony says. “But we’ve also increased the frequency of casual in-home grand openings and grand openings at local businesses. And, with our new corporate website videos in English, Spanish and Japanese, we’ve ratcheted up the number of internet-based exposures.”

They believe in staying plugged into Ambit’s company culture by attending as many events as possible and staying disciplined about their own personal development. That approach has more than paid off, with the Procopios winning both the Ambit People’s Choice Award and the Thompson Leadership Award at the national convention. “We have a phenomenal team of leaders,” Tony says. “Without our core group, there is no way we would be where we are today. Teamwork makes the dream work!” ■



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FINDING FREEDOM

BY WENDY RUDMAN

DOUG PARKER FOUND ANSWERS TO LIFE-ALTERING EVENTS BY BUILDING PASSIVE INCOME WITH AMBIT ENERGY.

“The culture of Ambit, the quality of people and the relationships that you build... it’s significant.”

—DOUG PARKER

HOME TEXAS

WHAT IS YOUR FAVORITE DAILY HABIT THAT HAS HELPED YOU BECOME SUCCESSFUL?

One more call. When I think I am done for the day, I just make one more call. That might turn into several calls, or just one really good one!

Doug Parker and his wife Julie had built successful businesses and were making good money. But nearly two years ago, Julie was diagnosed with breast cancer. Suddenly, time and freedom became a lot more valuable.

That news, coupled with a car accident Doug previously suffered, made him rethink how he generated income. A customer of his showed him the Ambit Energy opportunity. It made total sense to Doug, who was familiar with Ambit’s No. 1 ranking on the Inc. 500 list in 2010 because his company was also recognized on the list. The idea of having passive income that came in month after month from work he did one time was exactly what he was looking for.

“You make a lot of money, Doug, but you have to work nonstop to make it,” Doug says his Ambit Energy mentor told him. That was his aha moment. He was indeed working nonstop, and his kids were approaching college age. He realized that even great income isn’t the same as having passive income.

“If we wanted to stop working a year ago, it really would not have been an option,” he says. “Now we can start making decisions asking, ‘what if I didn’t have to work?’” Doug is still building his traditional business, but because of his Ambit income, he has the option of stepping away from it if and when he has to. That’s an option that did not exist

just two years ago.

After Doug promoted to Senior Consultant he began interviewing many of Ambit’s top income earners on a radio show he hosted. “That gave me the additional experience and proven processes for being successful in Ambit,” he says about learning from all those successful leaders. “We started getting really consistent about going to the business presentations in Dallas.”

Being surrounded with success and making himself accountable was a major turning point for Doug. He made a huge push to promote to Executive Consultant before Ambit’s national convention in 2016. He worked his Ambit business every day, texting his leaders at the end of each day letting them know what activity he took. The persistence paid off.

Doug says his push to Executive Consultant taught him that activity breeds activity. “If people want to figure out how to get to a certain level someone else is at, they just need to follow what they are doing,” he says.

Today, Doug says that while his Ambit income is incredibly rewarding, the relationships he has built are invaluable. “The culture of Ambit, the quality of people and the relationships that you build—nobody gets into the business for that reason, but once they’re in it long enough, they experience those things, and it’s significant.” ■



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GOING BEYOND 'DIY'

BY NICOLE BYWATER

CARTER MOOK STRUGGLED IN HIS BUSINESS BEFORE REALIZING HE HAD TO STEP OUT OF HIS COMFORT ZONE TO ACCOMPLISH HIS GOALS.

"I knew that I needed to find another way to make some extra income besides putting in all the overtime because it was just killing me."

-CARTER MOOK

HOME
PENNSYLVANIA

WHAT IS THE BEST ADVICE YOU CAN GIVE A CONSULTANT LOOKING TO ACHIEVE THE NEXT LEVEL?

Find someone successful who you admire and use them as a mentor and accountability partner.



As a captain on the police force for the past 23 years, Carter Mook is used to seeing negativity in the world. His wife, Josie, had a similar experience in her career in the court system before becoming a stay-at-home mom in 2008.

That's just one more reason the couple say they're thankful for the positivity and the freedom they get from their Ambit business. Before starting Ambit, working as many overtime shifts as he could was a way of life for Carter.

"I was putting in 60 to 80 hours a week, missing out on sleep and time with my family—and still—it was never enough," he recalls. "There was always something like a car or home repair that would come along and knock us backwards financially."

On Father's Day of 2012, Carter remembers working a 16-hour shift, then only getting to see his daughter, Doreen, for 30 minutes. He knew there had to be a better way.

"My dad was a blue-collar guy who was always working, so we never saw him," Carter says. "I didn't want that for our family."

Then, in 2012, a friend joined Ambit and invited Carter to attend a meeting with him. "I signed up on the spot," he says. "I knew that I needed to find another way to make some extra income besides putting in

all the overtime because it was just killing me. I'd head out for another shift and my daughter would be crying at the door. It was heartbreaking."

Carter also liked that Ambit was a service that could help people save money. "Plus there was that friendly competitive spirit with my friend," he admits. "I didn't want to see him build this and leave me behind."

Carter says he struggled for the first few weeks in the business. "I'm a do-it-yourself kind of guy, so I didn't plug into anybody above me," he recalls. "Josie suggested that I watch the training videos online and I did and something clicked. I started to accept the help of executives above me and it made all the difference."

He also had to grow personally and come 'out of his shell' in order to succeed. "I've heard it said that this is more personal development with a compensation attached, and it's absolutely true. By surrounding yourself with positive leaders, you become a better leader."

In the future, the Mooks hope to reach a level that will allow Carter to retire, spend more family time together and achieve National Consultant. Their advice is simple: "Use the Ambit system, and don't try to reinvent the wheel. Reach out to your upline for help. That's what allows you to accomplish your goals." ■



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