



## *Dave Bradley*

### **Diamond Business Owner**



**No Family, No Friends, No Money** Newcomer to New Zealand, Dave Bradley started his business far away from family and friends. He had been working to get established, but he didn't really have any money yet. "No family, no friends, no money," says Dave. "But I had plenty of competitive spirit, and I don't like to lose at anything."

Competitive? Definitely. Dave Bradley played professional ball for one of Britain's best soccer teams, the Manchester United. His soccer career took him to faraway places, including South Africa in 1985, and to New Zealand in 1986, where I played ball and coached. "I liked playing soccer," he says. "But I didn't want to wait until I couldn't play any longer to start thinking about life after soccer."

"I worked life insurance sales, for one thing," states Dave, "and I taught aerobics. I was determined to create long-term sources of income in my new country, but I hadn't been able to find the way to do it yet."

**It Found Me!** Dave remembers, "A gentleman from Australia approached me and asked about showing me a business opportunity. And I decided to take a look. Thank goodness I did. The man shared the networking concept, and I saw it as a way to



Residence:  
*New Zealand*

Background:  
*Insurance and  
Professional Soccer  
Player*



achieve many of my dreams.”

Building the business was a slow process. The gentleman from Australia who had sponsored Dave into the business had returned to Australia, which left him pretty much on his own. “I knew it wouldn’t be easy,” admits Dave. “I had been so busy finding jobs and working that I hadn’t spent much time building social contacts. Here I was building a networking business, but I didn’t have a network to start from!”

Dave’s competitive nature and his experience in sports made a big difference. He’d hear himself coaching ball, telling the team how to keep fighting, and then he’d tell himself the same thing. “But still, I needed to feel linked into something,” says Dave. “That’s why I kept listening to the tapes, over and over. Finally, I was able to plug into the Yager system. The system taught me how to build the business right. Starting from almost nothing, I used the system to build the business to Direct by 1989. By February, 1992, Diamond!”

Now Dave’s travel has little to do with soccer, unless it’s as an observer, of course. Dave is working to build his business around the globe, and he travels throughout the world for pure pleasure, too. His favorite places? England and South Africa to visit family and long-time friends!