



8-5-04

REFLECTION ON MY SUMMERS WITH VARSITY

Jack Branch
Field Representative
The Producers Group, Inc.
3939 N. Causeway Blvd., Suite 301
Metairie, LA 70002
tel: 504.849.1133
fax: 504.837.9594
e-mail: jack_branch@glic.com



To Whom It May Concern:

Typical students during the summers go home and consume income vs. learning Life 101 selling books will do for you. It doesn't matter if you are studying to become a doctor, attorney, architect, CPA, all need good foundations that selling books helps develop. It's my belief that these success principles give you a leg up on your competition not only in the interviewing phase of your life but in normal business practices.

The job market is very competitive. Most of my interviews after college centered around the interviewers' genuine interest in how I was able to do what I did, away from home each summer, to fund my college tuition/expenses. If you are looking for something to make you stand out in a crowded field of applicants then Varsity is worth exploring. My experience with the students that were part of Varsity was that they represented a higher caliber of student and commitment was already a part of them either through academic, social, or through competitive sports.

Selling books from 1988 to 1992, gave me much different experience than most. I wanted to focus solely on academics. My summers became the time where I would earn the money for those expenses and help me save additional money so when I graduated from school I didn't enter the workforce in debt beyond comprehension. The summers helped me create a good nest egg of capital to help me get started on a good foundation not having to take a job just because I needed money but a career that was what I wanted to do with my skills.

My road to where I am now went from interfacing with companies like Home Depot, Best Buy, and Wal-Mart. Dealing with each of these customers I relied on basic skills like how to present facts short/concise, search for the truth of what people really want, and doing what you say you are going to do. It amazes me how many in the business world don't operate under these premises and is why I believe I have gotten to be where I am today in the top of my field.

I have a successful business in the New Orleans, LA market advising high net worth clients of financial strategies. Selling books developed several success principles that you cannot put a number on. I can always look back at the solid foundation Varsity helped lay. If I hadn't sold books for 6 summers I probably would not have had the courage to step out of the corporate world, earning a good six figure income, to start from scratch and build a business like I am doing today. Should you have any questions, comments, or concerns please don't hesitate to call me.

Jack Branch