

Daryl & Bob Allen



by Amy Hodson • Photography by Anna Crabtree

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In 1978, Daryl and Robert (Bob) Allen were planning a trip to Hawaii to celebrate their first wedding anniversary when he turned to her and said, “Honey, I think I’m going to write a book.” With his MBA and lack of any writing experience, Bob sounded to Daryl about as believable as a man announcing he was going to build an ark. “I just said, ‘Oh, that’s nice, dear. You do that,’” Daryl recalls with a laugh.

Bob brought their old-fashioned typewriter along on the trip and typed for hours each day on the beach. On the trip home, he told Daryl that he thought the book, which explained his strategies for investing in real estate, was just about finished. “I had no idea I had married an author,” she says. “But that book became *Nothing Down*, and went on to sell nearly 1.5 million copies in hardback.”

Although Bob eventually retired his typewriter, *Nothing Down* was just the first of many best-selling books (see box) he would go on to write. And those books helped him launch a long, successful career hosting seminars and workshops around the world about creating wealth. “I want to help as many people achieve financial freedom as I can,” he explains. “That’s what I’ll do until the last breath I take. It’s my mission in life.”

Bob has been thinking a lot about life missions and destiny lately as he and his business partner and co-author, Mark Victor Hansen, put the finishing touches on their

latest book, *Cracking the Millionaire Code*. The book features a series of puzzles and games for readers to figure out in order to demonstrate how entrepreneurial success can be attained by cracking four essential codes:

Robert Allen is author of the following *New York Times* bestsellers:

Nothing Down

Creating Wealth

Multiple Streams of Income

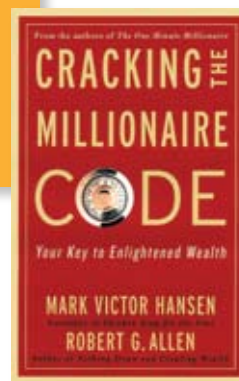
Multiple Streams of Internet Income

and co-author with Mark Victor Hansen of:

**The One Minute Millionaire:
The Enlightened Way to Wealth**

**Cracking the Millionaire Code:
Your Key to Enlightened Wealth**

- Destiny Code—what are you destined to do?
- PRISM Code—what Products, Related Products, Information, Services, or Media will you offer to the world?
- Angel Code—who will help you achieve your destiny?
- Star Code—who will you market to?



Bob explains that you can look at almost any successful entrepreneur’s story and see these four codes or keys to success. “Dr. Myron Wentz, for example, had a ‘Destiny’ to save the world in health. And he created a ‘PRISM’ of products that literally transform people’s lives,” Bob explains. Dr. Wentz’ “Angels” are people he has worked with, like USANA employees and Associates, to make USANA a success. His “Stars” are the many customers who purchase the products and better their health through USANA.

Bob and Daryl’s own path to success has also closely followed the codes that Bob writes about in his book. Through decades of hard work, determination, and creativity, they are

not only achieving their destiny, they have also created a lifestyle that others only dream about. And USANA, the Allens say, has played a key role in helping them achieve that lifestyle.

When the Allens were introduced to USANA in 1994, the last thing

Bob was interested in was network marketing. Although his company was facing some financial problems and he was looking for additional streams of income, Bob didn’t have a good opinion of the

network marketing industry and thought it would affect his reputation. But when Daryl's longtime best friend, Collette Larsen, left a video about USANA on their table one afternoon, Daryl convinced Bob to watch it with her.

"Collette had already told me about USANA, and I was so happy for her," Daryl recalls. "So I convinced Bob to watch the video with me, and he was very impressed with Dr. Wentz."

After a little more research on the company's products and compensation plan, Bob and Daryl decided to begin a USANA business of their own. Bob even took on a consulting role with USANA's Home Office. But there was one condition—the business would have to be in Daryl's name only. "So to this day our USANA checks come to Daryl L. Allen. And if you think he's ever gotten his hands on one of these checks you're wrong. They go directly into my bank account!" Daryl says as she smiles at her husband.

Joking aside, Bob admits that USANA has added a sense of stability and security to their lives. "USANA, frankly, was a godsend to us," he says. "We worked the business very hard for the first several years. Now it's a much smaller part of what we do, but it's still an extremely important income stream for us. USANA builds this extra breathing room, this insurance policy, so that money continues to flow in and allows a person to discover their destiny. It's really incredible."

And as for Bob's opinions about network marketing, well, they've completely changed over his 11-year experience with USANA. "This business really sifts out the losers and

the 'looky-lous,' if I can be so blunt," he says. "What we have found with the top people in USANA is that they are sharp, wonderful people who have the highest integrity. We have made



some of the greatest friends who, like us, said no to network marketing for many years until they found the right company."

Daryl agrees. "We've had so many fabulous experiences with USANA over the years with



the cruises, the Fortune 25 trips, and the people we've met. We never could have dreamed it would be so much fun!"

Today, the Allens are 1-Star Diamond Directors, while their friend and sponsor, Collette Larsen, is a 5-Star Diamond Director who has been named USANA's top Distributor for nearly the past 10 years. And

with USANA as their "insurance policy," Bob and Daryl have been able to create an amazing life together—including a beautiful home, amazing vacations, and the freedom to pursue their many interests.

The Allens' 7,000-square-foot home in Olivenhain, California sits on three acres in



an exclusive gated community. French doors in almost every room open onto a large stone patio and pool and a stunning view of rolling green hills, lemon orchards, and flowering meadows. Visitors to the home first enter a

large, bright two-story entryway that opens onto a formal dining room. The home's gourmet kitchen adjoins an inviting great room with warm, red walls and wood coffered ceilings.

The library contains large, comfortable chairs and huge custom-built bookshelves filled with well-thumbed books on religion, history, philosophy, and science. One entire section houses Daryl's extensive collection of children's books, which rivals that of any first-grade classroom. Another section holds antique and rare books, which Daryl enjoys researching about and shopping for in second-hand bookstores. "One of my favorite places in the world to go is Ken Sander's Rare Books in Salt Lake City," she says.

Bob's office is also filled with books on subjects like wealth, finances, health, marketing, and public speaking. The walls are lined with photos of him with politicians,

celebrities, and other public figures. On his large desk, next to pictures of his family, sits a custom-built, four-monitor computer that helps Bob keep track of his many ongoing projects. He can have his latest book open on one screen, his e-mail on another, and stock market figures and search screens on the third and fourth.

Daryl has decorated the entire home herself, from picking out all the fabrics used for draperies and upholstery to selecting the marble for their impressive dining room table. Her sophisticated eye for art is demonstrated in the numbered paintings, original sculptures, and glasswork that fill each room. The couple's devotion to their faith is also reflected through several religious artworks in the home. "I love art and design," Daryl says. "And I wanted our home to be warm and inviting, but elegant as well. I collect things that are linked to happy memories."

Many of the pieces in the Allen's home have been picked up on their frequent travels. A recent Mediterranean cruise took Bob and Daryl to ports in France, Greece, and Italy. They have also floated around the islands of Tahiti in a 50-foot catamaran, toured much of Europe and Asia, and spent the last three Christmases adventuring with their three children. "We are traveling fools," Daryl laughs. This past Christmas was spent in New York City, where the Allens shopped, went sightseeing, and attended several Broadway plays. On Christmas Eve, the entire family went to a local soup kitchen to help serve dinner to the homeless. "It was really special," Bob remarks. "It was the most memorable part of the whole trip."



Bob's interest in the Mayan culture has taken him to Central America on several occasions to tour pyramids and other ancient ruins. Last year, he and Daryl took a private jet tour of 10 different sites with several noted Mayan experts as their guides. One of Bob's favorite Mayan trips also serves as a great example of the power of financial freedom, he says. Bob was invited to visit an archeologist in Guatemala doing research on a recently discovered Mayan mural. But because Bob was in the middle of writing a book, time for the trip was limited. So Bob and his

son flew one Sunday night from Los Angeles to Guatemala City, where they boarded a helicopter which took them deep into the middle of the Guatemalan jungle. On Monday, they toured several newly uncovered Mayan ruins, including the most ancient Mayan mural ever found. And by Tuesday afternoon, they were back home. "We were able to go from Los Angeles to the earliest reaches of civilization and back again in 37 hours," Bob says. "It was a fantastic experience."

Surrounded by faith, family, and friends, Bob and Daryl treasure every aspect of their busy lives. "We are happily overwhelmed with an abundance of experiences and opportunities," Bob says. They both agree USANA is at the center of multiple streams of income, and

has been a valuable part of their success. "We love USANA, and we're most recently crazy about Sanoviv," Daryl says of the wellness institute in Mexico founded by Dr. Wentz. "We cancelled a trip to Europe and spent two weeks together there last spring. It was a magical 'healthcation.' What an incredible place to tune up! Dr. Wentz has focused his vision to perfection at Sanoviv."

Whether vacationing or relaxing at home, Bob and Daryl love to spend time with their three children, Aimee, Aaron, and Hunter.



Though all three have moved away from home, they remain a close-knit family that enjoys spending time together. As the Allen's children have pursued education and careers, they have become an obvious reflection of their parents' creativity and enthusiasm for life.



Aimee, 27, is a gifted singer like her mother. She has produced a CD that features her unique, soulful voice, and she often performs at seminars and special events.

"She has told me

that her mission is to help change and heal the world through music," Daryl explains. "She is so beautiful and talented—a gifted songwriter. We love watching her perform." When she is not working on her music career, Aimee often helps Bob with his business. She recently traveled to Machu Picchu in the Andes Mountains as a scout for her father, who is considering hosting a trip there with his Inner Circle group.

Aaron, 24, graduated from Brigham Young University (BYU) in April with a bachelor's degree in English. A strong writer, he was



one of five applicants accepted to BYU's creative writing/poetry section of the English master's program. He also spent three years writing and performing for "Divine Comedy" on campus. Aaron began a USANA business after serving a two-year mission for his church in Houston, Texas. In only two years he has already become a Gold Director. "He's a great mix of both of us," Daryl says. "He is outgoing, intelligent, and great with people."

Hunter, 22, also recently returned from a two-year church mission in Brazil. He is currently living in Orlando, Florida, working with hundreds of other students his age in the college program at Disney World "and is having a blast," Daryl says.

With three single children in their 20s, Bob and Daryl are hopeful for three weddings sometime in the future. "As for grandchildren," Daryl jokes, "we're holding our breath on that. Of course we had better have some marriages first."

Bob and Daryl can only hope that their children's marriages will be as happy as their own. They recently celebrated their 28th wedding anniversary together at the luxury beach resort, Bacara, in Santa Barbara. The road hasn't always been easy, but they have always supported one another. "Daryl is tough in a wonderful way," Bob says, reflecting on their years together. "I've had my ups and downs in business, and she's just a trouper. She's smart—much smarter than I

am. She has her own mind, which is one of the things that drew me to her in the first place. The longer I'm married to her, the smarter I look."

Having spent nearly three decades raising a family, building several businesses, and traveling the world together, the Allens are still a little like newlyweds—frequently teasing and laughing with each other, obviously proud of what each has accomplished, and truly excited about what the future will bring. Daryl is looking



forward to Bob's eventual retirement, when they plan to serve a mission together for their church and continue traveling. They are also currently building a beautiful vacation home in the Wasatch Mountain town of Midway, Utah. Daryl is busy planning and designing the home's interiors to make it a warm and wonderful getaway.

They plan to continue giving a sizeable portion of their income back to the community, through tithes to their church and donations to their favorite charities like the Cystic Fibrosis Foundation, BYU, the Horatio Alger Awards, FARMS, and others.

Although he and Daryl had always been generous with their church and charities, Bob admits that it wasn't until recently that he grasped the importance of it all. He survived a near-fatal accident two years ago that woke him up to the joy of giving. Now he is convinced that whether entrepreneurs give 10 percent of their profits to an animal shelter, the American Red Cross, Children's Hunger Fund, or one of thousands of other deserving charities or churches, they will see the benefits.

"We talk in this book about building a business from a Higher Power perspective," he explains. "So, it's not about making profits; it's about figuring out who we can bless with the money that we make. If you don't go about life with an attitude of abundance, you will never achieve true prosperity. I really think people will read this book and say, 'Now *this* is capitalism the way I want to play it.'"

The Allens recognize that they have been fortunate to live a remarkable life. Through their many business ventures, especially USANA, they have achieved something very important to both of them—freedom. "We are free to go where we're directed," Bob says. "It is amazing to follow a path, without any constraints, to our best life." Daryl adds, "We are so blessed, and so very, very grateful."

*The figures in this magazine should not be considered as guarantees or projections of your actual earnings or profits. Success with USANA results only from successful sales efforts, which require hard work, diligence, and leadership. Your success will depend upon how effectively you demonstrate these qualities. The average U.S. Associate makes \$816.67 per year. The average Canadian Associate makes \$586.80 per year.