

# Babila-Pinyin



# Staying in Touch

Following the expansion of their business into Nigeria, Sunny and King Babila-Pinyin look forward to bringing even more families together, thanks to 5LINX® technology.

Nicole Bywater

King Babila-Pinyin knows firsthand how hard it can be to be away from her family for months at a time. Luckily, the 5LINX® VideoPhone allowed her to keep in touch while she was working in Nigeria to set up the company's operations in that country.

"I love the VideoPhone," says King, who is vice president of sales for 5LINX® Limited in Nigeria. "It has played a very vital role in keeping my family and me close together during those long months away from home. There were times when I was gone for three-month stretches, but it didn't feel nearly as long because I spoke to my husband, son, mom and sisters on a daily basis via the videophone."

## FINDING FREEDOM

King says she and her husband and business partner, Sunny, are living the American Dream, thanks to 5LINX®. "Five years ago, we used to have to wake up to the alarm clock at 5 o'clock in the morning to begin our 12-hour day. We had three jobs between us and yet there was never enough money in our bank accounts. We had never taken a vacation and we drove used cars that were 10 years old."

Their transformation began in 2005, after the Babila-Pinyins accepted a friend's invitation to learn more about 5LINX®. It didn't take long for them to realize that it was the opportunity they'd been seeking. "It was the technology," Sunny says. "My wife and I both came from IT backgrounds. We could relate to

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—King Babila-Pinyin

**HOME:**  
Maryland and Nigeria

**FAMILY:**  
Denzel, 8

**VITAL BUSINESS TIP:**  
Faith moves mountains and passion is key!



the product." Sunny and King, who are originally from Africa, also could relate to the need that so many people have to communicate with family overseas.

"We have a very diverse customer base," King explains. "First-generation African immigrants, Asians, Americans and Hispanic customers all form a part of our customer base. I feel particularly excited about the diversity and the possibilities of

offering the VideoPhone service to these customers who can now send one to their families and loved ones in other continents and stay in touch with them on a more personal basis."

In addition to their personal use of the VideoPhone, the technology has also proved to be essential to the couple's business. Sunny and King officially launched 5LINX® Limited in Nigeria in 2009 and have an organization there that rivals the size of their U.S. team. "Whether I'm in the United States or in Nigeria, I can stay in constant communication with the teams via video conferencing," King says. "I'm still able to do presentations and training sessions regardless of where I am in the world, and that is truly priceless for any entrepreneur."

### FREE TO BE A FAMILY

Sunny and King both retired from their jobs in corporate America within seven months of joining 5LINX® as representatives and today are Platinum Senior Vice Presidents. Since then, they say they're grateful to have found the financial freedom to move to a larger home, to send their son Denzel to a private school, to travel the world with their family, to build a home for their parents in Africa, to buy luxury cars for their parents and themselves, and most important, to donate to the charitable causes and ministries of their choice. "When time and money are not such a big burden to you anymore, the sky becomes your limit!" King says.

I can get out of bed when I'm tired of sleeping. It's not about the alarm clock. Sometimes I start work in my pajamas!  
—Sunny Babila-Pinyin

"Like many women, shopping has always been one of my many hobbies. Only now I no longer have to worry about how much I spend on a pair of shoes or purse—the only deciding factor is whether I like it. That is every woman's dream."

While the financial rewards are tremendous, what Sunny and King both value most is the free time 5LINX® has brought into their daily lives. "The money is good, but this business gives us freedom," King says. "We are partners, doing a business we both love. We support each other to the fullest."

They also have quality time to enjoy Denzel and his interests. "We drive him to school, pick him up," Sunny says. "We participate in his school activities. A lot of families don't have that luxury."

When they're not working, Sunny and King like to play soccer, go shopping and watch sports. "I can go to bed when I'm tired of working," Sunny

base to over one million, worldwide, in the next five years. Following their success in Nigeria, they'd like to expand to at least five more African countries, with the purpose of empowering lives all over the world through the 5LINX® opportunity. "Passion is key," King says. "5LINX® started out as a simple business venture, but has turned out to be a vehicle



says. "And I can get out of bed when I'm tired of sleeping. It's not about the alarm clock. Sometimes I start work in my pajamas!"

Sunny and King plan to grow their distributor base to more than 100,000 and their customer

for financial and spiritual empowerment for us. It is truly exciting and amazing to meet a total stranger by virtue of them coming into our organization, and then helping them change their whole life around within a year or two." **yb**