

Whirlwinds of Success

Sunny and King Babila-Pinyin use hard work and good timing to build their dream life.

by K.C. Barlow

HOME
MARYLAND

FAMILY
DENZEL, 5

5LINX STATUS
PLATINUM SENIOR
VICE PRESIDENT

BUSINESS TIP
IF IT'S NOT BROKEN,
DON'T TRY TO
FIX IT. FOLLOW
THE SYSTEM.



Photography by David Moser

Sunny Babila-Pinyin knows what it means to work two jobs and never have time to enjoy life. By day he was an information systems auditor, and at night he taught courses at a local college. “It dawned on me one day in traffic,” he says. “When I would leave my house in the morning, my son would still be in bed. When I came home, he was already in bed.” Sunny promised himself that things would change for him and his wife, King, and their son, Denzel. “I didn’t know how I would do it,” he says. “I just prayed.”

In 2005, Sunny and King accepted a friend’s invitation to learn more about 5LINX. It didn’t take long for them to realize 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 the product.” The technology began to sell itself, and soon the Babila-Pinyins had a growing organization. “My wife and I believed in the product and then we came to believe in the company,” he says. “Then

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we came to believe in the people we work with.” Since then they have seen steady success and now live a lifestyle they once only dreamed of having. “We did not know what to expect,” Sunny says. “The first four months of doing the business, we made enough money for my wife to retire. Three months later I retired.”

FREE TO BE FAMILY

Sunny says timing has played a critical role in building their 5LINX business. Consumers, he says, are ready to embrace a new way of communicating. “Voice over Internet Protocol (VoIP) is a global technology,” he says. “It’s the personalization of it. People get

excited about it.” Sunny and King, who are originally from Africa, have also incorporated the VideoPhone into their lives, using the unit to talk with friends and family thousands of miles away.

Since discovering 5LINX, they have enjoyed a number of rewards that previously were out of reach. “Things have changed,” Sunny says. “We have a couple of homes now. We drive nicer cars.” A Bentley, to be exact. For King, a huge perk is the freedom to shop without stress. “My wife would always go into a store and try on clothes and leave without buying anything,” he says. “Now she goes in, tries something on and takes it to the counter. It’s a blessing for us.”

What they both value most, however, is the free time 5LINX has brought into their daily lives. “The money is good, but this business gives us freedom,” Sunny says. “We get to travel. We get to spend time with each other.” In the past two years, they have traveled to a variety of destinations including the Bahamas, Cancún and almost every state in the nation. “We are partners,” Sunny says. “We are 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 are 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,” he says. “And I can come out of bed when I’m tired of sleeping. It’s not about the alarm clock. Sometimes I start work in my pajamas!”

REALIZING HOPES AND DREAMS

But total flexibility and freedom can present something of a challenge. “It takes a lot of discipline to be your own boss,” Sunny says. “The one thing my wife and I have learned is that you need to map out your ‘Money Making Time.’” Sunny and King urge their new representatives to look at their schedules and determine how many hours a day they can devote to their business. “You figure out what is good for you and be consistent about it,” he says. An important tool in that process is a home office. “You don’t need a mansion to have an office,” Sunny says. “You just need a table, a chair and a phone. You have to have a small, quiet corner.” Another key is always having your VideoPhone on hand, ready to share with another person. “That’s the biggest marketing tool we have,” he says.

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To keep their team motivated, Sunny and King stay in constant contact with members. They invest time, energy and hope in every person who expresses a desire to build a 5LINX business. “We want it for them as much as they want it for themselves,” he says. “A team is only as good as the leader.” They can orient new team members to the company training system while keeping veterans energized. “We do conference calls regularly,” he says. “I do one-on-one counseling. I’m in touch with my team regularly.” They also encourage team members to look around and emulate the representatives they admire professionally and personally. “The people who are successful in the



company—find them and talk to them,” Sunny says. “Find out what they’re doing and duplicate it.” In many ways, the team functions as a close-knit family, dedicated to group success and not just individual milestones. “We feed off their energy. They feed off of ours,” he says. “We celebrate the high times, and we celebrate the bad times. What we are doing is helping people realize their hopes and dreams.” **SFH**