

SUCCESS

"I WANT ANOTHER BUSINESS!"
HOW ABOUT A FRANCHISE?
OUR GETTING-STARTED GUIDE

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INTERNET WIZ KID RYAN ALLIS
"I want to build a billion dollar company in my thirties." p 10

« Jennifer Openshaw

Life in the Millionaire Zone

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**Success
Stories**
May/June
2007

HOW TO LEAD
A RICH LIFE

They're the CEOs of their lives, and the new faces of success.
Meet six people who did it in their own, very different ways.



“My parents taught me to respect my dreams, because they are blueprints for a pathway to success.”

Dr. James Rosser Jr.



RYAN ALLIS

PHOTOGRAPH BY JIMMY WILLIAMS

THE KID // 22 // FOUNDER & CEO, BROADWICK CORP. // DURHAM, NORTH CAROLINA

Ryan Allis started Virante, a web marketing consulting firm, when he was just 16 years old, incorporating the company in two years. Over the past three years, he has helped build three companies that have each generated \$2 million or more in sales. His newest venture, Broadwick Corp., a provider of e-mail marketing, RSS Feed and blogging software, currently has 47 employees and over 9,000 customers, with almost \$5 million in annual sales.

MY ASPIRATION: I want to be a senator in 20 years. But before that, I'd like to finish what I'm doing with Broadwick, finish my undergrad, get an MBA/MPP from Harvard in a few years, and build a billion dollar company in my thirties.

MY INSPIRATION: It all comes down to figuring out ways to

reduce human suffering and to provide opportunity for all people.

WHY I'M A SUCCESS: I don't consider myself a success yet. I am successful because I persevere, I keep at it, I work hard, and I've got great people around me. But I'm not yet a success. That will take a couple more decades.

HOW I DID IT: It's amazing what you can do, even as a young person, when you take advantage of the opportunities that the Internet provides.

WHAT I'VE LEARNED: You have to play life like it's a long-term game.

WHAT I KNOW: That all humans are inherently good.

WHAT'S NEXT: We want to revolutionize the future of online communication.

"IT ALL COMES DOWN TO FIGURING OUT WAYS TO REDUCE HUMAN SUFFERING