

ALEX GOEN



It was once said, “There is only one success—to be able to spend *your* life in *your own way*.”

Through a burning passion, and an absolute certainty of what his destiny ordained, entrepreneur Alex Goen is now living his dream. But it wasn’t easy.

A poor student with low self esteem, young Alex Goen turned his life around by reading a book on autosuggestion and self hypnosis. In 1976, at the tender age of 13, Alex absorbed and believed every word he read. Amazing changes in his physical and mental well-being occurred soon thereafter, and the determined adolescent applied the newfound principals he learned to every area of his life—which became the cornerstone of a life-long crusade and philosophy.

In January of 1990, after reaching one of the highest attainable positions in a prominent insurance company, he followed his heart and initiated Goen Seminars. In May of that year, he promoted his first health hypnosis seminar. Attendance at the first three seminars *combined* totaled only a few people. This was devastating to a man who had poured his heart and soul into the venture, but helped him discover a profound lesson: be concerned *only* with serving and benefiting *every one* of your customers, not with financial rewards. With this inspired mindset, Goen’s seminar business began to increase dramatically.

In 1999, the further development of Goen Technologies’ powerhouse weight loss formula, “TRIMSPA®,” took on primary importance—a dynamic patented fat-burning formula that was changing the lives of tens of thousands of people across America.

Radio advertising pushed **TRIMSPA®** into the national spotlight and branding the name became key in the fall of 2002, linking the product with top celebrities and the exciting, fun things in life.

Goen’s superb choice of selecting former supermodel Anna Nicole Smith as the subject of an almost miraculous transformation, helped by the breakthrough formula **TRIMSPA® X32** in 2003, served as a dynamic turning point for the organization—exploding interest throughout the country.

Goen retains certification as a professional hypnotherapist from the American Association of Professional Hypnotherapists. He is a certified hypnologist with the Hypnodyne Foundation and is a certified hypnotherapist with the National Guild of Hypnotists.

Alex Goen is listed in National Register’s *Who’s Who in Executives and Professionals* and was a finalist for the 1999 *Ernst & Young Entrepreneur of the Year*

TRIMSPA.
Be Envid!