

# Achieve<sup>®</sup>

SEPTEMBER 2008



**LARRY & PAM  
WINTERS**  
Double Diamond

## SHARE AND SELL

The new Personal Accents collection

## THE QUEEN OF ROCK 'N' ROLL

Amway Global presents: Tina Turner!

## HOW DO YOU USE DITTO?

IBOs reveal their strategies

CELEBRATING 50 YEARS







# Let the celebration begin!

You're invited – to increase profits and unwrap new possibilities with the NEW bilingual *Ribbon Celebrate* Gift Collection. Your small-business clients need an all-occasion acknowledgment that creates a lasting impression. Your personal customers want an easy, budget-friendly gift that fits every need from “welcome” to “thank you.” Give them an easy answer that’s also the perfect introduction to the entire *Ribbon* Gift & Incentive Program.

The seasonal *Celebrate* Collection features the Gift of Choice in a sophisticated new design at an affordable price point. Each coordinated piece is a dual-design in English and Spanish, with a wide variety of seasonal sensations for him, for her, for family, and for home. You’ll welcome this versatile Gift Card, Carrier, and sneak preview booklet. The simple elegance meets their needs, while this smart solution increases your sales. Everybody’s got something to *Celebrate*!

## So Many Ways to *Celebrate*.

Tips to get you selling this one-of-a-kind *Ribbon* Gift Collection:

- **New neighbor** welcome gifts.
- **Teacher/day care** thank-yous.
- **Salons** – top-selling stylist of the month.
- **Banks** – new customer gifts.
- **Auto dealers** – new leases, or top salespeople.
- **Realtors** – open house attendee drawing.

On Advance Order September 1

**Celebrate Gift Collection**  
P1110B1333Y3200 **74-7000 \$40.00**  
**Sample Celebrate Gift Collection**  
40-0896 5-pack **\$10.00**

*Ribbon*  
THE GIFT OF CHOICE



# Features



IBOs toured the Amway Global facility in June, where they checked out the Wall of Achievement. (See our coverage of New Platinum Conference in the coming issue!)



6

## Tina!

She's an eight-time Grammy winner, with seven top-10 singles. She's sold nearly 200 million albums. She's been dubbed "The Queen of Rock 'n' Roll." And that's why Amway Global is proud to be the Presenting Sponsor of legendary singer Tina Turner's upcoming North American tour.



12

## Accentuate your success

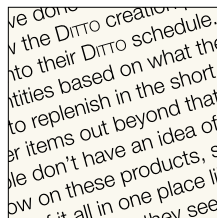
With the PERSONAL ACCENTS™ collection, you have a perfect way to tap into the \$68-billion fragrance and jewelry market.



20

## Finding a new comfort zone

Which business strategy works best for new Double Diamonds Larry and Pam Winters? A willingness to continue to stretch themselves as leaders and mentors.



34

## How do you use Ditto with your customers?

This month's Talk Back column features testimonials from IBOs who use our patented DITTO® scheduled ordering tool to boost their profits.



# Contents

16



## FROM THE CORP

**5 It's time to set your goals for 2009** No matter how you define success, we're here to support you

## PRODUCT WISE

**8 Share the beauty of fall with your customers** The ARTISTRY® Iconic Elegance Trend Colour Collection will give your business a beautiful boost

**10 Fall for the season's most luminous accessory** New TIME DEFiance® Illuminating Essence will help you and your customers realize a brighter future in just 12 days

**16 Feel better in seven days!** NUTRILITE® Glucosamine-7 is clinically proven to improve joint comfort and flexibility in exactly one week – a powerful message to share with your customers

## WORK SMART

**18 What's the password?** A guide to keeping your online life secure.

10



33

**19 Get the whole story** Learn how whole grains and fiber can impact your health

## GIVE IT UP!

**24 Diamond**

**25 Emerald**

**26 Sapphire, Ruby, Platinum**

**27 Gold and Silver Producers**

**27 Three more chances!** National Spotlight is coming soon to a city near you

**28 Forget an apple a day ...** Top Concentrated Fruits and Vegetables retailers share sales strategies

**30 Peter Island** From board meetings to surfboards

**31 Platinum Elite and Platinum Plus**

## COMMUNITY

**32 Speak Up** Join the conversation in the Opportunity Zone.com

30



**33 The One by One Adopt-a-School Grant** Now IBOs can apply for funds for a school in their community

## ETC.

**35 The big picture: MAC** The Marketing Advisory Committee is dedicated to helping you become more successful

Coming next month:

Retailing children's supplements to moms, how to shop healthy, and a profile of new Executive Diamonds Zbigniew and Sophia Rek.

Let us know what you think. Send comments, questions, and suggestions to [editors@achievemagazine.com](mailto:editors@achievemagazine.com)

CELEBRATING 50 YEARS



Quixtar North America joins the Amway Global family in 2008–09.  
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# It's time to set your goals for 2009

Success comes in many shapes and sizes. To some, it's having a few registered customers and making a little extra monthly income. To others, it's the ability to quit an unsatisfying job for one with greater satisfaction. Still others set their sights on a grander scale, like having a roomier home, a nicer car, or a trip to Achievers Invitational, Diamond Club, or Executive Diamond Club.

September 1 marks the start of a new fiscal year. That means you have 12 full months to see that goal to fruition. As important as your goal is the road map for getting there. (And be sure to write down what you want to achieve, being as specific as possible.)

The wonderful thing about this business is that every IBO who embraces this opportunity does so for different reasons. You are unique, and so are your goals. This business – your business – lets you grow as far and as fast as you choose.

To help support your goals, the AMWAY GLOBAL™ Business Incentives (AGBI) Program has been designed to offer more money to more people. There's an additional \$60 million in incentives, as well as new rewards and new qualification opportunities. Through AGBI, we're recognizing and rewarding success at all levels.

Throughout the course of this new fiscal year, we'll be rolling out exciting new programs and initiatives to help propel this business to new heights. So no matter how you define success, we're here to support you.

**YOU HAVE  
12 FULL  
MONTHS TO  
ACHIEVE  
YOUR 2009  
GOALS**

**Steve Van Andel**  
Chairman

**Doug DeVos**  
President



# TINA

**She's an eight-time Grammy winner, with seven top-10 singles. She's sold nearly 200 million albums. She's been dubbed "The Queen of Rock 'n' Roll." And that's why Amway Global is proud to be the Presenting Sponsor of legendary singer Tina Turner's upcoming North American tour, promoted nationally by AEG Live.**

"Amway Global Presents Tina Turner Live in Concert" will span at least 36 concerts in more than 20 U.S. and Canadian cities, beginning October 1 in Kansas City. This will be the first tour in eight years for Turner. For tickets and additional information, visit [TinaTurnerLive.com](http://TinaTurnerLive.com).

As presenting sponsor, the Amway Global name will appear on tickets, in advertising, and on signage at the different arenas and concert centers. The company will also receive advertising before each of Turner's performances, which will include information about the business opportunity and our brands, continuing the current advertising campaign. Accompanying the tour will be mobile brand experience centers for both ARTISTRY® and NUTRILITE® brands. (Watch for more information on these in future issues of *ACHIEVE*® Magazine).

The "Amway Global Presents Tina Turner Live in Concert" will complement our other investments to help raise public awareness of our business, opportunity, and products, and will bring the Amway Global name to millions through advertising and at-event exposure. Turner has a loyal following and broad appeal, and her concerts are typically sellouts. In fact, she has sold more tickets than any other solo performer in history. That means greater awareness among your target consumers and easier sales!

*For more information on the tour, and how to use this sponsorship to promote your business, go to [www.amwayglobal.com](http://www.amwayglobal.com) > Manage My Business > Transform the Future!*





# Share the beauty of fall with your customers



The ARTISTRY® Iconic Elegance Trend Colour Collection gives your customers exactly what they need to create the latest looks of the season while giving your business a beautiful boost!

## Fashion forecast

With fall fashion promising everything from buttoned-up, traditional tweeds to edgy rock 'n' roll looks, seasonal beauty is sure to make an impact. Minimal washes of colour give way to darker and more romantic looks. Eyes are the star of the season, using texture and colour to create a bold effect. Lips range from daring opaque to soft and sheer, whatever fits the mood.

The Iconic Elegance Trend Colour Collection lets you offer customers the best of these fall trends with the prettiest ways to wear them. Tucked inside two unique palettes is a mix of harmonizing hues to create everything from sultry, smokey eyes to standout lips.

## Helping customers capture the look

While many customers may love colour, knowing how to create a bolder, seasonal look can be overwhelming. Show them how easy and fun makeup can be when they have everything they need in one convenient compact. Here's how:

- Invite your girlfriends over for a theme-inspired evening of glamorous beauty-play.
- Print the Timeless and Inspired How To PDFs. Go to the website, then Shop Brands > Artistry > Cosmetics > Fall 2008 Trends for step-by-step instructions on creating these fall looks.
- Have each guest pick a look and walk through applying it, then give her a moment to shine.

Once she's tried it, she won't want to leave without ordering a Timeless or Inspired Colour Palette of her own! As an add-on sale, you may want to have the ARTISTRY Brush Set (70-0154) on hand.

## Selling fall beauty is as easy as wearing it

Both the Timeless and Inspired Colour Palettes are ideal products for Purse-to-Purse Selling. This simple sales technique is designed to

give your customers instant results so you can experience instant sales! Just by carrying and using one of these beautiful palettes you're bound to have other women take notice and ask you about it.

- **When someone shows interest**, tell her what it is that you love about the product and offer to order a colour palette for her to try. You may even want to keep a few products on hand so you can take advantage of making an on-the-spot sale.
- **If you need to place an order for the product**, be sure to collect her contact information, let her know when the product should arrive, and set up a time to deliver it.
- **Follow-up is key in building any customer relationship**, so be sure to check in a few days after she's had the product to see how she likes it. Keeping in touch will help open the door for future sales and ongoing business for you!

For more information on Purse-to-Purse Selling and building your ARTISTRY business, order the ARTISTRY Skin Care Sales Kit (40-0687). It includes everything you need to make selling ARTISTRY as easy as 1-2-3.

## From the expert

Frances Hathaway has created runway looks for everyone from Bill Blass to Vera Wang. She's also the expert talent who created the looks for Timeless and Inspired. Here's what she shared about fall's new face and the Iconic Elegance Collection: "I love the texture and finish these palettes offer. Think of fabrics and how designers are layering. The colour underneath comes through and impacts the top layer of colour. The makeup is really taking its direction from fabrics, sheerness, and layering. That's a very new approach. There's a lightness and yet with a drama and richness to it."

*Model at near right is wearing: Turned Out, Grey Silk, Tribute, and Bone Eye Colours from the Timeless Palette, Extreme Black Definitive Lash Mascara, Rosewood Cheek Colour, and Intricate and Style Lip Colours from the Timeless Palette; at far right: Graphic, Glacier, Draped, and Aglow from the Inspired Palette, Extreme Black Definitive Lash Mascara, Aglow Cheek Colour and Neutrale Lip Colour from the Timeless Palette, and Downtown Lip Define.*





ARTISTRY®

## ICONIC ELEGANCE

### FALL 2008 TREND COLOUR COLLECTION

Inspired by the glamorous icons of film and fashion, the Iconic Elegance Fall 2008 Trend Colour Collection brings together an era of timeless beauty and modern sophistication. Flaunt your own style and grace with the Iconic Elegance blendable colour palettes. You'll find three rich lip crèmes, one crème-to-powder cheek colour, and four mineral eye colours tucked inside each slender compact, all created to complement the hottest looks of the season. Find your answer to fall beauty at [www.amwayglobal.com](http://www.amwayglobal.com)

Inspired Colour Palette **10-5051** ◇  
★P1224B3550Y2959 **39.95**

Timeless Colour Palette **10-5052** ◇





## Fall for the season's most luminous accessory. New Time Defiance Illuminating Essence!



### Helping you and your customers realize a brighter future in just 12 days

TIME DEFIANCE® Illuminating Essence is the answer to luminosity without lasers\*. The latest breakthrough product from ARTISTRY® skin care, its advanced formula offers the skin-brightening effects you and your customers want with even faster results! It's 38% more effective than the ARTISTRY BRIGHT IDEA product at reducing the appearance of skin darkness and discoloration. And Illuminating Essence is clinically tested to return dull skin to its natural more youthful-looking glow in just 12 days.

With the most advanced ingredients and a formula that boasts six patents, Illuminating Essence is the latest non-invasive alternative to laser treatments without the risk or recovery! While laser treatments can offer an immediate improvement to the skin, Illuminating Essence defies age beyond the benefits offered by procedures, not only addressing current skin discoloration but also providing a layer of defense to help prevent the appearance of future discoloration, for an even-looking complexion that lasts.

**ARTISTRY TIME DEFIANCE Illuminating Essence**

★P1783B5170Y4190 10-5711 1 fl. oz. 62.85

### Lighting up the marketplace

With new Illuminating Essence, you'll be building your business with one of the hottest new products to hit the market! For the past few years, industry experts have predicted a growth in the market demand for products that lighten and brighten skin. It looks like their predictions were right on trend.

**"Brightening crèmes are probably the biggest emerging trend in skin care. We've concentrated on wrinkles, now let's do something for discolouration."**

Claudia Lucas, Senior VP and General Merchandising Manager Henri Bendel, Crain's New York Business, June 4, 2007

**"Kline & Company has hailed professional skin care as a recession-proof category in personal care, although the market research firm said growth drivers varied significantly between regions. Reflecting this growing perception is the fact that skin toning and brightening products are some of the highest-growing items in the U.S. professional skin care category."**

Cosmeticsdesign.com, May 16, 2008

### Celebrate Illuminating Essence with a No-Tox Party

If you've tried the ARTISTRY® Skin Care Sales Kit (40-0687), you already know how easy it can be to give your beauty business a boost. With the addition of Illuminating Essence, you can expect even bigger profits from your next No-Tox Party. And you'll have everything you need to add new Illuminating Essence into your party presentation, seamlessly!

If you purchased your Skin Care Sales Kit before September 2008, you'll automatically receive an Illuminating Essence Update Pack including:

- 1 – Illuminating Essence DVD Infomercial
- 1 – Illuminating Essence Fact Sheet
- 1 – Illuminating Essence Sampler Card

After September 2008, all of these items will be included in the Skin Care Sales Kit automatically. The Illuminating Essence Sampler Cards will also be available in a 10-pack (40-0892).

For customers who consider a flawless, even complexion their main skin care goal, you may want to offer the ARTISTRY Microdermabrasion System (10-4210) in addition to Illuminating Essence. The Microdermabrasion System will help exfoliate their skin to reveal a fresh and smoother complexion, while Illuminating Essence will help restore skin's luminosity and glow.

*"Over time our skin changes and dark spots and unevenness can appear as a result of sun and environmental exposure. I would recommend TIME DEFIANCE® Illuminating Essence to any of my patients as a non-invasive alternative to improving the appearance of skin discolouration."*

Dr. Indira Misra-Higgins, Dermatologist and Diplomate of the American Academy of Dermatology



Dermatologist Approved

\*Results not equivalent to professional procedures. For more information, go to [www.amwayglobal.com](http://www.amwayglobal.com) > Shop Brands > Artistry





# All the Right Elements for Success with Personal Accents

## Get Your Share of a \$68-billion Market

In 2006, Americans spent over \$62.2 billion on jewelry, and an additional \$5.9 billion on fragrances. And half of all adults in the U.S. buy jewelry every year, for themselves or as gifts.

It all adds up to over \$68 billion of opportunity. And with the PERSONAL ACCENTS™ collection, you have a perfect way to tap into this huge market!

The **distinctive jewelry** will enchant your customers. With easy-to-mix-and-match pieces and unique designs, you'll be offering an array of quality pieces that feature sparkling crystals, sterling silver, playful beads, natural stones, and much more.

PERSONAL ACCENTS has a wide variety of **expressive accessories** to suit any taste. The collection has everything from jewelry stands and purse hangers to compact mirrors and key chains.

Then, there are the **stunning scents** in the PERSONAL ACCENTS fragrance collection. It includes our exclusive Anticipate™ signature scents, along with high-profile name brands like Michael Kors, Mariah Carey, and Calvin Klein.

Best of all, the entire PERSONAL ACCENTS collection is affordably priced, from \$14.99 to \$119.99. Jewelry and accessory delivery is always free, and our 180-day money-back guarantee means your customers will always be 100% satisfied with their purchases.

### Two Ways to Share – and Sell

PERSONAL ACCENTS has to be seen to be believed! So building a successful business begins by sharing the collection with others. When customers experience the style, selection, quality, and value, they'll be captivated. Here are two proven ways to share – and sell – PERSONAL ACCENTS.

- **On-the-Spot Selling, or “wear it and share it.”**

Want to attract new customers? Just wear items from the PERSONAL ACCENTS collection. Then, when you receive the compliments, start a conversation about PERSONAL ACCENTS, or invite the person to your next party.

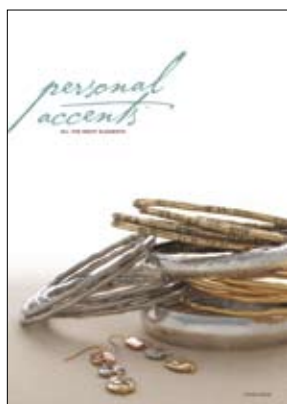
- **Social Selling, aka “let's have a party!”**

Another easy – and festive – way to make some serious sales (and profits!) is by throwing a party.



*“I absolutely love having PERSONAL ACCENTS jewelry parties! Not only because the line is fun, fresh, new, and always in fashion, but because it's so easy. Everyone is always so impressed with the variety of styles we offer – and how competitively priced the jewelry is – sales are always easy because the prices fit in anyone and everyone's budget.”*

– Maureen Helzer, PERSONAL ACCENTS Consultant



10/SA-1787

### Seven Smart Sales Support Strategies

#### 1. Keep catalogs and order forms on hand

so you never miss a sales opportunity.

**2. Create a Personal Website** where customers can view the collection and order directly from you. To learn more, visit the website; go to Manage My Business > Personal Websites

**3. Be the brand.** Show off your favorite brand with PERSONAL ACCENTS™ logowear, like a T-shirt or blouse. Carry catalogs in the signature tote bag and take your business wherever you go. You'll find all kinds of PERSONAL ACCENTS logo items on the website.



*"PERSONAL ACCENTS is a fantastic attention getter and great introduction to all our other product lines! The quality and design of each piece is amazing, and it's hard to believe how affordable this jewelry is."*

— Bridgett Baron, PERSONAL ACCENTS Consultant

**4. Invest in kits.** Jewelry kits\* let customers experience PERSONAL ACCENTS rings, bracelets, watches, necklaces, and other items for men and women. And with new kit pricing, you save big, while earning big profits! Be sure to view each collection online.

#### CHARM 20-piece kit

Perfect for first-time sellers, this collection gives a taste of the PERSONAL ACCENTS jewelry collection.

##### 74-5470

Retail Value: \$634.80

IBO Cost: ~~\$466.69~~ \$200

PV/BV: 22.99/66.67

#### ALLURE 31-piece kit

Even more to show off to customers. This selection of assorted pieces will take sales to the next level!

##### 74-5490

Retail Value: \$1,054.69

IBO Cost: ~~\$775.37~~ \$350

PV/BV: 40.23/116.67

#### CAPTIVATE 38-piece kit

A stellar collection, whether you're throwing a party or selling on the run. It features necklaces, bracelets, and earrings for men and women.

##### 74-5465

Retail Value: \$1,544.62

IBO Cost: ~~\$1,135.53~~ \$500

PV/BV: 57.47/166.67

#### FASCINATE 50-piece kit

Fascinate customers with an impressive array of earrings, bangles and bracelets, necklaces, silver rings, watches, cufflinks, and much more!

##### 74-5475

Retail Value: \$2,052.50

IBO Cost: ~~\$1,508.88~~ \$650

PV/BV: 74.71/216.67

#### DAZZLE The entire 139-piece collection!

Customers can experience every extraordinary piece from all four collections. It's a must-have for PERSONAL ACCENTS parties. Order one of each kit: Charm, Allure, Captivate, and Fascinate and have nearly everything you need at your fingertips:

Retail Value: \$5,286.61

IBO Cost: ~~\$3,886.47~~ \$1,700

PV/BV: 195.40/566.68

\* Every PERSONAL ACCENTS jewelry kit qualifies for Bill Me Later®. Please allow two to three weeks for kit delivery. Ring samples are women's size 7 and men's size 10. Prices are subject to change. Kits are available through August 2009, or while supplies last. All jewelry kits are non-returnable. Limit one of each kit per Independent Business Owner, per year.



**5. Consult the Consultant Guide.** It tells you everything you need to know about the collection, guides you through hosting a PERSONAL ACCENTS™ party, and shows how to make on-the-spot sales. It's included with every 10-pack of catalogs, or as a downloadable English or Spanish PDF. Go to the website: Resource Center > Retailing Support > Personal Accents

**6. Rely on support materials.** PERSONAL ACCENTS post-cards, order forms, invitations, business cards, and other support materials are available for purchase by logging into the website and searching the Brand Support Center.

**7. Show it off in style** with our improved display trays and carrying case. They keep your collection in order and ready to show! The trays make presentations simpler and more professional – and the case (74-5585) makes toting jewelry nearly effortless.





### It All Adds Up to More Profits

Whether you host a party or make a quick sale on-the-go, these three scenarios show just how quickly your profits can add up.

SELL THIS	3 Anticipate™ fragrances	Host a party and sell 10–15 pieces (about \$400 total sales)	Host a party and sell 20–30 pieces (about \$750 total sales)
PV/BV	45.99/133.41	101.37/294.00	190.07/551.25
IBO COST	\$121.29	\$294.00	\$551.25
SUGGESTED RETAIL	\$165.00	\$400.00	\$750.00
RETAIL PROFIT	\$43.71	\$106.00 + bonus: \$8.82	\$198.75 + bonus: \$16.53

### Shop Now, Pay Later

Bill Me Later® is a quick, secure way to buy online without using a credit card. It gives you up to 90 days to pay. So you can invest in your PERSONAL ACCENTS™ jewelry kits now and pay later, when your business is already generating income! Using Bill Me Later® is as easy as 1-2-3:

1. Add items to your Shopping Cart.
2. Select Bill Me Later® at checkout.
3. Answer two quick questions, and accept the terms.

Approval takes seconds, and you'll receive a bill in the mail. Then, you can choose to pay in full or over time.

### Tell us what you think!

We want to hear all about the amazing success you're experiencing with PERSONAL ACCENTS. Email us at [pa.jewelry@amwayglobal.com](mailto:pa.jewelry@amwayglobal.com)

"Bill Me Later" is subject to credit approval as determined by the lender, CIT Bank, Salt Lake City, Utah, is available to U.S. customers who are of legal age in their state of residence, and is governed by Utah and federal law. Bill Me Later® is available for web orders only. By requesting Bill Me Later®, you agree to: pay for the purchase in a timely manner; authorize CIT Bank to obtain and review your credit report in connection with this purchase; and certify that you are of legal age in your state of residence and have provided accurate information in connection with this purchase. The promotional offer is available for the purchase of qualifying products and orders totaling \$200 or more. The promotion period end date for this offer is the last day of the calendar month that is 90 days from the date of your purchase. For web orders, see the merchant's website for payment terms and qualifying products. If you do not pay off your purchase by the promotion end date of your offer, you will be charged interest at an ANNUAL PERCENTAGE RATE of 19.99% beginning on the transaction date of the purchase. The Minimum Finance Charge is \$2.00. The first payment will be due on the payment due date stated on the first billing statement we send you after the promotion end date. Orders must be placed by August 31, 2009, to qualify for this offer.



# NOW, Feel Better in Seven Days!

What if a product could actually deliver on this claim? New NUTRILITE® Glucosamine-7 can, because it contains 5-Loxin<sup>†</sup>, an ingredient clinically proven to improve joint comfort and flexibility. And, within seven days, you can expect your happy customers to agree.

Even better, there's a seven-day supply in a blister pack – perfect for your customers to try before they buy! Here's how to use those samples to sell.

## Prepare

- Try NUTRILITE Glucosamine-7 yourself. Write down how you feel each day and how soon you notice a difference.
- Next, list people you know who might need help with their joints. They could be former college athletes, regular exercisers, really, anyone who's looking for healthy joints.
- Based on your personal experience, determine what you would tell a potential customer about Glucosamine-7. Did you work out with more freedom of motion? Lift your kids more easily? Be ready to tell your customers how it made you feel.

## Sell

- Now it's time to approach the people on your list. How has reduced range of motion limited them or created quality-of-life issues? Can you help them imagine a more active life again, with improved mobility and comfort? Be ready to describe how Glucosamine-7 can help them get to that better place.
- Let the conversation progress naturally. Once you've determined that there's a need, offer to let them try a seven-day blister pack. Let your customer know that you'll check in during the next seven days.

## Follow Up

- Call your customer after three days, to gauge their reaction to Glucosamine-7. This way, your customer knows that you're genuinely concerned about their satisfaction, and you ensure that they are actively taking the product.
- Complete the sale by calling back on the seventh day. If the customer noticed a difference, explain that they can experience this freedom all the time – for less than \$1 a day. Close the sale by asking if they'd like a 30- or 60-day supply.
- Continue following up. Confirm that the order was right and remember to call back when it's time to reorder, so they don't run out of their new favorite supplement!



★P1575B4568Y4153 **10-6964** 60-day 240 ct. bottle **\$53.99**

★P875B2537Y2307 **10-4664** 30-day 120 ct. bottle **\$29.99**

★P291B845Y845 **10-7125** 7-day 28 ct. blister pack **\$10.99**

• 67% of customers stop buying because of perceived indifference – if you're not calling them, they assume you were just in it for the sale and not about building a customer relationship.

• It costs five times as much to get a new customer as it does to sell to an existing one.

• A customer isn't considered a customer until they've purchased from you 3–5 times.



## Two ways to sell

### Sell with samples

Samples in blister packs are a great way to pique a customer's interest in a product. It's a lower-cost way to try a supplement before making that buying decision. Buying a supply of blister packs is an investment, but remember that one positive impression can lead to a lifetime of sales. If you provided blister packs to six customers and they all decided to buy a year's supply of Glucosamine-7, you'd earn \$397 in profits.

And if they're happy, they'll be more open to checking out other products you carry.

For instance, say you had a customer for Glucosamine-7 who was overweight and didn't like to exercise. As he feels better and starts to get active again, he may be a great candidate for any of the weight management bars, drinks, and supplements you carry.

Or perhaps your customer is a weekend warrior, back at her favorite sport again, with new resolve and better mobility. Let her try Rhodiola 110 in the blister pack, for more energy and focus during exertion. She – and all her gym buddies – will learn about your product quality by sampling it before they commit. And when they're ready,

you can offer isotonic drinks, protein shakes, ROC<sub>2</sub>O – your entire NUTRILITE® sports nutrition line!

### Sell with science

Glucosamine-7 helps your body naturally build, repair, and maintain the structures surrounding joints and bones. For customers who want all the details, the new NUTRILITE Glucosamine-7 has glucosamine, 5-Loxin<sup>†</sup>, chondroitin, manganese, boron, OptiMSM<sup>†</sup>, and hyaluronic acid. Glucosamine has been clinically tested to positively affect joint function.

- 5-Loxin is a potent boswellic acid that improves joint function in 7 days.
- Chondroitin helps maintain healthy cartilage.
- Manganese, glucosamine, and chondroitin assist the body in the building and repair of cartilage.
- Boron helps maintain healthy joints.
- OptiMSM may be used by the body to maintain normal connective tissues such as tendons and ligaments.

<sup>†</sup>Trademarks: 5-Loxin (P.L. Thomas & Co., Inc., Morristown, N.J.); OptiMSM (Cardinal Associates, Inc., Vancouver, Wash.).



# What's the password?

## A guide to keeping your online life secure

Think of all of the different websites you visit that require a password. AmwayGlobal.com, of course. Banking sites. Movie rental and music sites. Travel sites. Photo sites. Social-networking sites. The list can be endless – and each can include a lot of personal information that you want to keep safe and secure.

Passwords help you do that. If you choose the right one. Try these tips to help you put a lock on your life:

**Avoid the obvious.** Some people actually use “password” as their password. Others use “1234” or “abcd.” Instead, keep your password guess-proof. That nixes birthdays, anniversaries, and kid or pet names, too.

**Mix things up.** Try taking a phrase and using the first letters to create your

password. “My dog is a German shepherd” becomes MDIAGS. Or scramble the letters of a favorite word or name. Base it on something you know, and it will be easier to remember.

### Then add a level of difficulty.

Passwords with a combination of numbers, letters, special characters, and uppercase and lowercase characters are the most difficult to crack. So take the example above and turn it into Md1@g\$.

### Use a different password for each site.

It may sound daunting, but this is an important way to safeguard your information. To help your memory,

use the same root password and add the site name to the end: Md1@g\$amwayglobal or Md1@g\$yahoo.

### Change your password often.

Security experts recommend once a month, but try to change it at least every 90 days.

### Never share your password.

And be sure not to save a password on a computer that others have access to.

## Forgot your password?

If you have dozens of usernames and passwords to remember, there are many free password managers to help you store and organize them. Here are a few:

**Passpack™** will quickly log you in to websites, and organize and store logins and private notes. Only you can unlock your saved data so your information is always secure. It's available 24/7 via the internet so you can access your passwords from home, from work, or anywhere you go. [www.passpack.com/info/home](http://www.passpack.com/info/home)

**Agatra™** securely stores your passwords online so they're accessible from any internet connection. It can even log you in directly to most sites. Simply click on the dashboard where your website links are displayed. [www.agatra.com](http://www.agatra.com)

**Comodo™ i-Vault's** drag-and-drop interface makes it easy to instantly log in to your favorite websites and applications. The Anti-Keylogging feature stops hackers from monitoring your personal data. And you can use the Secure Password Generator to create complex passwords. [www.comodo.com/products/i-vault](http://www.comodo.com/products/i-vault)

Please note that Amway Global Customer Support does not offer support for third-party websites.





# GET THE WHOLE STORY

Learn how whole grains and fiber can impact your health

Bought any groceries lately?

Then you've no doubt seen the many boxes and packages that now tout "whole grains" in big, bold type. But just what's so special about those whole grains? And why should you eat them?

Whole grains are just that. Whole. The bran and germ of the grain haven't been removed (a process called refining) as they are with white flour and white rice. And even though many of those refined grains have nutrients added back in, they can't match the nutrition of whole grains.

When you choose whole grains, you'll get good things like B vitamins, iron, selenium, potassium, magnesium, and antioxidants. These grains typically also have higher fiber content (although you'll want to check labels to make sure). Fiber, primarily found in the bran of the grain, plays an important role in helping to control hunger, lower cholesterol, and maintain digestive health.

## Make half of your grains whole

With all of their health benefits, whole grains definitely deserve a spot on your table. Experts recommend that we consume 20–35 grams of fiber daily, but most Americans only get about half that. Aim to substitute whole grains for half of the grains you eat to achieve a healthier balance. Wheat and oats are certainly good options, but feel free to explore quinoa, bulgur, and barley too.

Here are some easy ways to up your intake:

- › Start the day with a high-fiber cereal. There are plenty of tempting options beyond bran cereals these days.
- › Whip up your next sandwich masterpiece on slices of whole-grain bread.
- › Move to whole-wheat pastas. If you're not sure about the texture, start by mixing regular pasta with the whole-wheat variety.
- › Grab a whole-wheat bagel and smear it with peanut butter for a delicious snack.
- › Choose whole-wheat tortillas for your burritos and wraps, then pair your dish with a side of brown rice.
- › Add granola to your yogurt for added crunch and taste.
- › Substitute whole-wheat flour for half of the white flour in your recipes.

## ANOTHER WAY TO FIBER

Be sure to share the importance of fiber with your customers. You can also tell them about **NUTRILITE® INVISIFIBER™**, a unique blend of three natural soluble fibers, offering a convenient way to get the fiber needed to support normal gastrointestinal health and regularity. This taste-free, non-gritty powder can be sprinkled onto foods or mixed into liquids.







**Larry & Pam Winters**  
Double Diamond





Larry and Pam Winters relax with Stephen, Tara, and Ricky at the family farm.

# FINDING

## *a new comfort zone*

**Name:** Larry & Pam Winters

**Home:** Raleigh, North Carolina

**Previous occupations:** Both worked at the same car wash – Larry as an assistant manager and Pam as a cashier.

**Children:** Tara, 24, is newly married and building the business from Chicago. Stephen, 20, works for his mom and dad and is aiming for Emerald in his own business. Ricky, 18, is in pursuit of a national motocross championship.

**Favorite pastime:** Larry is an accomplished shutterbug, and Pam enjoys horses and dressage, a classical riding style.

**Favorite Amway GLOBAL™ brands:** ARTISTRY® essentials and XS® Energy Drinks

Larry Winters is a talker, and most people know it.

That's why it's surprising to find Pam steering the conversation – talking about daughter Tara's recent wedding (which took place on their anniversary at the Winters Family Farm), their Double Diamond trip to Jackson Hole, Wyoming, and how she and Larry celebrated 28 years in the business just last month.

Suddenly, she pauses. "Larry!" she laughs. Then she explains, "I'm going to get mad at him because he's not saying a word! He's usually the talker."

"I like watching Pam squirm," he teases in a manner that can't hide his affection. "Actually, I just like hearing what she has to say."

Through many years together in marriage and business, Larry's learned how to step back

and let Pam shine. It's given her an opportunity to develop into "a tremendous communicator" and shine in an area that didn't come naturally to her.

As a result, they've both become comfortable working in new and challenging roles as they've grown their business – and their relationship.

"This business has transformed our lives in many ways," Larry says, "but none more meaningful than the personal growth we've experienced."

### School of life

Larry knew from a young age that school wasn't for him. But neither was manual labor. "My dad owned a gas station and wanted me to work with him, but I told him, 'Dad, I don't want to work with my hands; I want to work with my head.'"

Larry's ambition and keen leadership helped him reach assistant manager at the car wash where he and Pam met. Attracted to Larry's confidence and zest for life, Pam soon found their friendship turning more serious. "Our dating led to a long engagement," she says, stretching out the word *long*. "I was waiting for him to grow up," she jests.



A kid and competitor at heart, Larry's free time was filled with racing on the motocross circuit and playing softball – on three different leagues. "Pam and I also enjoyed water-skiing," he adds. "We were 24 when we married, but 19 mentally." In trademark style, he doesn't mince words: "I was bold, obnoxious, and overbearing, and Pam was a wallflower."

Then, just three months into their marriage, the catalyst for personal growth arrived at their door: AMWAY GLOBAL™.

### People make it go

"It was hard to imagine reaching Platinum when we started," Pam says, "let alone Double Diamond."

So much changed over the course of those years – the products and how they're delivered, the expansion of the Corporation around the globe, even the company lingo and moniker itself. But one thing remained the same.

"This business is built on relationships. People are what make it go," says Larry. "I learned that from (co-founder) Rich DeVos."

"People stay in for two reasons: Either they are making money or they *hope* to make money. So while they're hoping, you'd better fill that void with something meaningful. Serving people and honoring *their* dreams and goals – not your own – is what keeps people sticking around long enough to understand the hows and whys of the business."

Being able to offer others that kind of time, however, does require sacrifice. "I never gave up anything," Larry counters. "I just postponed.

I saw Diamonds who went ahead of us totally enjoying life, and knew I would gain back the time to do everything I wanted, when I wanted."

Now water-skiing takes place during the week, when "no one else is there and we can avoid rush-hour traffic."

Baseball's either played with friends on the team – "We'll rent out a minor league stadium before or after an event" – or enjoyed from the stands of a Major League stadium.

Pam's enjoying the mental and physical challenge of training with her horse in the classical riding style known as dressage. "I spend a lot of time out at the farm," she says, referring to their 34-acre ranch in the country.

Besides a horse barn (complete with its own apartment for extended stays), the farm has a smaller barn where Larry houses his babies – the two-wheeled kind. Motocross came roaring back into his life eight years ago when sons Stephen and Ricky picked up the sport.

"Ricky's in pursuit of a national championship, so I travel with him to races all over the country. When Stephen was still racing a couple of years ago, I was gone most weekends. That's my full-time job!" he jokes.

Of Stephen's decision to set aside racing for five years while he solidifies his AMWAY GLOBAL business, Pam says, "He has a great team coming on board. We're really proud of him."

Larry agrees. "It's great – much safer, more profitable, and much cheaper for me!"



### Business basics

Keeping up the pace they do, Larry and Pam are grateful for top-rated products that fuel their business. They find it easy to sell them since their quality speaks for itself. Plus, they appreciate the Corporation's implementation of web-based sales tools, like the online training and education courses.

"I was just on there the other day looking up something on ARTISTRY®," Pam says, adding, "I think ARTISTRY essentials are some of the best products the Corporation's ever come out with. I love how competitively they're priced."

For Larry, the focus on sports and nutrition products makes good sense in these health-conscious times. He's a big fan of XS® Energy Drink. "The new NUTRILITE® (Sports Nutrition Energy) pretzel bars and SIMPLY NUTRILITE™ Twist Tubes are my other favorites."

Pam agrees that the Twist Tubes are a strong seller. "They're so unique and easy to move. We've heard some great testimonials, too, especially about the Joint Health formula."

Reflecting on last year's restructuring of the QUIXTAR® Business Incentive Program to help more IBOs earn more money sooner, she states, "I know it's changed the lives of a lot of our downline and put some really good income into their households."

Larry jumps in, happy to connect the dots between the vehicle (the business) and what drives it (people).

"Our business was never a job to us. It was a labor of love, and everything we did we did because we wanted to, not because we had to. Watching a new couple get in and move up the ranks from Platinum to Emerald to Diamond, seeing them grow and mature, and then spending a week with them at Diamond Club – that's what keeps us grounded, that's what brings us joy,

that's what keeps us moving forward."

"Absolutely!" Pam remarks. "Celebrating their accomplishments is more special to us than any recognition we could ever receive."

### Transformation never stops

So how does a wallflower turn into a beloved business leader? How does an overzealous

manager learn the art of leading by example?

"All we've ever done is try to be the best duplicators of those who've gone before us," Larry says. "That doesn't mean following blindly. It means thinking for yourself and fully understanding why things are done a certain way." He pauses a moment before adding, "We're not the same people we used to be – not even close."

Following their photo shoot for this article, Pam commented on their ongoing transformation. "Larry on a horse and me on a motorcycle? That's way outside our comfort zones! But we're willing to stretch ourselves to continue growing as leaders in this business."







**Munju Paik**  
California

## Designing a dream life

Growing her AMWAY GLOBAL™ business from Emerald to Diamond tested Munju Paik's mettle. Up until that point, things had been "smooth sailing," according to the former graphic designer who hails from Korea.

"Sure, there were challenges," she admits, "but nothing too difficult to dissuade me. Every job has them, so why should this business be any different?"

What Munju appreciated most about her AMWAY GLOBAL business were the immediate, tangible results she saw from her efforts. The more time she put in, the larger her business – and her bonus checks – grew.

"By the time I reached Silver (10 months after starting), I'd replaced my income at work," she says. Quitting her job not only gave her more time to devote to her business, it also delivered control over her schedule.

"These days I get going around 11," she says with a smile of satisfaction. "I really enjoy spending time with people," so meetings with her downline team or prospective partners don't even seem like work. In between, she finds time for yoga class, private lessons with an English tutor, and jaunts to her favorite stores in search of the next great find.

Oh, and did she mention that she's started house-hunting? Purchasing her first home is just one of the goals motivating her to move up to the next level.

"It's exciting to see what's out there and consider my options," admits Munju. But she's determined to accomplish certain business and financial goals first before taking the plunge.

She credits her forward thinking to principles she learned from the business and believes that with all the ongoing innovations she's seen coming from the Corporation, the future's never looked brighter.

### Hitting her stride

If Munju sounds like a focused individual with big dreams, it's because she is.

It's the reason she came to the United States to earn her bachelor's degree. It's why she returned in search of better opportunities five years later. And it explains her determination to overcome any challenge that stands between her and the growth of her AMWAY GLOBAL business.

"I had to deal with negative people who told me this wouldn't work," she says. But that all changed at Diamond. "Now some of them are coming around," she's happy to report.

Likewise, "I've noticed that my downlines' belief has grown and they're more excited than ever about the future of their businesses."

When asked how she motivates them, she responds, "I tell them to be patient, be passionate, and to pursue their dreams."

Drawn from lessons she's learned over the years, Munju's advice helped her make the leap from Emerald to Diamond. But she still finds that first one the hardest to follow.

"I'm not naturally patient, so I keep reading about other people's successes to remind myself hard work does pay off!"

Indeed it does.

For Munju, the rewards go far beyond a good income and being her own boss. They include the circle of friends she's made through the business. The satisfaction of helping others write their own success stories. The empowerment of discovering the leader within. And the freedom to envision and design the life of her dreams.

"The longer I build this business, the more ambitious I become," she's found. "I truly believe there's nothing I can't achieve!"



**Ananda & Rae Ann Hogan**  
*Hawaii*

**When Ananda Hogan first saw the** AMWAY GLOBAL™ IBO Compensation Plan, he came home with a kit – “which I put in the closet and forgot about,” he recalls. “I was too busy partying with my friends to think about starting a business.”

Rae Ann, his girlfriend at the time, found the kit and recognized the products because her sister was an IBO. But it wasn't until a few years after they were married that they began to think seriously about making a go of the business. Today, they say one of the most satisfying parts of their lives is helping others make the same decision.

“My advice to people depends on where they are,” says Ananda. “Sometimes when you're just starting out, it's scary to think about giving 110% and going all the way in the business. So we just try to give them some hope for the future.”

Rae Ann says her career as an IBO is much different than her former position – an assistant manager at a hotel. “It was so stressful, it was terrible. I always wanted to make a difference in peoples' lives; now I feel like I am.”

Both are fired up about the SIMPLY NUTRILITE™ products, which are “going like gangbusters,” says Ananda. “They target busy people, which is just about everyone these days!”



**Curtis & Jung Won Kwon**  
*California*

**Curtis Kwon's major in business** economics gave him the necessary skills to start and be successful in a retail business. He and Jung Won opened their online office supply store in the year between the birth of their sons, Calvin and Tommy, 8 and 6.

Though Curtis manages the store by day, he enjoys helping Jung Won on evenings and weekends by starting meetings and presenting the AMWAY GLOBAL IBO Compensation Plan. He says, “I'm really impressed with my wife's growing spirit of entrepreneurship: Owning an AMWAY GLOBAL business often has that effect on people.”

In the beginning, the couple tried the products and made great friends in their organization. But it was the economics of the Plan and sharing their dreams with each other that finally persuaded them.

Jung Won says, “At first, it was something I could do for extra income while allowing me to stay home with our kids. Now I'm seeing the real bonus – I'll still have this fantastic job when the kids grow up!”

Curtis and Jung Won appreciate the teachings about how to effectively build a business – first set your goals. Then help each other achieve them.

Curtis says, “Here we have a human network fully committed to helping us get past problems to find solutions. This business just feels right from every angle.”



**Chang & Amy Lee**  
*California*

**Amy Lee once had to bribe her** husband, Chang, to attend AMWAY GLOBAL meetings with her.

A chemical engineer, Chang was a research engineer before establishing and building two thriving companies of his own. He was accomplished, successful, and not interested in joining his wife in business.

Amy was an award-winning fashion designer who'd owned two boutiques in Korea. “She's very smart,” says Chang. “I never questioned her decision to build an AMWAY GLOBAL business. I just didn't share her vision of what it could be.” That's when she bribed him.

Now Chang reserves most evenings and weekends for working with Amy.

“Our sales team focuses on inner health and outer beauty with the ARTISTRY® and NUTRILITE® lines,” explains Chang. “Everything fits together into a complete program of personal care. It's a salesperson's dream.”

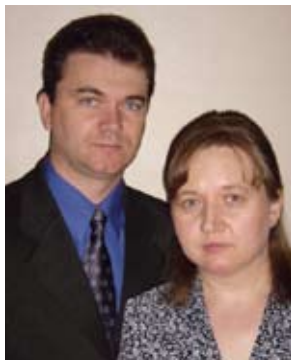
“Our overall goal, though, is building and strengthening relationships, starting with our own,” adds Amy. “That was my dream all along.”

On a recent cruise with their group, their children – Mari, Laura, Esther, Daniel (all in college), and Samuel, 6 – and Chang's mother, the couple's dream crystallized. “When we all sat down together for dinner that first night, I realized what we'd almost lost,” says Chang. “Working with Amy brought me back into my family's life. That's our real success story.”

**Ruby**



**Dario Bernabe & Biula Velez**  
*California*



**Igor & Raisa Dutko**  
*Oregon*



**Jim & Dandy Everist**  
*Idaho*



**Scott & Ann Marie Figura**  
*New Mexico*



**Antolino Gabriel & Ana Florencia Garcia**  
*Florida*



**Viktor & Olga Lavrinenko**  
*Washington*



**Mike & Marlinda Lerner**  
*Washington*



**Ricardo & Jamila Walker**  
*New York*

**Platinum**



**Hyun Sil & Shin Dok Chang**  
Restaurant Work  
(Jeong K.S. & Jai Koon Kim)  
*Guam*



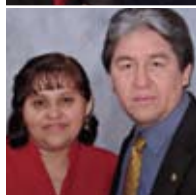
**Jai Jung Kim & Sook Kyung Yu**  
Computer Engineer  
Housewife  
(Gi Un Lee)  
*California*



**Juvenal Taboada & Rocio Gutierrez**  
Construction  
Reporter Assistant  
(Julio Cesar Lozano)  
*California*



**Juan & Lucia Jacquez**  
Landscaping  
Manufacturing Work  
(Luis Silva & Josefa Ortega)  
*Colorado*



**Nemesio Morales Hernandez & Sibilina Hoyos**  
(Rodolfo & Carolina Hoyos)  
*New York*

Occupations listed in the Achievers section are those on entering the business. Sponsors are named in parentheses.



## Gold Producer

Vicente & Carmita Aucancela  
Roger Borges & Mine Ekenler  
Steven Brandeberry & Kristen Walters  
Greta Cleary  
Jose Cornejo Sanchez & Carolina Nieto Yanez  
Kelvyn & Oriella Dominguez  
Jose Anibal & Francis Escobar  
Fabrice Ferrero & Guylaine Rousseau  
Ulises Garcia  
Julio Gastelum Jr.  
Gabriel Gonzales  
Eduardo Gonzalez & Miriam Canales  
Miguel Angel Gonzalez & Norma Bernal

Silvio Gonzalez & Romelia Morales  
Francisco & Magdalena Guerrero  
Akelia Hazel  
Juan Carlos Hernandez & Maria Esther Fermin  
Dong Hong & Shunji Lian  
Su-Hsiang Huang & Shiang Lei  
Misun & Yeong Man Kang  
Mike & Amy Kummer  
David & Patricia Lau  
Jae Lee & Rena Chung  
Pedro & Dorys Mancebo  
Ramon Martin & Martha Campos  
Pedro Martinez & Olga Mandujano  
Amanda Miranda  
Vinod Mohan

Harold & Yvette Morrow  
Kyle & Katherine Nakamoto  
Anthony & Odette Perkins  
Francisco & Dinora Rivera  
Eduardo Rosales  
Gonzalo Samaniego & Gladys Fajardo  
Saum Sharifi  
Soon Hong So  
Andy & Jackie Spoor  
Raymond Stone  
Manuel Vargas & Margarita Lovatos  
Aleksandr Voronov & Nelya Voronova  
Joel & Kristin Weinberg  
Alfredo & Gredda Wells  
Bok Hwa & Song Yi  
Yong Chae & Kyoung Ae Yi  
Dezhong Zhu

## Silver Producer

Cesilia Acosta  
Luz Elva Acosta Lozano  
Mártires Alcantara  
Kunwar Pal & Anna Anand  
Armando Arias & Virginia Garcia  
Justin Audet & Karoline Chevalier  
Rafael & Yolanda Barajas  
Jose Manuel Barbosa & Silvia Guevara  
Georgina Barcenas  
Rosie Bautista  
Pedro & Dina Benitez  
Garry & Dee Bolhuis  
Darrick Boyes  
Juan & Marcela Bueno C  
Esperanza Campos  
Lorena Castillo  
Maritza Castro  
Cesar & Aliana Ceballos  
Omar Ignacio Cebrenros & Celida Rivera  
Seol Hui & Ji Sun Choe  
Patrick & Grace Chun  
Charles & Dwi Crees  
Alejandro & Esther Cruz  
Shani Daniel  
Alexi & Dannia Diaz  
Jun & Bumshik Eom  
Dean & Sharon Farris  
Oscar Flores  
Ruddys Forcelledo & Osiris Bueso  
Kyunghhee Garnica

Robert Gruschow  
Nathan Hahn  
Dan Harmon  
Hui Chu He  
Joshua & Laura Heinrich  
Luis Enrique Hernandez & Teresa Alonso  
Jeff & Barbara Herter  
Robert & Deb Houghton  
Rodney & Eilene Ishizu  
Navendra Jagat & Kavita Bachew  
Young Jin Jun & Chun Chae  
Russell & Toni Klaren  
Brenda Landaverde  
Jie Li  
Juan Lopez & Ana Romeu  
Nestor & Martha Lopez  
Orlando & Lily Lopez  
Michael & Shelly Ann Loveridge  
Eduardo & Carolina Manriquez  
Luisa Manzano  
Ramon Alberto Mendez  
Andrew & Debbie Miriani  
Dave & Berniece Mitchell  
Felix & Santos Moreno  
Kevin Neilson  
Yukari & Yoshiharu Nose  
Jennifer Ouellette  
Erdenezul Oyun  
Suzie Park  
Mehulkumar & Hemangini Patel

Gladwin & Tamara Payne  
Kelvin Peralta Madera & Sarah Perez  
Juan & Delmy Perez  
Rodolfo Perez & Mariby Martinez  
Jorge Pesantez & Ana Tuba  
Nikolay & Galina Popruzhnyy  
Ruben & Tina Richardson  
Juan & Tania Rodriguez  
Roberto & Silvia Rodriguez  
Julian Romero Hernandez & Angeles Vargas  
Martin Rubio & Clara Magallanes  
Armando Sandoval Alvarez & Norma Sandoval  
Thomas & Kimberly Scherer  
Yuefei Shi  
Kwangryong Song  
David & Lily Sung  
Joseph & Heidi Trudgeon  
Charlee Vang  
Faustino Vasquez Lucas & Eva Vasquez  
Luis Vidal & Niurka Cuevas  
Rafael Villa & Luz Guerrero  
Secundino Villegas & Socorro Bahena  
P. Xochimilco C & M. Mendoza Alejandro  
Aleksandr & Natalya Zalesov

GIVE IT UP!

27

# Three more chances!

# We're coming to a city near you!

# National Spotlight

An AMWAY GLOBAL | QUIXTAR® North America event

**What:** National Spotlight is an exciting event where we shine the spotlight on the products and the business. Use this opportunity with your prospects, customers, friends, and family!

**Who:** Open to all IBOs and your guests. Due to liability, attendance is restricted to those 16 years of age or older.

**Where:** **Washington, D.C.** September 5–6  
Gaylord National Resort & Convention Center  
**Portland, Oregon** September 12–13  
Oregon Convention Center  
**Dallas** October 17–18  
Gaylord Texan Resort & Convention Center

**When:** Friday: 6–10 p.m., Saturday: 10 a.m.–5 p.m.

**Cost:** The event is free, with a suggested donation to Easter Seals taken at the door.

**How:** Register at [www.amwayglobal.com](http://www.amwayglobal.com) > Manage My Business > Transform the Future! > National Spotlight

**Questions:** Call Customer Support at 800-253-6500.

**Why:** Because this event works for IBOs at all levels.

**“National Spotlight was absolutely incredible!**

**This event helps new IBOs to see the big picture and understand how big this business really is. The workshops were phenomenal. It was extremely successful. Do whatever you have to do to get there!”**

**– Diamonds Kevin & Beth Bell**

# Retailing for a

## IBOs share Concentrated



### Nutrilite Concentrated Fruits and Vegetables

Tablets – The phytonutrients of 10+ servings of fruits and vegetables in just two tablets.

★P1305B3785Y3250 **10-0648** 60 tablets **\$41.05**

Kids Chewable – The good stuff, phytonutrients, from five-plus servings of fruits and vegetables.

★P1025B2970Y2550 **10-0346** 60 tablets **\$32.20**

Fuji Bar – A fun, delicious cranberry-raspberry flavored bar that provides the nutritional equivalent of three whole, peeled medium apples.

★P936B2718Y2340 **10-0356** 9 bars **\$28.35**

The average person may know what an antioxidant is, but few of them eat enough fruits and vegetables regularly to get all the antioxidants they need. Several successful IBOs are using that knowledge as a retail opportunity. They know that if their customers' diets don't supply enough antioxidants, any one of the NUTRILITE® Concentrated Fruits and Vegetables products could help.

#### Developing Testimonials

Mark and Lois Kasten have been IBOs for six years and are strong believers in the Concentrated Fruits and Vegetables products. "We feel that NUTRILITE Concentrated Fruits and Vegetables is one of the staples that everyone needs," says Lois.

Just remember, it's hard to sell a product you're not using. She warns: "It's hard to move a product you don't use, because you don't really believe in it."

#### Mark and Lois Kasten

- Keep product on hand at all times. This lets you provide samples to potential customers.
- Walk the talk. Take Concentrated Fruits and Vegetables yourself so you can talk to customers about how much you like it.

Peter and Barbara Matz have been IBOs for 40 years and are top retailers of Concentrated Fruits and Vegetables. Gathering testimonials from customers is just one way the couple talk up the NUTRILITE products they sell.

#### Finding Customers

"My husband is religious about having NUTRILITE supplements in his pocket to take at mealtime, wherever he is – so people notice," says Barbara.

# Healthy Business

## their tips on selling Fruits and Vegetables

The Kastens take a different approach to attracting customers by finding common ground – the difficulty of eating well every day, with kids, two busy parents, and the ease of pulling into a drive-through – they identify their customer's top-of-mind nutritional concerns.

"It's rare when a child gets their five servings of fruits and vegetables every day," says Lois. "I don't know anyone who eats as many fruits and vegetables as they should. It's not hard to get talking about it."

Walt Powell and Diana Hobert-Powell leverage Diana's connection to patients she meets through her work at a doctor's office that specializes in lap-band surgery (similar to gastric bypass) to meet potential customers.

### Peter and Barbara Matz

- Talk the talk. Use testimonials from your customers as another valuable tool when selling Concentrated Fruits and Vegetables.
- Make customers come to you. Tell everyone you know that you're a source for NUTRILITE® products. You can find some resources to help you advertise yourself at AmwayGlobal.com. Log on, then click on Resource Center > Advertise Yourself

Patients often have a hard time swallowing tablets after surgery, yet proper nutrition is even more important after this surgery, since it limits the total amount of food you can eat at one time.

"Even if they can't swallow, they can still chew," says Walt. So

Diana recommends chewable Concentrated Fruits and Vegetables to post-op patients.

### Making the Sale

Sharon Puluso also works in the medical field and holds degrees in exercise physiology and nutrition. She and husband Michael have been

### Walt Powell and Diana Hobert-Powell

- Remove the price objection. Get price out of the way upfront. Once people know how much your product costs, you can focus on why it's a good fit for them.
- Offer alternatives. Many of your customers may tell you that they don't like to swallow tablets. No problem! Offer them two alternatives: Chewable Concentrated Fruits and Vegetables or the Fuji Bar.

IBOs for two years. Sharon says she educates patients about what types of supplements are right for them, and why they're necessary at all. "Even though you think you're eating a healthy diet – you may not be getting all the nutrients you think you are."

Sharon focuses on Concentrated Fruits and Vegetables for her customers, pointing out that, "If you don't have the right stuff, you're not going to see results."

If customers aren't quite ready to make a purchase after hearing about the health benefits, Walt and Diana point to the quality of NUTRILITE products to explain that the price is worth it when compared to grocery-store brands.

"My goal is to get the price thing out of there," says Walt. "If you want vitamins, you've got to buy a good vitamin. This is what NUTRILITE vitamins cost. You have to put a value on the product."

And with gas prices soaring, Sharon always mentions online ordering and direct shipping, for extra value and convenience. "That's one thing that our customers really love," she says.

Once these successful IBOs have developed their testimonials, found their customers, and know their approach, they're ready to make the sale. And they are selling! Barbara and Peter sell about 30 bottles of Concentrated Fruits and Vegetables each month. At retail prices, that's a profit of \$256.

### Michael and Sharon Puluso

- Know your stuff. Even if you don't work in the health and nutrition industry, you have access to a wealth of information at AmwayGlobal.com. Offer customers a free health assessment online. Go to Shop Categories > Health > Personalized Health > Health Questionnaire





*This is the business conference where strategy, networking, and sunshine combine! Back row, left to right, Founders Triple Diamond Jay Kim, Diamond Myung Kim, new Diamond Ki Suk Yi, Founders Triple Diamond Anna Kim, Diamond Monica Bae. Front row, left to right, Founders Diamond Christopher Cho, Diamond Yong Kim, new Diamond Chil Ho Yi, Diamond Albert Bae.*

# From Board Meetings to Surfboards

If your personal measure of success is reaching Diamond, we'd like to tempt you with this: Peter Island. One of the world's most exclusive destinations plays host to this invitation-only business conference for qualified Diamonds and above. Attendees are among the first to check out new products and share strategies. But there's also plenty of time for exploring the blue-green waters of the Caribbean, getting pampered in the spa, or just swinging lazily in a hammock and enjoying the salty sea breezes. Want in on the sand and sun? Set your sights on Peter Island and work toward your version of success!





### Platinum Elite

These IBOs have generated at least 12,500 Ruby PV in a month, which qualifies them to be eligible to receive a cash award of an additional 4% of their Ruby BV.

### Emerald

Parker & Joyce Holman  
Jiho Kim & Karen Seonghae Yoo

### Founders Platinum

Joseph & Karen Adams  
Stanley Armstrong  
Steve & Valerie Blue  
Everett &  
Deborah Bransford  
Cade & Kate Brodbeck  
Holt & Melissa Grant  
De Lin Li & Xiang Lan Gao  
Steve & Nancy Lindsey



Marvin & May Martin  
Manon Michel  
Jim & Diane Millington  
Jeffery & Diana Mott

Alexander Packor &  
Paty Pashoua Vang  
Benjamin & Maria Ramirez  
Derrick & Jamie Rodriguez  
J. Hugo & Alicia Sosa

### Platinum

Hyunjoo Cho  
Seongil & Hengjoon Kim  
Timothy & Krystal White

### Gold Producer

Sanglim Lee & Jihoon Han

### Silver Producer

Yong & Joung Choi

### Platinum Plus

These IBOs have generated between 10,000 and 12,499 Ruby PV in a month, which qualifies them to be eligible to receive a cash award of an additional 2% of their Ruby BV.

### Executive Diamond

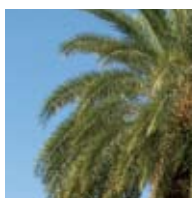
Bert & Jacqueline Gulick

### Founders Emerald

Pablo & Maria Garcia  
Luke & Yukyong Paik  
Lonnie & Heather Purkiser  
Gregory & Sandra Taylor

### Emerald

Jiho Kim & Karen Seonghae Yoo  
Jeeun Lee  
Sunderam &  
Pushpa Selvakumar



### Founders Sapphire

Daniel & Martha Arreguin

### Sapphire

Miguel Silva Acevedo &  
Francisca Acevedo

### Founders Platinum

Leonard & Diane Burton  
Perry & Alena Cammisa  
Mi Young & Kyung Ho Choi  
Mike & Angie Engstrom  
Chuck & Kristi Ifft  
Elis & Francisca Jimenez  
Danny Kemp  
Dennis & Barbara Kendall  
Santosh &  
Santosh Khachroo  
Rajesh Krishna Murthy &  
Nandini Arunachalam  
James & Kristine Mallory  
Michael & Shannon McAvoy  
Manon Michel  
Thomas & Alisha Miller  
J. Hugo & Alicia Sosa

### Platinum

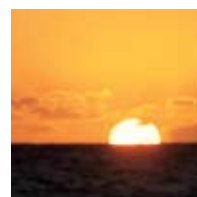
Angelberto & Maria Arellano  
Hyunjoo Cho  
Atul & Anita Gupta  
Jean Michel Hamelin &  
Pascale Dupuis  
Seongil & Hengjoon Kim  
Seung Soon &  
Chan Seock Kim  
Keesoo Pak  
David & Brenda Rhoades  
Elsa Angelica Shafer  
Nicholas &  
Melinda Ann Winkler

### Gold Producer

Dawn & Joe Bahnmler  
Juan Carlos Hernandez &  
Maria Esther Fermin  
Sanglim Lee & Jihoon Han  
Mark & Jen VanderVeen

### Silver Producer

J. Blondet Estrada &  
I. Santiago Torres  
Xiao Jiao Chen  
Yong & Joung Choi  
Lorenzo & Ramona Rosario  
Chen Shih Tsai





# Speak Up

Want to speak directly to Amway Global's top executives? Join the conversation on the Opportunity Zone, featuring real employees writing about anything and everything that goes on behind Amway Global's walls.

The Opportunity Zone is home to more than a dozen blogs covering topics from health and home care, to advertising and the view from the top. Even more blogs will be unveiled soon.

Want to influence decisions, share your opinion, and have your voice heard? Speak up at [www.opportunityzone.com](http://www.opportunityzone.com)



[www.opportunityzone.com](http://www.opportunityzone.com)

**Susan Julien-Willson, Amway Global's Communications Portfolio Manager, said:**

What do you recommend to other IBOs or potential IBOs?

Do you train others to sell all products or to focus on just one product line?

**Beth Doman, Amway Global's Director of Marketing Services, said:**

AMWAY GLOBAL™ advertising launched on websites like CNN.com, WallStreetJournal.com, Monster, and other websites and portals.

**"dig4truth" said:**

Personally, when I work with a new person, I encourage them to investigate which product line excites them the most. When they find it, I tell them to study it or get comfortable talking about it.

**"Diamond Diva Runner" said:**

Wow, I am so excited about this! ... If there is anyone I haven't told that I own a business powered by Amway Global, I'd better get my buns out there and shout it from the mountaintops!

**Paula Otero, Amway Global's Bilingual Editor, said:** "Estoy ansiosa por conocerlos en el próximo evento."

**"Luis Curiel" said:** El evento Spotlight me causo much impresion.

# Introducing the One by One Adopt-a-School Grant



The One by One Campaign for Children is dedicated to improving the well-being of children around the world. In support of this initiative, Amway Global is proud to announce a new One by One program that offers the opportunity for IBOs to apply for funds for a school in their community.

The One by One Adopt-a-School matching grant calls on IBOs to gather together in support of a local school that serves children who come from disadvantaged backgrounds. Working in partnership with the school administration, IBOs would identify a project or specific issue that they will focus on through volunteering and fund raising for one academic year.

IBOs would then have the opportunity to apply for a matching grant of up to \$3,000. As many as 50 grants will be awarded to schools throughout the country.

Look for more detailed information about the One by One Adopt-a-School matching grant program in future issues of *ACHIEVE*® and online at [AmwayGlobal.com](http://AmwayGlobal.com).



*The One by One Campaign for Children calls AMWAY GLOBAL™ Independent Business Owners, employees, and customers to rally around one unified cause: improving the well-being of children.*



# Talk Back

A place where IBOs can speak their minds

## How are you using Ditto with your customers?



I serve about 12 customers who each have a monthly DITTO® scheduled order, and we consistently produce about 1,000 PV/month personal volume.

When the free shipping began for customers who ordered \$75 or more on qualifying products (IBOs received a 20% PV uplift), I incentivized my customers with \$25 worth of free products of their choice for creating a DITTO order of at least \$75 of qualifying items – and gave them their free products immediately.

I also incentivized them with \$75 worth of free products of their choice after 12 consecutive months of purchasing a minimum order of \$75 qualifying items on their DITTO order.

– Amy Houston

Des Moines, Iowa



When communicating with our customers about the DITTO program, we found that we sometime would miss a few of the key benefits of using it. So we came up with this acronym to remind us:

- D**elivered when you want it
- I**n control to make changes
- T**ime saving email notification
- T**racks your budget
- O**ngoing shopping list

By taking the time to show the DITTO program to our customers and using the D.I.T.T.O. acronym, we've not only seen our customers transitioning to DITTO, but have empowered our business partners to do the same with their customers.

– Kyle & Christy Sanders

Chicago, Illinois



We understand the importance of balancing high tech with high touch. We personally take, process, and deliver the initial five orders from our customers so we can introduce new products via samples, assess

and meet any additional needs, and most importantly develop a personal relationship.

As the relationship continues, they ask about more and more products, which increases repeat volume due to the wide variety of quality products we offer. After the initial five orders, we then offer them the exclusive service provided for our preferred customers – DITTO scheduled ordering.

DITTO allows our customers to receive their products at the same time each month and manage their budget – all from the convenience of their own home.

– Ryan & Jen Maraziti

Milledgeville, Georgia



When I establish a new customer or IBO, I give them a home inventory list and ask them to go through their house and place a checkmark by the products they currently use.

I use that list to create their “strawman” DITTO order (under my IBO number). Once I've done this, I meet them for a follow-up and follow the DITTO creation process to move this schedule into their DITTO schedule. We populate the quantities based on what they need to replenish in the short term. We schedule the other items out beyond that.

I find that most people don't have an idea of how much they spend now on these products, since they don't keep track of it all in one place like the DITTO program does. Now they have a better idea of their budgetary requirements for household and personal care items!

– Cheryl Roberts

Richardson, Texas

### What's your advice for new IBOs getting started in the business?

Share your feedback and you could be featured in an upcoming issue of *ACHIEVE*®. Write us at *ACHIEVE* Magazine, Mail Code SC-2N, Amway Global, 5101 Spaulding Plaza, Ada, MI 49355, or email us at [editors@achievemagazine.com](mailto:editors@achievemagazine.com). Be sure to include your name and IBO number and send along a photo of yourself if possible. You can also find our monthly Talk Back questions online in What's New at [AmwayGlobal.com](http://AmwayGlobal.com).

# The big picture: MAC

In its effort to ensure the success of you and all IBOs, the Corporation brings you retailable, high-quality products. It ensures you have the necessary tools. It makes constant enhancements to AmwayGlobal.com so your business management experience is easy and convenient.

The Corporation doesn't make decisions in a vacuum. It seeks advice, counsel, opinions, and different perspectives. One of those voices is that of the Marketing Advisory Committee (MAC) of the Independent Business Owners Association International (IBOAI).

The MAC is an ad hoc committee that provides input to the IBOAI Board dedicated to all aspects of promoting the business opportunity and its products.

Throughout the year, we study market trends. We watch what the competition is doing. We spend countless hours examining AmwayGlobal.com, our catalogs, all of our electronic and print literature.

And of course, we listen to you. Because just like us, you're out there finding customers, showing the Plan, actively building your business.

During our three official meetings, we have lively and thoughtful discussions on all aspects of this business. Before the meetings adjourn, we deliver a set of recommendations to the Corporation based on our research, our experience, and, of course, the concerns you've shared with us.

We're always focused on addressing the most relevant and timely issues to help us achieve our overarching goal: helping you become more successful.

**Sandy Hawkins** – Chair

**Terry Andrews** – Vice Chair



*The Marketing Advisory Committee, from left:*

*Theresa Danzik*

*Sharon Janz*

*Jennie Belle Crowe*

*Sandy Hawkins,  
Chair*

*Terry Andrews,  
Vice Chair*

*Terri Holland*

*Marybeth Markiewicz*



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