

Title page:
Moving Up!

Reaching the highest income levels in
Nature's Sunshine Products, Inc.
with leadership.

By: Mary Christensen

Page one: Inside front cover

Contents

Page

1	Contents
2	A Message of Congratulations
3	Healthy Bodies, Healthy Finances, and Healthy Minds
4 – 5	Module One: Commit to Nature's Sunshine Products, Inc.
6 – 7	Module Two: Commit to your Goals
8 – 10	Module Three: Activity Drives Results
11 – 13	Module Four: Image and Integrity
14 – 17	Module Five: Work the Numbers
17 – 20	Module Six: Train your Distributors
21 – 23	Module Seven: Mentor your Distributors
24	Take the leadership Test
25 – 28	Module Eight: Promote your Business.
29 – 32	Module Nine: Manage your Business
33 – 35	Module Ten: Maximize the Opportunities and Rewards of Leadership

Page 2:

Dear Manager,

Congratulations on your elevation to the rank of Manager, a status you achieved by mastering the key skills of NSP leadership – sharing the products and the business. You are now poised to take your business to even greater heights.

While working towards becoming a Manager you experienced many testimonies as to the efficacy of the products. As you work towards the highest levels of leadership, you will experience many testimonies as to the benefits of owning an NSP business.

By building your business, you will build lives. The more people you help become members, the more members who become Distributors, and the more Managers who commit to helping others, the more people will experience the benefits of a healthy, balanced life. When you become successful, we all share in that success, both financially and physically.

By working towards the highest levels of leadership you will become a role model others aspire to emulate, and a mentor who will help them reach their highest potential. There is no better success than knowing that you have played a part in helping others attain their own goals.

As you empower those you welcome into the NSP family, your corporate partner, Nature's Sunshine Products, Inc. will seize every opportunity to reward and recognize you for your leadership. From rebate checks to cars, trips and awards, you will enjoy unparalleled income and rewards for many years to come.

Wishing you all the success you deserve.

Mary Christensen

Healthy Bodies, Healthy Finances and Healthy Minds.

America is running on empty nutritionally and financially. Health has become the leading issue among Americans today, and as the health crisis accelerates, the natural health industry is experiencing explosive growth. The demand for wellness products now tops \$250 per person per year, and will soon exceed a trillion dollars annually.

Meanwhile, America's financial health is in deep crisis. Unemployment and debt are rising as our shrinking economy erodes jobs and topples businesses. Workers who have long been prepared to sacrifice freedom and control for secure employment are discovering they no longer have the security they believed they could count on. The result is an unprecedented number of Americans pursuing self-employment, some part time to top up the household income, and others full time to provide financial security for their families.

You have the ultimate business to share – a business that will be personally satisfying *and* financially rewarding. Anyone with the desire and drive to help others live healthier lives will find all the support they need to build a business by partnering with Nature's Sunshine Products, Inc. This manual will guide you through the steps needed to develop Managers as you master the ten skills of outstanding NSP leadership.

Why choose Nature's Sunshine Products, Inc?

A commitment to quality – only the finest herbs and raw materials are used to formulate NSP products, and every ingredient undergoes stringent testing to ensure it is free from pesticides, herbicides and fungicides.

A commitment to innovation – cutting edge production, testing and quality control systems are built in to the NSP manufacturing process. Over 600 products are produced in an award winning manufacturing facility in the clean mountain air of Spanish Fork, Utah.

A commitment to service – NSP promises you the highest levels of personal service, with dedicated teams of sales, administrative and service staff.

A commitment to education – NSP works with leading product and business trainers to ensure all Distributors have the best training available, supported by a wide range of product and business tools available through specialized suppliers.

Module One: Commit to Nature's Sunshine Products, Inc

NSP leaders are committed to the principles of healthy bodies, healthy finances, and healthy minds.

Healthy bodies:

An NSP business can be tailored to a range of wellness needs:

- **Nutritional support:** As food manufacturers sacrifice nutritional value for foods that look brighter, last longer and cook faster, health conscious Americans will increasingly seek ways to plug the gap between what their diet provides and what their bodies need. NSP herbs are formulated to supplement nutrient deficient diets.
- **Weight loss:** Millions of Americans are suffering from diseases directly linked to weight problems. NSP formulas assist weight loss while boosting the nutrients needed to maintain optimum health.
- **Protection:** Environmental toxins pose a dire threat to our nation's health. NSP products naturally strengthen the body's immunity to attack from airborne and other pollutants.
- **Healing:** NSP supplements offer natural solutions to minor illnesses such as colds, flu, and stress; as well as a range of ailments caused by poor lifestyle choices.
- **Remedial care:** There is a wealth of powerful testimonies about how specialized herbal formulations can alleviate the symptoms of chronic disease.

Healthy Finances:

Financial health is an integral part of the NSP culture. With a choice of generous Marketing Plans, Distributors can generate part-time income, build a full time business, or supplement an existing business promoting NSP specialized formulas.

- **The Classic Plan** rewards Distributors and Managers who generate high levels of personal volume. Retailers and practitioners will benefit from generous commissions, bonuses and rewards for personal activity.

- The Legacy Plan rewards Distributors and Managers who build an organization. Everyone who wishes to structure their business around sponsoring Distributors and developing Managers will benefit from the Legacy Plan.

Healthy minds:

Helping others can be a fast track to personal growth, and building a network of Managers will be as personally satisfying as it will be challenging.

Staying in an unfulfilling career can lead to unacceptable levels of stress, anxiety, frustration and unhappiness. By rewarding results, NSP empowers all Distributors to control their health, their income, their time, and their life.

Your income, status and rewards.

The income and rewards you earn as a Manager will be determined by how much time and energy you invest in three key activities:

- **Selling Products:** Your status, income and rewards will be determined by the total sales your business generates. Servicing your personal clients and customers will generate day-to-day income and set an example to your Distributors to follow.
- **Sponsoring Distributors:** Duplication is the only way to reach the elite ranks of NSP leadership. The more active Distributors you sponsor, the more sales they will generate, and the more commissions and bonuses you will earn. A constant flow of new people will keep your business alive and lessen your vulnerability to a range of performances within your organization.
- **Developing Managers:** Promoting Managers will add stability to your organization, and elevate your business to the highest profit status of the NSP Marketing Plan.

Achieving financial and lifestyle freedom – through a genuine commitment to helping others realize their dreams – is the hallmark of the NSP business opportunity. Anyone who is willing to work and willing to learn can achieve financial freedom, simply by helping others live healthier lives.

NSP: Real relationships Real Results Real rewards

Module Two: Commit to your goals.

To be an inspiring leader you have to be inspired! As you build your organization you will transform many lives. Start by transforming your own.

If you are not fired and inspired you cannot expect to excite and energize others. NSP leaders know what they want, and they are excited! Passion for *what* you are doing, and *why* you are doing it will inspire your customers, prospects, Distributors and Managers.

Realizing your personal goals will be your reward for the huge effort you put into building your business. Working towards them will invigorate you, and motivate others to find their purpose in life. There is no honor in playing it small when you have the power within you to turn your goals into reality, and to inspire others to work to aim high.

NSP is more than great products. NSP is people – real people with real dreams, and the determination to see them through; real people who encounter and overcome challenges and distractions every day of their lives. By *walking the talk* you demonstrate that reaching the higher ranks of NSP is believable *and* achievable.

Start working on the next level of your growth by establishing what you personally want to achieve with your NSP business in the next twelve months. Short-term goals give you clear focus, and ensure you set out in the right direction, stay on the right path, and reach your destination as fast as possible.

Both the Classic and Legacy Marketing Plans clearly map out what level you must reach to realize your goals, and what you must do to get there. Decide where you are heading and commit to your goal without qualifications, such as, *“I will give it my best shot for a year.”* True commitment means saying, *“I will keep working, and keep learning, until I achieve my goal.”*

Self-doubt is the single greatest barrier you will have to overcome to join the highest NSP leaders. If you don't think you deserve to reach the top, you'll find a thousand excuses why you won't:

“I'm too young.”

“I'm too old.”

“I'm too busy.”

“I'm not confident enough. ”

“I dislike my other job but the pay is too good to give up.”

Leaders don't let fear, uncertainty, or self-doubt determine their path in life. They don't allow market fluctuations and other outside influences undermine their goals. They know what they want and they keep moving towards it.

These are tumultuous times. But in good times people succeed and in bad times people succeed. What sets achievers apart from the masses, is that challenges make them, as others let challenges break them.

Becoming an outstanding leader requires building on your strengths and working on your shortcomings. It means taking responsibility for everything that happens, good and bad. When something is not working it means taking bold steps to change it. Even the smallest mistake, if you repeat enough times, could mushroom into a major business saboteur, just as small improvements will lead to significant progress over time.

To reach your personal and professional goals you must keep moving, whatever happens, knowing that every challenge you overcome will make you stronger and better equipped for the next. Your reward will be a life transformed because you work through your challenges as you inspire every Distributor who joins your organization to pursue their goals through their NSP business.

Paste pictures of your goals at the front of your calendar, to remind you to keep working when you have just hung up from your fifth "No," in a row. Revisit your goals as often as you need to recharge your batteries.

My twelve-month goal is.....

.....

The level on the Marketing Plan I must reach to achieve it is.....

My ultimate goal is.....

.....

The level on the Marketing Plan I must reach to achieve it is.....

Module three: Activity drives results

The question is not, *“Will this business work?”* The question is, *“Will I work?”* When you commit action time to your business, the results will follow.

If you are working the hours, the only one way you can fail is not doing the right things. Taking these positive steps to work smarter will yield better results than looking for easier solutions:

Step one: Establish priorities. You will never have enough time to do the things you need to do, so don't waste time doing things you don't. Place core business-building activities at the top of your priority list, and schedule less important tasks, e.g. administration, record keeping, correspondence further down.

Prioritize your *To Do* lists every day according to the results you need now. If you have appointment gaps, work on filling those before you start making coaching calls. Make sure you ask yourself these two questions every day:

- *“Am I focusing on the core activities that drive my income?”*
- *“If everyone in my organization does what I am doing, what kind of business will I have?”*

As the pacesetter of your organization, everything you do is duplicable – good practices and bad. Concentrating your time, energy and resources on the most productive areas will have a compounding effect on your business.

Step Two: Commit to working every day, for as many hours as you can. Allocate specific times to work and don't allow anything or anyone to intrude on that time. Practice the word *“No,”* until you can say it without guilt, fear or embarrassment.

Success comes to those who are consistent and persistent. You will grow faster by consistently working twenty hours every week than by working in spurts.

Step Three: Use a separate calendar for your business so you always know exactly how many appointments you have scheduled without having to sift through personal commitments to check on the state of your week. With no appointments you have no business, and there's nothing like a blank page to prompt you to lift your game.

Step Four: Map out each year in advance. Leadership is a responsibility that includes your presence at National Convention, Leaders' Conference, and Regional Meetings in your area; and your participation in Webinars and Focus

calls. All of them provide a valuable opportunity to share and learn at minimal or no cost.

The more everyone in your organization participates in NSP-sponsored events, the faster you will grow. Publicizing the dates and times of events (including when qualification starts and ends, and cut-off dates for early bird and final registration) will help them budget the time and expense involved, so no one misses an event because they don't have the time or money.

Step Five: Promise yourself that you will take a certain number of steps every day to advance your business, and don't stop until you have taken them. If activity is the number one driver of your business, doing nothing is the number one dream stealer. Leaders know that every step counts, and that rejections, postponements and cancellations are all part of the process.

Step Six: Control incoming communications, starting with your phone. If you don't rule your phone, your phone will rule you. It will be easier to control your calls if you use one line for your business. A cell phone is more efficient as it enables you to take your business anywhere you go. With features like text messaging and email, it can be a comprehensive, portable communications tool.

Control incoming calls by encouraging callers to come to the point. Say, *"Great to hear from you. What can I help you with today?"* Let people know the best time to contact you, so you are less likely to be bombarded with messages. Visual voicemail will help you identify both low- and high-priority messages.

Handling calls promptly is good business sense but people with the time and inclination to chat can steal your day. Employ simple strategies to avoid wasting time on the phone, such as,

"It's great to hear from you. As I am tied up right now, would you prefer I call you back later?"

"Is it possible this can wait until next week?"

"I know you are busy. Shall we handle this by email?"

Although email makes it easier to run your business, you will pay a high price for obsessively checking your in-box. Discipline yourself to open and respond to your emails once in the morning and once in the afternoon.

Step Seven: Control your outgoing communications. Work out what you want to say before you pick up the phone, and check off each item as you address it. Try to avoid being sidetracked. Make important calls when your energy levels are high, and routine calls when you're feeling less inclined to chat.

Text as often as possible – texts transmits faster and you can almost guarantee your message will be read instantly.

Keep emails short and to the point. Most recipients will skim through long-winded emails, or miss the point. By creating email groups e.g. customers, members, new Distributors, all Distributors, aspiring Managers, and all Managers, you can tailor your communications according to need.

<p>When you own an NSP business, the sky is the limit! All you have to do is want it, believe it...and work it.</p>

Module Four: Image and integrity

There are over 15 million direct sellers representing 2000 different businesses competing for your customers and prospects, many of them offering nutritional products. You must be able to differentiate your products and your business clearly and consistently to stand above the crowd.

The most effective way to communicate NSP is by becoming a product of your product. How you choose to look, talk and act will convey a more powerful message.

Look the part. Body language, grooming and dress account for over 50% of the impression we make on others.

Body language sends the most powerful message of all, so demonstrate your confidence with good posture, a firm handshake, warm smile, and frequent eye contact.

Dress to impress. Whether you opt for casual or business dress, keep your look current, and your grooming immaculate. Good grooming will always engender respect, confidence and trust.

As a leader in health management you have more credibility if you project an aura of wellbeing. Even if you are a work in progress, you can walk tall, dress to compliment your body shape, and carry 'before' and 'after' photos to demonstrate your progress.

As a business leader, you are promoting financial health. A confident, relaxed demeanor will demonstrate that you are enjoying a balanced lifestyle.

Talk the part. First impressions are visual, but the moment you start speaking, you will gain or lose credibility. Does your voice convey enthusiasm and confidence? Does your speech rate come across as calm and relaxed? Will your prospects sense a genuine interest in their opinions? Can you listen without interrupting, or formulating your response? Do you give people your full attention without allowing yourself to be distracted?

Can you articulate exactly what sets you apart from the competition, while avoiding generalizations, jargon and clichés? Industry jargon and abbreviations will confuse your prospective customers and Distributors, and possibly alienate them. As an example, I recommend you always refer to Nature's Sunshine, and not NSP when you are talking to your customers and prospects.

Being able to express yourself succinctly is the mark of a professional. Do you embellish your presentations with unnecessary detail? Do you make rambling and longwinded explanations, or do you ask lots of questions and offer solutions?

If you suspect there is room for improvement, make a list of the topics you address most often and practice until you can respond to each in fifteen seconds or less.

What is special about Nature's Sunshine products?

What difference have Nature's Sunshine products made to your life?

How will I benefit by using Nature's Sunshine products?

What sets NSP apart from other brands?

Why did you become an NSP Distributor?

What difference has NSP made to your life?

Why should I become an NSP Distributor?

How do I become an NSP Distributor?

Which Marketing Plan is best for me?

What support and training can I expect?

Learning to make your point concisely and persuasively on key topics will help you become an influential communicator. But to touch hearts you have to speak from the heart. Your personal experiences will always be more persuasive than facts, figures and third-party endorsements, and incorporating them into your presentations will demonstrate your belief in all that NSP stands for. Not only will you come across as sincere and enthusiastic, you will bring NSP to life for your prospects.

Act the part. Ultimately you will be judged by what you do. Demonstrate belief in your products by using them at every opportunity. Demonstrate belief in your business by sharing NSP at every chance you get. Demonstrate belief in NSP by embracing the corporate programs.

Show your pride in NSP by wearing your Manager Pin and displaying your Manager Certificate on your store, office or home wall. Have business supplies – e.g. agreements, product samples, incentive brochures, and business cards – with you at all times. Make sure they look fresh and new. Tired inventory and marketing materials are unlikely to impress a prospective Distributor.

Demonstrate your values by your actions. Your values are the core of who you are, and it's impossible to over-estimate the power of integrity. The core principles of business are simple:

- People do business with people they know
- People do business with people they like
- People do business with people they admire
- People do business with people they respect

- People do business with people they trust

When you have high values, running your business will be easier, as your values will always direct you to the right action to take. Good decisions come from good values, and good actions follow good decisions.

Personal Leadership Test

Test your leadership potential by circling the traits that best describe your personality on a scale of 1 to 5 below. For example, if you are highly sensitive, circle 1. If you are highly objective, circle 5. If you tend to be more sensitive than you are objective, circle 2.

Sensitive	1 2 3 4 5	Objective
Spontaneous	1 2 3 4 5	Organized
Anxious	1 2 3 4 5	Confident
Thoughtful	1 2 3 4 5	Enthusiastic
Driven	1 2 3 4 5	Calm
Introverted	1 2 3 4 5	Friendly
Analytical	1 2 3 4 5	Intuitive
Conservative	1 2 3 4 5	Creative
Lone Ranger	1 2 3 4 5	Team Player
Trusting	1 2 3 4 5	Cynical

How do you rate?

NSP leaders demonstrate balanced, rather than extreme personality traits. If you circled mostly 3's you are well suited to NSP leadership.

Module Five: Work the numbers

The fundamental truth about NSP is that the fastest way to achieve your own goals is to help others achieve theirs. Selling your products will earn you day-to-day income, but the highest levels of the Marketing Plan are reserved for those who help others realize their financial goals.

The more Managers you develop, the faster you will rise through the ranks. Your chances of finding Managers increase with every new person you sponsor, so you need as many Distributors as possible to work with.

The more width (Distributors you personally sponsor) and depth (Distributors sponsored by your Distributors) you have, the more secure your business will be. But you cannot control what your Distributors will do. No matter how inspiring you are, they will do what they want to do. The better your leadership skills, the longer your Distributors will stay, and the better they will perform, but personal sponsoring must always be one of your key priorities.

If you sponsor only a small number of Distributors, or rely a few Distributors to produce a disproportionate share of your volume, you will be vulnerable to their individual performances. When those Distributors elevate to a higher rank, your income will drop until you rebuild your personal group.

Prospect for recruits in the places that best fit your organization.

Always think,

“Who will be interested in a Nature’s Sunshine business?”

“Why will they be interested?”

NSP is *all* about connecting. And the way to connect with others is to be yourself. You won’t connect with everybody, but that’s not your goal. Always remember that you are looking for people who are perfect for NSP because NSP is perfect for them. Rejection is part of the territory. If you are not getting rejections, you are not asking enough people.

When you first start prospecting, you are doing well if one out of ten people you approach is interested in taking it further. With practice, and if you are willing to learn from your mistakes and missteps, you will start to enjoy a two out of ten success rate. When you hit your stride, you may become one of the few high-achievers who achieve the magic three out-of-ten success rate. “No’s” are part of the job.

By consistently making ten calls a day, you will make one, two or three successful connections a day, depending on your skills and experiences. That’s

a lot of new business. If you only make one call a day, you will be lucky to make one successful connection a week! The only way to grow is to be consistent and persistent.

Rule number one is – talk to people. Communicate by phone, in person, email, blogging, text or group presentations. There are no shortcuts and no magic formulas – talking to people is the only way to generate business.

Look for people who demonstrate complementary skills and interest levels.

You will enhance your chances of success if you make a list of your best prospects before you start calling. At the top of your list try to include:

- Healthcare professionals – doctors, herb specialists, pharmacists, psychologists, nurses, dentists, physical therapists, naturopaths, chiropractors, kinesiologists, iridologists, and midwives. Many health practitioners are disillusioned with our overloaded health system and the greed of drug companies. A career promoting wellness instead of managing sickness makes an attractive alternative.
- Non-healthcare professionals – teachers, engineers, counselors, human resource managers and administrators are all highly represented in NSP because they have strong leadership skills.
- Business owners – operators of health clubs, medi-spas, beauty spas, holistic health centers, and fitness centers are sure to appreciate a supplementary source of income for their businesses.
- Lifestyle professionals – personal trainers, business coaches, counselors, career advisors and weight loss consultants are a perfect match for NSP, as they have an established clientele with a clear interest in wellness.

For more guidance on your best prospects, and how to attract them to NSP, order the publication *“Be A Recruiting Superstar”* from www.naturestools.com or www.marychristensen.com

Sponsor your customers.

Your customers will always be your best prospects. Servicing them regularly, even if they order direct from NSP, is the best way to strengthen your relationship, and help you know when and how to approach them about the business.

The following steps will ensure you give every customer an opportunity to share in the financial rewards that come with helping others live healthier lives.

One: Offer every customer two ways to order by saying, *“You can order direct from me or you can sign up to order your products direct from NSP, as I do. Which do you prefer?”*

If they choose to buy from you, hand them a card offering 10% off their next purchase to encourage them to make a return visit.

On their next visit offer them a customer loyalty card for free products after a certain number (or dollar value) of purchases.

If they join NSP as a wholesale member, do not neglect them. The more contact and nurturing you offer them, the stronger your relationship will be and the greater your chance of encouraging them to become active Distributors.

Two: Make it easy to reach your customers by asking for cell phone numbers and email addresses. While it may be difficult to reach people at home, and you should not intrude at work, you will have no trouble reaching their email or cell phone.

Three: Ask satisfied clients for referrals, and give both the referring and referred client a voucher for 10% or \$10 off their next purchase. Rewarding customers for referrals will encourage them to refer business to you. An incentive to the referred client will encourage them to contact you.

Four: Send postcards to announce new products, specials or promotions, e.g. *“Stop paying retail for your nutritional supplements. Buy them direct from the manufacturer at wholesale prices.”* Postcards are easy to produce, inexpensive to mail and you can guarantee they will be read, unlike letters that may not be opened.

Five: Send out customer e-newsletters – short, interesting and relevant to current topics, e.g. *“Protect your family from colds and flu this winter.”* Highlight no more than one or two products in each newsletter. A catchy heading will increase your chances of them opening it. Newsy, short communications will increase your chances of them reading it. Make sure you never make claims that cannot be substantiated, or that contravene America’s laws. The benefits of NSP products do not need exaggeration. If you have any doubts, call Customer Services on 1800 223 8225.

Six: Always have business materials with you. Don’t be caught out saying, *“I don’t have a business card on me right now.”*

Seven: Never prejudge! You never know who will be interested until you ask. Some new Distributors will come easily and others will take more effort. Keep an optimistic mindset and opportunities will open up. The bottom line is that if you

are not communicating with your customers you can be sure someone else is. Keeping in touch is critical to building and maintaining relationships.

You cannot control other people's decisions but you can control your part – by reaching out to as many people as possible, representing your business honestly and enthusiastically, and treating your prospective business partners with respect. The more doors you open into your business, the more people will come in.

Module Six: Training your new Distributors.

You are not responsible for your Distributors success but you are responsible for offering the best training and support you can, based on their circumstances, interests and needs.

New Distributors

Always aim to start your new Distributors in groups. Not only is group training a more effective use of your time, your Distributors will benefit by sharing experiences, and building relationships with others at a similar stage of development.

An orientation program that helps new Distributors navigate their first three months in the business is critical. Within that period, your new Distributor will acquire the knowledge to operate independently, and the confidence to progress their business further. These steps will enhance your new Distributor's chance of building a personally and financially rewarding NSP business:

One: As you will invest a significant amount of time in new Distributors, make sure the commitment is mutual by revisiting the goals they shared with you at the interview. Find out what they want from their NSP business and what they are prepared to do to achieve it (for how conduct a sponsoring interview see *The NSP Business Builder* available from www.naturestools.com)

Two: Make sure they understand that they are in business for themselves, but not by themselves, and that you are committed to helping them succeed. Say, *"I will do all I can to help you succeed, but this is your business and your success is in your hands. The business works – if you do."*

Three: Review their relationship with NSP. As Independent Distributors they will:

- Have access to the highest quality herbal formulas and natural health products available, supported by a wide range of resources to help them learn about and market the products.
- Benefit from a choice of generous Marketing Plans that return up to half of every dollar of sales to Members, Distributors and Managers as rebates, commissions and benefits.

- Have access to the best training the industry has to offer, from live seminars, workshops, conference calls and Conventions, to downloadable materials, and a comprehensive supply of sales aids and business supplies.
- Benefit from the support of a dedicated team of corporate staff, as well as expert business and health advisors.
- Work to a simple, proven formula – the way to reach the highest income and rewards is to sponsor and train others to sell NSP products and teach them to do the same.

Four: Give every new Distributor a copy of the *NSP Business Builder* to guide them step-by-step through their first ninety days. It will help them establish their goals, plan their work time, and learn how to present the business. Order them in advance from www.naturestools.com and give your new Distributors the best possible start by working with them through their first steps to ensure they take advantage of all the resources and benefits available to them.

- Briefly review the products and business, and help them choose the Marketing Plan they wish to work with (pages 2-6).
- Find out what they want to achieve from NSP (pages 7-8).
- Take them through the seven key steps outlined in *The Checklist for Success* (pages 9 – 10).
- Review their New Member Kit, especially the *Herbal Solutions* catalog that showcases NSP's top selling products.
- Help them place their first order for their personal products, as well as the key demonstration and business supplies they need. Make sure they take advantage of the "20% off your order up to \$200, plus free shipping" offer that is valid for their second order placed 90 days from their sign-up date.
- Encourage them to enroll in *AutoShip* so they can receive their personal products each month without interruption and take advantage of the 5% saving. To enroll they can visit www.naturessunhine.com, click *Orders* on the menu bar, then click on the *Autoship* link.

Five: Explain that the *NSP from A to Z Guide* (Stock #2720-7) is an inexpensive, comprehensive guide to every NSP product, including Sales Aids and Supplies. Stress that education is an ongoing process and recommend they focus on a few products and tools at the start, so they can start earning as they are learning.

Six: Help them choose their core products. The Super Trio (30 day pre-package program) Collection is a good place to start as it has universal appeal – everyone needs to maintain a healthy system, regardless of individual needs that will be revealed when they complete the Lifestyle Analysis or “Primary Prevention of the 8 Causes of Disease” Questionnaires (available from www.naturestools.com).

Seven: Suggest they read the Policies and Procedures booklet in their New Member Kit, so they understand the benefits they can receive, their responsibilities, how to place orders, handle payments and communicate with NSP.

Eight: Encourage them to visit www.NSPlife.com and take a virtual tour of the benefits they will enjoy through their partnership with NSP. Invite their feedback as to which areas interested them most so you know where to focus your training and support.

Nine: Help them set up their personal NSP website at www.myNSP.com Explain that a personal website, linked to the corporate website will help them communicate effectively and efficiently with their customers; and that for a low monthly fee, NSP will manage their website so they can focus on the front-end activities that will drive their income.

Ten: Encourage their commitment to ongoing training by running through the educational opportunities that are available. Circulate copies of a *Cheat-Sheet* that outlines important dates, numbers and milestones for your new Distributors to paste at the front of their calendar. Suggest they block upcoming events immediately. Show them how to register at www.naturessunshine.com, clicking on *Member Services*, then *Education*. The easier you make it for them, and the sooner you advise them of upcoming events, the more likely they will participate.

Eleven: Make sure they have the Customer Services number (1 800 223 8225) readily available so they can access information and support direct from NSP, while explaining that you may not always be available to immediately answer their questions.

Twelve: Help them plan their work time (the *NSP Business Builder* page 11). Encourage them to allocate specific times to their business and to mark those times out of their calendar so they have a constant reminder of the commitment they have made. Make sure they understand that there is no better investment they can make in their business than time, and the more hours they work the faster they will grow.

Thirteen: Review the first key to success – keeping it simple (the *NSP Business Builder* page 12) making sure you lead by example by keeping your explanations simple and concise.

Fourteen: Help them select their tools, demonstrating ones they can start using immediately (the *NSP Business Builder* pages 13 – 16). If possible, role-play using these tools to make the training more memorable. Have copies of the *NSP Life CD* available so your new Distributors can practice sharing the business.

Fifteen: Share tips on where and how to begin promoting their NSP business (the *NSP Business Builder* page 17-18). Explain that the key to success is letting NSP take care of the back end of the business and to concentrate on the front end. The more time they spend at the front line – sharing their products and business the more successful they will be.

Sixteen: Set them a goal to achieve Manager in their first 90 days. The sooner they see results, the more likely it is they will stay motivated and continue working their businesses. Show them the Manager Pin, Certificate and additional business building tools they will receive by maintaining their Manager status for three months.

Seventeen: Get them excited about the Rising Star program and an opportunity to visit corporate headquarters, tour the state-of-the-art manufacturing plant and benefit from a first class lineup of respected health and business speakers. Run through the qualification to attend.

Once your new Distributors have successfully completed their first steps in the business, they will be ready to join the regular training programs you offer all Distributors in your organization.

Training all Distributors

Never has it been easier to help your Distributors continue to learn as they practice their knowledge and skills on their ever-widening clientele. It is a simple matter to create training modules from the wealth of information available through www.naturestools.com – perhaps themed to key topics, e.g.

- The key systems – nervous, digestive, glandular, urinary, circulatory, structural, respiratory, intestinal, immune – and appropriate products.
- Common health problems – obesity, fatigue, pregnancy, men's health, women's health, and products that offer the best solutions.
- Business building – prospecting, sponsoring, enrolling Members, maximizing your income.

Regularly scheduling actual or virtual meetings will demonstrate your commitment to giving your Distributors your full support, and that you care about them as people, not as income producers.

Whether you are communicating with your team in person or by remote, make your presentations lively. Every meeting should have FIRE – Fun, Inspiration, Recognition and Education. People learn best when they are informed and entertained and the best way to get your distributors to your meetings is... great meetings.

A structured, ongoing training program will ensure your Distributors have access to the training and support they need, when they need it. If you bombard them with information before they are ready to absorb it you will jeopardize their success. A little, often, is better than information overload. There are no shortcuts in NSP and the best training is on the job, experiencing what works and what doesn't.

The greatest gift you can give them is independence. If you do all the work for them, their learning will be slower. By acting as a resource center, you will be able to direct individual Distributors where they need to go to obtain the information they need, and you will have time to invest in those who show the greatest potential.

Module Seven: Mentoring your Distributors.

Your greatest reward as a Manager is being the catalyst for others' success. NSP is built on a foundation of relationships. The closer the bonds you build with your people, the longer they will stay and the more effort they will put into their business. People stay where they feel involved and appreciated.

Each Distributor will have different experiences, needs, circumstances and priorities. The stronger the relationships you have with them the more you will know how to support them. Direct most of your attention towards new people and Distributors who are actively working. The biggest waste of time in this business is working with the wrong people.

Before you begin any mentoring program make sure your Distributor commits to a specific goal, and the time necessary to achieve it. Only when the commitment is mutual will you be able to rely on them to do what needs to be done to get where they want to be.

Monitor results every month to make sure you are working with those who are producing results. Support those who deserve it, not those who demand it. Investing in your top performers will ensure a flow of new Managers into your organization. Think chessboard – my move, your move. If you are over-protective you will deny your aspiring Managers an opportunity to discover their strengths and to learn from their mistakes.

Be generous with praise and rewards. I cannot overestimate the power of a personal phone call or an email to acknowledge work well done. Promptly returning calls, remembering special occasions, and recognizing achievements and milestones will ensure everyone feels valued.

Above all, make it fun. Think about the best times you have enjoyed with NSP. Great times and wonderful memories help balance out the challenges that are part of normal business growth.

Mentoring can be time consuming, but don't fall into the trap of becoming a Manager who spends so much time mentoring others you neglect your personal business. By balancing your time with personal activity and mentoring others, you will continue to grow.

Take the leadership test

These twenty questions will help you determine how well you rate when it comes to leading your team:

I lead by example

☐ Yes ☐ No

I believe in everyone but rely on no one

☐ Yes ☐ No

I get to know my people well

☐ Yes ☐ No

I help them set exciting, achievable goals

☐ Yes ☐ No

I expect mutual commitment

☐ Yes ☐ No

I give them direction

☐ Yes ☐ No

I mentor those who deserve it before those who demand it

☐ Yes ☐ No

I am readily available

☐ Yes ☐ No

I communicate with my team regularly

☐ Yes ☐ No

I respond quickly to calls and requests

☐ Yes ☐ No

I am encouraging and supportive

☐ Yes ☐ No

I look for ways to recognize team achievements

☐ Yes ☐ No

I never talk negatively

☐ Yes ☐ No

I don't expect them to do what I do not

☐ Yes ☐ No

In one-to-one situations my Distributor has my full attention

☐ Yes ☐ No

I let my Distributors know they are appreciated

☐ Yes ☐ No

I am always honest and sincere

☐ Yes ☐ No

I am always positive

☐ Yes ☐ No

They can trust me

☐ Yes ☐ No

I make it fun

☐ Yes ☐ No

The more 'Yes' responses you scored, the stronger your leadership skills.

Module Eight: Promote your business.

Promoting yourself is the best way to promote your business. The more the visibility you have as a health practitioner, the more people will become aware of NSP. Experiment with different ways to expand your contacts and identify potential Distributors to discover what works best for you:

One: Advertise “*Introduction To Herbs*” courses through your newsletter, store or consulting practice. The perceived value of these courses will be enhanced if you quote a fee, but offer them free to customers.

Two: Promote your business through your retail store or consulting practice:

- Make your on-site signage specific and eye-catching to attract walk- or drive-by customers.
- Leave business literature on the counter, with a sign, “*Please take one.*”
- Displaying enticing advertisements,
 - ‘*Sign up here to become a Nature’s Sunshine Products Distributor.*’
 - ‘*Ask how you can buy your herbs wholesale.*’
 - ‘*Sign up for our next “Introduction To Herbs” course.*’
 - ‘*Lose weight for summer.*’
 - ‘*Pregnant and nursing mothers – free workshop on your health before and after childbirth.*’
- Change the notices regularly to appeal to a range of interests, and when your business is closed, display them in the window to reach people who walk past your door after hours.

Three: Display notices offering complimentary “*natural health consultations*” in medical centers, medi-spas, beauty spas, health clubs, and other places health-conscious people visit. Make it a win/win situation by inviting the other business to promote an introductory offer to your database e.g. ‘*Your first consultation is free.*’

Four: Speak out. Offer to conduct nutrition seminars at spas, wellness and community centers. Adult education centers are always looking for credible

presenters. Offer to speak on starting a small business at your local college or adult education center.

Five: Make a habit of talking to people. You can turn casual encounters into contacts by asking, *“What do you do?”* When you are asked the same question respond, *“I have my own natural health business. Have you heard of Nature’s Sunshine Products?”* or, *“I am an independent distributor for a range of natural herbs and supplements. Do you take supplements?”*

Six: Send your local newspaper articles on issues making news, e.g. weight loss, seasonal allergies, viruses, ageing, environmental pollution, men’s health and women’s health. These tips will enhance your chances of making it to print:

- Read a few copies of the publication to ascertain what will interest their readers.
- Call and ask to whom you should send your submission.
- Send your contribution on quality paper.
- Keep your word count to no more than 300 words, unless specified otherwise.
- Use double spacing, and avoid fancy typefaces.
- Double-check spelling and grammar.
- Do not mention NSP or your submission will be dismissed as an attempt to garner free advertising. A considered opinion piece or personal story will have greater appeal.
- Accompany your submission with a brief letter outlining your credentials.
- Present a balanced, rather than a one-sided case.

A few well-crafted articles on relevant topics could lead to an invitation to write a regular column.

Seven: Contact the person responsible for scheduling speakers at local business associations and service clubs to offer your services. Plan ahead as that will make you look more professional and because most clubs book speakers well in advance. Remember it’s all about making contacts and an enticing topic will attract better attendance than a predictable one e.g.

- *Do supplements work?*
- *Can you slow ageing?*
- *How I turned a health problem into a business.*

Respect your audience by making your presentation relevant to their interests and never turn your presentation into a thinly disguised advertisement. You are more likely to be invited back or referred to other clubs if you are entertaining as well as informative.

Eight: Rent a booth at a trade show, career expo, church or school fair. You will attract more attention if your booth has eye-appeal and is interactive, e.g. free samples, on-the-spot mini health consultations, lifestyle questionnaires. Offer to

donate door prizes in return for publicity on the program and pre-event advertising, but make sure winners have to come to your booth to collect.

Nine: Sponsor a health-related event such as a local sports tournament or charity Fun Run. Send a press release to local media and make sure you are acknowledged on the program. If possible, offer to present the prizes.

Ten: Go on-line. Every email you send can become a marketing tool if you add a signature file or footer. Share your story through social networking sites. Blogs are a personal way to build bonds with your customers and prospects, and you can set up your own site through several free sources. Use email blasts to promote new products or target prospects, linked to your website. Almost everyone has email, and it takes very little time to create and send an interesting message. Keep your emails short, as the more information you share, the less likely it is the recipient will go to your site.

Example One:

Dear Nikki

There has been a mass of publicity recently about the issue of Have you been following it?

Many of my clients have expressed concern about the risks involved in taking such a powerful drug, and I think you will find the attached article offers an interesting perspective on the subject.

Let me know what you think.

*Warm regards,
David*

Example Two:

Dear Dane,

Hope all is well with you. I'm emailing to let you know I have started a small business and thought you may be interested in taking a look.

I am now an Independent Distributor for a range of premium nutritional supplements. Learning about the herbs has been fascinating, and I've already lost ten pounds.

*If you have time, I would love you to take a look by clicking on this link.
<http://www.mynsp.com/your name>*

Looking forward to your feedback.

*Warm regards,
Beki*

Module Nine: Manage your business

When you own your own business, you can manage when you work, how you work and what you earn. But you have to treat your business as a business:

- Make sure you have the appropriate registration, business licenses and insurances.
- Treat your business as a separate entity with separate credit card, debit card and checking accounts. Never combine work and personal accounts.
- Keep your finger on the pulse. Don't be an end-of-the-month manager who looks at the figures when it is too late to influence results. By keeping a close eye on performance, you can guide those who are close to stepping up a level, and spot red flags, e.g. an emerging Manager who hasn't put an order in by mid-month.
- Keep records of all your customers and Distributors, and update them regularly.
- Take a proactive approach to all NSP communications. Read them immediately so you can stay abreast of new products, incentives and upcoming events.

Keep what you earn!

Paying less tax increases your income! Reducing your tax bill by claiming business expenses is one of the greatest advantages of having a business. While you have a legal requirement to meet your federal, state and local tax obligations, you also have the right to claim every legitimate deduction you can.

You will find a wealth of information on taxation for small businesses at www.irs.gov but these steps will ensure you keep as much of your earnings as possible:

Whether you prepare your own returns or engage a professional, keep proper records of expenses so you can claim every deduction.

Your largest deduction will be the cost of your premises. If you have dedicated consulting rooms or a retail store, 100% your workspace expenses are deductible. If you work from home, your workspace must be used exclusively for your business to claim a home office deduction.

Business use of your vehicle can yield major tax saving each year. Make sure you track your operating costs by keeping an accurate log of all the business trips you make. Before you claim your business miles check the current per-mile rate allowed by the government. It changes every year so search for the current rate at www.irs.gov before you finalize your tax return.

If you use your car primarily for business you may qualify to claim "actual expenses". Although you'll still need to keep a log of your business miles, as well as receipts for gasoline, licensing, insurance, repair and maintenance expenses, your deduction can be calculated as a percentage of your total expenses, depending on the percentage your car is used for business.

Equipment such as furniture, computer, telephone, fax machine, copier, printer, and software is deductible if you use it exclusively in your business. To claim an expense in any financial year, equipment must qualify as an annual expense rather than capital expenditure. For example, your telephone is a capital expense, but your monthly phone bill is a deductible expense.

Travel and entertainment can also be a significant expense, including travel to National Convention, Leadership Conference and other NSP events.

Miscellaneous expenses you can claim include:

- Advertising and marketing materials
- Bank fees and interest costs
- Your business license and DBA application
- Registration fees for training courses and seminars
- Demonstration materials and product samples
- Incentives, prizes or gifts
- Internet connection and website creation, hosting and maintenance
- Marketing tools such as videos, CDs, DVDs, manuals and booklets
- Stationery supplies including paper, printer ink, postage, pens, filing cabinets
- Subscriptions to relevant magazines and newspapers
- Telephone costs
- Utilities, such as gas, electricity, water and trash collection
- Promotional materials
- Printing and copying
- Professional fees including accounting, bookkeeping, legal fees
- Contract labor and cleaner
- Refurbishing, including painting, papering, carpeting
- Repairs and maintenance
- Security systems and services
- Travel and accommodation
- Entertainment
- Insurances including property, contents, dental, disability, health, life, vision
- Charitable donations and gifts

Establishing a simple record-keeping system will save time at the end of the year. Keep credit card statements, and file bank statements with cancelled checks (if your bank doesn't return cancelled checks, download the information). Keep receipts for cash expenses such as parking, and write the details on the receipt immediately to make it easier to remember details. Create a trail of your expenditure by paying with debit or credit cards when possible.

Spend a few minutes each day filing your invoices, printouts and receipts to save days of frustration at the end of the year. The best way to avoid a tax audit is to submit an accurate return on time, and pay what you owe on time.

Engaging a professional to prepare your tax return may help you take advantage of all possible tax savings, and structure your savings through retirement accounts for self-employed persons. Finding an accountant who specializes in self-employed people, or running a home-based business makes sense, but your tax advisor can only work with the information you give them. As you have the most at stake, it will pay you to increase your knowledge of what you can and cannot claim.

As an NSP leader you have a responsibility to conduct your business in a business-like manner, and be seen by your Distributors to do so. There's no greater way to lead than by your example.

Business leadership checklist

- ☐ Are your systems effective?
- ☐ Is your calendar well organized?
- ☐ Are you working the hours you promised?
- ☐ Have you committed to attend National and Leadership Conventions?
- ☐ Have you set a specific time each week to check your group results?
- ☐ Do you make follow up calls in time to drive activity?
- ☐ Do you read all company communications?
- ☐ Do you run with every company promotion and event?
- ☐ Are you keeping accurate records?
- ☐ Do you file your annual tax return on time?

Module Ten: Maximize the opportunities, resources and rewards of leadership

NSP reserves the best marketing, recognition, rewards and educational opportunities for top leaders. For details on how you can benefit from the following programs go to www.naturessunshine.com

- **Earn more with Sunshine Select**

By reaching the goals set by NSP every six months, you will enjoy an additional 5% off your purchases, or 6% if you order online. You'll also receive every new product produced throughout the year, compliments of NSP.

- **Enjoy greater recognition**

Be recognized as a role model for all Distributors and Managers who aspire to higher leadership at National Convention. The *Development Awards Program* honors the top three achievers in each of the following ranks by inviting them on stage to receive a special award, and listing their names in the Awards Dinner Program:

- Managers and Star Managers
- District and Area Managers
- Regional Managers and above

Qualification is July 1 through June 30 each year in the following categories:

- Sponsoring Development Award
- Manager Development Award
- Sales Increase Development Award
- Leadership Award
- President's Trophy Award
- Manager of the Year

- **Attend exclusive events.**

Make sure you attend these events where top achievers gather to network and learn:

Leadership Convention is an annual event held in locations across America, and offering a top lineup of health and business speakers.

Top Achievers Club is an invitation-only reward trip for NSP's highest achievers. Enjoy an exclusive vacation in exotic locations across Europe, Asia-Pacific, and the Americas.

- **Go Global**

Expand your business into any of the global markets where NSP operates across Asia, Europe and South America. You can even combine international sponsoring with a vacation, or NSP-sponsored trip such as a TAC. International sponsoring requires exactly the same skills as sponsoring closer to home:

- Be informed. To research products and Marketing Plans in eligible countries visit www.nspisp.com. When you start building, you can access information about your organization and earnings at the same site.
 - Existing contacts have been proven to greatly enhance your chances of success, so it will be easier if you start with people you know.
 - Be prepared to sponsor by taking business materials with you when you are traveling internationally.
 - Make sure you are able to visit and train your new Distributors.
 - Only pursue global opportunities if you can do so without neglecting your core business.
- **Keep learning.**
The best investment you can make in your business is yourself. Through NSP you have access to unlimited training, so never become so busy helping others that you neglect your own education and development.

Business is evolving at a rapid pace. Stay abreast of health and business trends, and always be willing to adopt fresh ideas. If you continue doing things the same way, you and your Distributors will miss out on product, marketing and technological advances that are revolutionizing the wellness industry.

Build your library of business resources.

These additional training resources can be ordered through NSP's preferred business suppliers.

Books: Order from www.naturestools.com

NSP Business Builder - Your Action Plan For Success A step-by-step guide to their first 90 days in the business for new Distributors.

Moving Up – Reaching the highest income levels in Nature's Sunshine Products, Inc. through leadership. This indispensable guide will help your new Managers realize their full potential.

Be A Network Marketing Superstar The ultimate step-by-step guide towards building a successful direct selling business.

Be A Recruiting Superstar A proven, innovative approach to sponsoring that gets results. When you know who is interested and how to approach them you will build your organization faster.

The NSP Life CD A fifteen-minute introduction to the benefits of becoming an NSP Distributor, and an effective way to share the business with potential Distributors.

Audio training workshops: Order from www.marychristensen.com (as an NSP Manager you will enjoy free shipping on all CD's simply by quoting "Nature's Sunshine Manager" in the promotional code line).

Peacocks And Other Hot Prospects Learn how to read different personalities and connect with a wider range of customers, prospects and Distributors.

No Excuses! Enhance your selling skills, including handling objections sensitively and closing confidently.

Destination Success! Learn how to drive your dreams, navigate roadblocks and reach your true potential.

Lead to Succeed! Become a role model your Distributors will aspire to follow, and a mentor who will help them reach their fullest potential!

Be a Sponsoring Superstar! Learn how top business builders identify, connect, and follow through with top prospects.

Websites:

www.nsplife.com This interactive site offers a virtual tour of NSP that will educate all Distributors on what NSP has to offer; and allows prospects to take a no-obligation look at the opportunities available.

www.nspontape.com To purchase CD's of Convention speakers.

www.naturestools.com A complete guide to all the product and business resources Nature's Sunshine Products offers through easy on-line ordering.

www.marychristensen.com Author's website with information on additional resources available.