

True Friends

LIFE'S

Greatest Opportunity

FOR BETTER HEALTH &
SUBSTANTIAL WEALTH



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This opportunity offers you three significant benefits, every one of which is essential for an enriched and fulfilling life.

1.0 INTRODUCTION

Sometimes a single event (or opportunity) can transform the lives of millions of people. And, the impact could last for generations. The opportunity itself might seem incredibly simple, but its influence could cause a revolution. Yet, when it happens, only a *few* people immediately recognise it for its *wealth-creating* and *life-enhancing* capability. These few therefore have a big advantage to benefit from the opportunity before the others wake up to its potential.

2.0 PURPOSE OF THE DOCUMENT

The purpose of this document is to:

1. Draw your attention to two of the most vexing problems – the health crisis and the financial crisis – that we have to face as we move into the new millennium; and
2. Introduce you to an opportunity that can help deal with *both* these problems; an opportunity that is set to cause a “revolution” as it transforms the lives of millions of people for generations to come because of its wealth-creating and life-enhancing capability.

3.0 BENEFITS OF THE OPPORTUNITY

This opportunity offers you three significant benefits (amongst others), every one of which is essential for an enriched and fulfilling life. These are:

- **Financial freedom**
A significant stream of income flowing into your life on an ongoing basis so that you can live in comfort and fulfill your desires for such things as a new home or car, holidays and travel, children’s education, caring for aged parents, quality retirement, etc.
- **Time freedom**
Time to spend as you wish (with family and friends, and pursuing your interests - music, writing, art, playing golf, or whatever), instead of working at a job (or business) from dawn till dusk for the best years of your life.
- **Good health**
Increased vitality, and good health and well-being.

If just one of these three components is missing, it will severely impact the quality of your life. For example, if you had plenty of time and money but poor health, you can’t enjoy life to its fullest.

4.0 THE HEALTH CRISIS

In the study of a native tribe in South America it was found that the people in the tribe had been dying prematurely from a strange illness for many generations. Scientists finally discovered that the disease was carried by an insect that lived in the walls of their clay homes. The natives had several options:

1. They could destroy the insects with a pesticide.
2. They could tear down and rebuild their homes.
3. They could move to a new location where the insects weren't found.
4. They could do nothing and continue to die young, just as they had for generations.¹

Incredibly, they chose to do nothing, and simply be victims of circumstances. They took the path of least effort and no change, and paid the price with their lives.

Today, we too, face similar choices. Medical research has established an indisputable link between nutrition and health. Poor nutrition and poor lifestyle choices have immediate effects on our health, and they predispose us to debilitating degenerative diseases later in life.³ Hence, good nutrition is a lifelong imperative and not something we can put off until "tomorrow" or postpone until our senior years.

4.1 We Are Deficient

In the early 1900s people were dying from infectious diseases such as diphtheria, influenza, tuberculosis and pneumonia. Today, we find those diseases are pretty much under control. Most people are dying today from degenerative diseases - heart disease, cancer, stroke, diabetes, etc. Many of these diseases are man-made. They are largely due to modern lifestyles and their accompanying risk factors, including:

- High fat diet
- Lack of exercise
- Environment becoming more toxic
- Increasing stress levels
- Over-processing of foods for longer shelf life

While well-balanced meals are possible, in today's toxic world, *even with sensible living*, it is difficult to get all the nutrition our bodies need from the foods we consume – see attachment A.

Many people say, "I eat well and I exercise regularly." Perhaps that is true, but the question remains: "Are we receiving all the nutrients we need?" **In a study conducted by the United States Department of Agriculture (USDA) 21,500 people were surveyed and not one of them obtained 100% of the minimum recommendations (RDI) for 10 essential nutrients. Not one.**

Consider what you must eat to obtain an optimal amount of 400 IU of vitamin E.

| Food | Quantity |
|-----------------|-----------|
| Sunflower Seeds | 1.2 lbs |
| Safflower Oil | 1.0 quart |
| Almonds | 2.2 lbs |
| Wheat Germ | 5.1 lbs |
| Spinach | 33.0 lbs |

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4.2 The Trade-off

The sheer pace of modern living leaves us with little time to listen to and learn about our bodies. We are too busy trading hours for dollars and quality of life for standard of living. We tend to confuse activity (work) with accomplishment (results).

Many of us spend thousands of dollars maintaining our homes and cars, and very little maintaining our bodies. Yet, houses and cars can be replaced, but not the body. We don't really appreciate our health until we suffer some setback. We believe we are invincible - it happens to others, not to us. Hence, we are totally unprepared when it strikes - which can be in the prime of our lives!

Someone once said that most people tend to spend the first 40 years of their life neglecting their health to make money, then they spend the next 40 years spending that money to regain their health! How true, yet how foolish!

So, what should we do to address this problem?

4.3 The Solution

There are many things we can do to address the problem. For a start we can eat a varied and well-balanced diet and exercise regularly. However, even with a great diet and regular exercise, we still benefit from supplementation when seeking optimum health. The weight of recent scientific evidence indicates that antioxidants can play a role in optimising our health.

However, while the key is to supplement your diet with antioxidants, the idea of going to the health store and pulling different supplements off the shelf - whatever seems to be the latest fad - is *not* the way to provide proper nutrition. There are many competing products in the marketplace, but most are totally inadequate for maintaining and optimising one's health.

Many people already take supplements of one kind or another, but what they don't realise is that single supplements can be ineffective because *antioxidants work properly only in synergy with each other*. Even if one nutrient was missing, it adversely impacts the effectiveness of all the others.

Science tells us that every year 98% of our body is completely replaced, and it is reconstructed entirely from the nutrients we consume. So, it makes sense that the *quality* of the nutrients we consume determines the quality of our renewed cellular structure, the level at which it can function, and hence the overall quality of our health. In other words, our performance and physical appearance are directly related to the nutritional quality of the foods we eat. The same is true of our vitality, virility, endurance, and general sense of well-being.

Put simply, to maintain proper cell function and to defend against the harmful aspects of the environment, the body requires proper nutrition, containing all the nutrients needed for life - in the right form, in the right quality, in the right quantity, and balanced in the correct ratios.

We tend to
confuse
activity
with
accomplish-
ment.

4.4 The Choice

The choice is simple. It's USANA. USANA is the obvious choice once you understand the facts about health and nutrition, and the characteristics of the various competing products available to maintain your health.

USANA is an international company that manufactures and markets a range of health care products, including one of the most potent nutritional systems known to humankind – *The Essentials*. The USANA nutritionals provide your body with

- a comprehensive range of high-quality nutrients
- balanced in the correct ratios
- in amounts that sound scientific research show is needed to optimise long-term health.

The USANA nutritional products are designed and engineered by Dr Myron Wentz (Ph.D.), an internationally renowned doctor in microbiology and immunology. He is regarded as a leading authority in cell culture technology and cellular nutrition. He grew billions of human cells to isolate and diagnose viral diseases. His cell culture derived products, for which he became world-famous, are now used in the medical profession in more than 30 countries to accurately diagnose infectious diseases.

From growing billions of healthy cells (daily) in his laboratory, this visionary scientist learnt *first-hand* the importance of correct nutrition of the cell in maintaining good health. *He observed that unless the ratios of specific micronutrients were precise, the cells began to degenerate.* He has even kept a line of human cell culture thriving for over 40 years! This implies an intimate and esoteric knowledge of the nutritional needs of the human cell.

Dr Wentz has decades of *experiential knowledge*, not just academic or intellectual knowledge, in growing and feeding cells. Not many people can make the same claim. So, he knows, perhaps better than anyone else does in the world, what nutrients the human cell needs to stay alive and thrive. He has now applied his unique and extensive knowledge of cellular nutrition to maintain the health of human beings (at the cell level) by creating the USANA Nutritionals. When he tested and fine-tuned the nutritionals to the human body, he was amazed at the results. He knew he had something special – *something that would benefit humankind beyond anything he had ever accomplished!*

Dr Wentz is not a promoter, motivated by profit. He is a scientist and a visionary who has dedicated his life to a mission of service to humankind. He says *“I won't consider my life a success until I lay my head on my pillow for the last time, knowing that I have done everything I can to help curb degenerative disease.”* Demonstrating his commitment to this cause, he has even refused to draw a salary from USANA, opting instead to pour that money into further research.⁷

4.5 Competing Products

By far the majority of products in the general market place are produced to meet the needs of an identified market. For example, many health products are produced to be sold at a price that manufacturers consider the market would be prepared to pay. Hence, profit is the prime, if not *only* motive!

Dr Wentz found that many supplement pills contained ingredients in the cheapest form – synthetic, inorganic and un-natural – with low bioavailability, and inappropriate nutrient amounts and ratios.⁶ This explains why some products are much cheaper than others. When it comes to nutritional supplements, buying cheap to maintain good health is like stopping the clock to save time – it just *cannot* be done.

USANA, on the other hand, is developing products that continual scientific research shows are needed for a healthy human body, and then it undertakes education of the market place to pay a fair and reasonable price for those products. This means that the company does not compromise its integrity as a scientific organisation in pursuit of profit.

He has
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... our
health will
suffer.

4.6 The USANA Difference

The USANA nutritionals are superior to other nutritional products in many ways, especially in respect of:

- Quantity:** The gram amounts (quantities) of the various vitamins and minerals are *significantly higher* (often as much as 20-50 times higher) than other products
Benefit: You are getting quantities that sound scientific research shows is needed for long-term optimum health.
- Range:** It is a *full system* containing a *comprehensive* range of nutrients needed for a healthy body.
Benefit: You don't have to purchase a multitude of other products at a significant cost to put together a comparable supplemental program.
- Quality:** To maintain integrity and purity, USANA manufactures its own nutritional products according to *pharmaceutical standards* (the same as for drugs), and only the highest quality substances are used in manufacture – exceptions are usually due to specific requirements of a particular country.
Benefit: There is no compromise; your body is fed the best quality nutrients needed for life.
- Balance:** The vitamins and minerals are *scientifically balanced in the correct ratios* to work in synergy with each other and ensure maximum protection for your body.
Benefit: There is no danger of imbalance (through guesswork) where taking too much of one nutrient will mask a deficiency in another thereby causing serious health problems in the longer term.
- Potency:** The nutrients listed on the label are *guaranteed* to be in the bottle in the specified quantities and to maintain its potency for the 2-year life span given to every product.
Benefit: You get what you paid for (nothing less).
- Purity:** All raw ingredients that go into the products are tested for purity.
Benefit: No damage to your cells caused by toxic substances in the product.

Generally, many competing products:

- have significantly lower gram amounts (of the various nutrients) than sound scientific research shows is needed for maintaining good health
- are manufactured to lower standards than USANA – many imported products are manufactured to food (not *pharmaceutical*) standards and when compared to USANA, it is like measuring the difference between making pizza and making penicillin
- might use poor quality ingredients having a low absorption rate
- do not contain a comprehensive range of nutrients that science shows is needed for optimum health
- are not nutritionally balanced in the correct ratios – this can cause serious problems in the longer term

Also, many popular store-brand products have been found to have incorrect or misleading labels.⁷ Some have even been found to contain toxic substances!

4.7 The Bottom Line

Much of the food we purchase today has been over-processed, and various chemicals and preservatives have been added to improve taste and increase shelf life. Over-processing can only lead to nutritional deficiencies in purchased food and the use of toxic substances can cause cellular damage and have an adverse effect on long-term health. Without proper nutrition, the cells of the body are less able to prevent and repair cellular damage. Clearly, if we continually lose significantly more cells than we regenerate, sooner or later the body will be overpowered by the high level of toxins and our health will suffer.

5.0 THE WEALTH CRISIS

According to the latest statistics, the average Australian will be in retirement for at least 25 years. Yet, only 5% will be financially independent by age 65. The remaining 95% will be deceased, still working to make ends meet, or broke on the pension.

FACT: You will either be among the “top 5%” or the remaining 95%.

5.1 Job Security

The traditional job is becoming a social artifact - not part of tomorrow’s reality. Soon most work will be performance-based; this means that you will be paid according to what you produce, not how many hours you spend on the job – hence long hours and stress will be quite common.

Companies are producing the same basket of goods and services with fewer and fewer employees. In the next few years we are going to see phenomenal economic growth, but there will also be massive layoffs as companies compete to produce more with fewer resources, and those left in the workplace will have to pick up the slack.

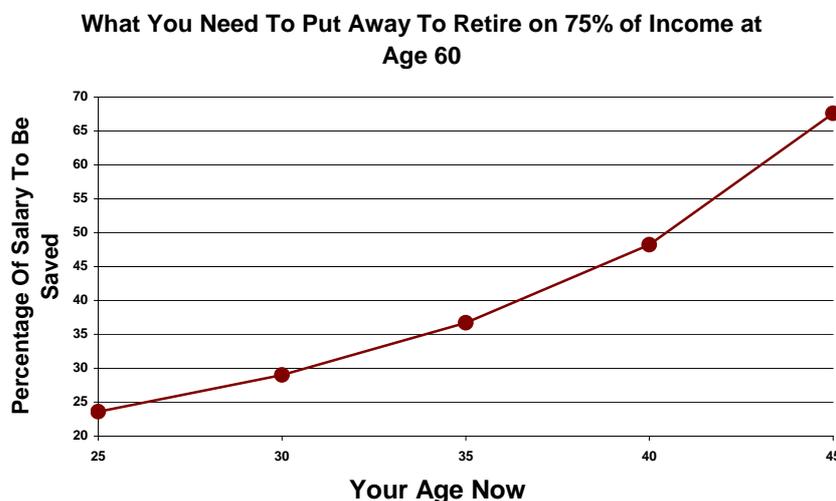
According to an article by Paul Cleary in the Sydney Morning Herald of 26 May 1998, “the number of full-time workers without job security and other benefits has increased tenfold in the 1990s!” This trend will continue well into the new millennium!

Clearly, your job is not an entitlement, even if you are self-employed. To stay employed you have to keep your job skills honed and polished. This is a never-ending task - there is simply no resting point. Stress will be prevalent! Simply working hard and being obliging will not protect you from layoffs, buyouts, mergers, and restructuring. Also, as we age, the likelihood of retrenchment increases accordingly.

FACT: Unemployment will not be a matter of choice, it will be a hard and unavoidable reality. This will cause financial hardship for many.

5.2 The ‘Super’ Myth

According to an article by Paul Clitheroe in The Sydney Morning Herald of 13 September 1997, “our superannuation system sucks - it is not enough”. He says that “if we are going to accept even the most conservative figures on the aging of our population, it’s pretty obvious that we got a *major crisis* approaching next century.” For example, to retire on just 75% of salary at age 60, a 35-year-old would need to save 36.7% of salary each year (The figures are 48.2 % for a 40-year-old and 67.6% for a 45-year-old). Can you afford to save this much? Obviously, much more must be put away if one intends to retire at the *earlier* age of 55.



Only 5% of
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Your
options for
financial
security are
limited –
very
limited.

The government requires us to contribute to superannuation to fund our own retirement, but our current rate of contribution is woefully inadequate to fund a comfortable retirement. Most people will find that their living standards will drop by 40 to 75% when they retire. They will struggle to make ends meet. The Government will not have sufficient funds to pay the increasing number of retirees a 'reasonable' old-age pension. Currently, more than 80% of retirees are living on less than \$12,000 per annum, and experts say that the situation will get worse!

FACT: The choice for most Australians (including the self-employed) will be to return to work to supplement their income from 'super' (if they can secure a job), or to suffer a significant decrease in their living standards and quality of life.

5.3 Your Options For Financial Security

Your options for financial security are limited – very limited. Here are some of the more likely options available to you.

Overtime / Second job: Involves long hours and stress, and impacts family life. Situations which cause anxiety and stress suppress certain body functions, weaken the immune system and make a person prone to illness - heart disease, cancer, stroke, ulcers, etc.

Corporate executive: Climb the corporate ladder. Some (very few) eventually make it, but at a great cost to health, family relationships, etc. Someone once said, "By working faithfully 10 hours a day, you may eventually get to be the boss and work 14 hours a day."

Investments: The current average superannuation payout is about \$226,000. This amount invested @ 5% = \$11,300 p.a. = \$217 per week. Can you live comfortably on this, or will you have to cut back on some of your most *basic* needs?

Operate traditional business: Requires knowledge of cash flow, marketing, and management. This is a risky venture, and more often than not, you become a slave to the business. About 80% of all small businesses fail within their first year. A further 15% close within 5 years. Of the 5% that do make it, very few survive for another 5 years. How many small businesses do you know that have been around for more than 10 years?

Franchise: Costs from \$20,000 to over \$500,000 to establish. Only about 33% - the good ones - make decent profits. Of the remainder, about half will fail and the other half will break even. Have you got \$500,000 to invest in a good franchise?

Network/relationship marketing: One of the fastest growing industries - about 150,000 people enter this industry every single week! However, a significant number of people drop out within the first 6 months because most marketing plans are 'hard-to-work', rewarding the few at the top at the expense of the others. The best companies satisfy the following criteria:

1. They are on a *growth curve* (with increasing demand for their products)
2. They have *consumable* products that ensure *repeat sales* (unlike web sites, travel programs, jewelry, etc.) - people buy repeatedly month after month without prompting.
3. They use a business plan that *allows everyone to succeed*, rewarding people equally according to their effort (and not just the few at the top).

Mark Yarnell, one of the legends of the industry says, "network marketing is the simplest path to prosperity in the history of capitalism". He also says, "this is the *only* industry that allows common people to earn millions with a minimal investment and zero overhead".¹⁰

Which do you think is your best option?

5.4 Linear Versus Residual Income

There are many ways to earn money. You can work hard, or you can work smart. You can work alone, or you can work with others as a team helping each other. But, of all the ways to make money, straight salary is absolutely the worst. Straight salary is addictive. It's linear. It does not matter whether you are a doctor, dentist, lawyer, chiropractor, accountant, teacher, or whatever, you get paid (by the hour) only when you work. No work, no pay.

The best way is to earn residual income - income that keeps flowing to you even when you are not working - like that earned by best-selling authors, pop artists, and successful network marketers (mostly average people who leverage the efforts of others by growing a network of associates).

5.5 The USANA Opportunity

Most multi-millionaires use leveraging in one form or another to generate wealth, and USANA offers one of the greatest opportunities for using leveraging available today.

To draw a comparison, your current job is like growing bean plants. You have to plant and cultivate every year (until you grow old and tired) to reap a harvest. You trade hours for dollars - no hours worked, no dollars paid. Your income is linear. The USANA opportunity is like growing grapevines - as it spreads and grows bigger and bigger, it provides more and more 'fruit'. Obviously, some effort is required to maintain your distribution organisation and continue earning an income.

Starting part-time and working diligently, you could potentially retire from full-time employment in 3-5 years. In fact, your earning potential in USANA is limited only by your imagination.

People with sophisticated minds from the 'real world' of business have analysed this opportunity and recognised it as one too good to pass up. USANA offers the finest nutritional system in the world, and it is targeted at an explosive growth market - the multi-billion dollar alternative health sector. Simply, what this means for promoters/distributors of the USANA products is that they have an unparalleled opportunity to generate substantial wealth.

5.6 Consider This

If I offered you a lump sum of \$20,000 today, or an initial amount of one cent (today) and doubled the amount I gave you each day for the next 30 days, which would you take?" Most of you will choose the lump sum of \$20,000 today, yet the second option will generate more than \$21 million! (\$21,474,836.47 to be exact - see Attachment B). This figure is inconceivable for many because most people tend to think short term. They want quick returns, easy solutions and elevators to success, but these things don't exist.

The USANA opportunity is usually too big for most people to appreciate at first glance. This is because our view of the world is made up primarily of what we perceive through our five senses. What we personally know of the world, we have seen, tasted, touched, smelled or heard. Unfortunately, our senses are limited. Therefore, our view of the world is limited. But, this is not a problem, unless we start believing that what we perceive, is all there is to be perceived. It is not. There is more to life than we have personally experienced. Similarly, there is more to this opportunity than you can see with your eyes. You need to see with your *mind* what others miss with their eyes.

The above (\$20,000) example is simply to illustrate that what you believe to be the potential of the USANA opportunity is probably only a fraction of what it really is.

The USANA compensation plan is 'cellular', applying the same principle of doubling that is illustrated in the above example, except that it does have a cut-off point to ensure that it is fair and equitable to all. Hence, this example is not intended to imply

You need
to see with
your *mind*
what others
miss with
their eyes.

that your income keeps on doubling beyond your control. Your income is based on sales of product that you control; so it is important that you put in the effort to maintain a strong distribution organisation.

I might add that it is fortunate for open-minded people with initiative, that not everybody recognises the USANA opportunity immediately for its true potential – its potential to provide what *every* person on earth wants: financial freedom, time freedom and good health. This therefore gives them an edge to capitalise on the opportunity before the others wake up to its potential.

6.0 RICH versus POOR

Generally, the “top 5%” have a significantly different mindset than the remaining 95%. For convenience we will refer to these two groups as ‘rich’ and ‘poor’, respectively. Rich people *think and act* differently than poor people. Here are some of the key differences:

| RICH | POOR |
|--|--|
| Have a <i>delayed</i> gratification mindset settling for short-term pain and long-term gain. | Have an <i>immediate</i> gratification mindset settling for short-term gain and long-term pain. |
| <i>Take risks</i> with the understanding that failure/losing is part of the process of winning. Hence, they are early adopters, taking advantage of a new opportunity before others wake up to its potential. | <i>Avoid risk</i> because of the fear of failure or loss. They wait to see what everybody else is doing, then do the same – by which time it is too late to capitalise on a new opportunity. |
| Have a <i>positive</i> attitude, using language such as: <ul style="list-style-type: none"> ▪ If others can do it, so can I. ▪ I’ll make the time. ▪ What’s it worth in the long-term? | Have a <i>negative</i> attitude, using language such as: <ul style="list-style-type: none"> ▪ I can’t; it’s too hard. ▪ I don’t have the time. ▪ I can’t afford it –it’s too expensive. |
| Are <i>decisive</i> – they are quick to decide and slow to change their minds. They know that their destinies are shaped in their moments of decision, and indecision leads to inaction which, in turn, leads to unfavourable results. | Are <i>indecisive</i> – they are slow to decide and quick to change their minds because, once they have decided, they start to worry if they made the right decision. Fear, uncertainty and doubt are inherent in their personality. |
| Seek <i>opportunity</i> . They seek to develop, achieve and excel. They do what the majority are unwilling (not unable, just unwilling) to do. They realise that people who play it safe continually miss opportunities and seldom make progress. | Seek <i>security</i> . They desire a safe, secure profession / job, but such a thing is virtually non-existent today, and even if it was, it would provide little chance of attaining financial independence. |
| Take responsibility for their circumstances. They know that ‘ <i>when you choose the behaviour, you choose the circumstances</i> ’. Hence they create their own circumstances by choosing actions that support their goals. Their attitude is: ‘If it is to be, it’s up to me.’” | Do not always take full responsibility for their circumstances. When things aren’t as they would like it to be, they sometimes try to justify their situation. Some even blame others - the government, their employer, their teachers, their parents/children, etc. |
| <i>Make</i> it happen. They know that success must be summoned; it won’t come unbidden. They have plans. They can tell you where they are going and how they intend to get there. | <i>Let</i> it happen. Many have no definite plans for the future or they simply don’t execute their plans; hence they fit into someone else’s plans. |

Rich
people
think and
act
differently
than poor
people.

| RICH | POOR |
|---|---|
| Understand and <i>apply</i> the law of ‘Cause and Effect’ – as you sow, so shall you reap. They know that one must give to receive e.g. one must first give respect to receive respect; one must first give value to receive value. | They expect to receive value before they will give value. |
| Mind their own business. They build businesses and use the power of compounding / leveraging to earn <i>residual</i> income. | Mind somebody else’s business. They work “hard” for somebody else trading hours for dollars earning <i>linear</i> income, paying up to 50% of their income in taxes. |
| See with their minds what others miss with their eyes, hence recognising potential where others don’t. | See only with their eyes, often missing opportunities for improving their circumstances in life. |
| Have a sense of <i>urgency</i> . All successful people have a driving sense of urgency to produce results. | They tend to <i>procrastinate</i> much. They wait until all the conditions are right before taking action. |
| Have a sense of team and common purpose. They believe in synergy - combining and sharing the work effort. | They try to do it all by themselves, hence they don’t often achieve the big outcomes they aspire to. |
| <i>Persist</i> until they succeed. Like a child learning to walk, every time they fall down, they get up quickly and keep trying until they get it right. | Quit at the first sign of defeat. As soon as they encounter setbacks, they give up. They say, “It’s too hard. It hurts too much. I give up.” |
| They are <i>results-oriented</i> . Perform activities that produce the results they desire – a high quality of life. They plan their work and then execute/action their plan. | They are <i>activity-oriented</i> . Confuse busyness (being busy) with progress. They are so busy being busy, that they lose sight of what they are trying to accomplish. |
| Have more money at the end of the month i.e they have money left over at the end of each month. They can invest or spend as they wish. | Have more month at the end of their money. They live from pay cheque to pay cheque. More often than not their money runs out before the end of the month. |
| Focus on ‘quality of life’. They will retire in comfort, maintaining their standard of living and generally enjoying more free time and better than average health. | Focus on ‘standard of living’. Some will work their entire life. The majority will find that their living standards will drop by 40-75% when they retire; they will struggle to make ends meet, depending on welfare or the goodwill of others for their existence. |

Rich
people
think and
act
differently
than poor
people.

... “soon
you will be
networking
or you will
be not
working”.

7.0 THE TREND IS YOUR FRIEND

The trend is your friend. The trend is demographic – that is, the birth rate of yesteryear affects the spending power of today. The so-called “baby boomer” generation is now in their mid-30s to mid-50s and *many are at the height of their earning and spending power*. They make up about one-third of the population and account for about two-thirds of spending. Traditionally, those industries (e.g. baby foods, clothing, sport goods, real estate, etc.) that catered for the needs of these baby boomers have thrived and flourished. So, knowing which industries the baby boomers are supporting is key to financial success. Following are two of the most powerful economic trends of today:

Trend 1: Health & Nutrition

Health and nutrition is one of the biggest economic trends of our time. According to Money Magazine, the nutrition industry “**is the mother of all trends**”.⁸ And, according to *best-selling* author and *presidential advisor* Paul Zane Pilzer the nutritional industry will become a **trillion dollar** industry in the next few years! We haven't even begun to see the economic tidal wave that the baby boomers are creating!

Why is it set for explosive growth?

Awareness is increasing rapidly about the role supplementation plays in optimising long-term health. Hence, the number of people - especially baby-boomers - seeking quality products to maintain good health is growing rapidly.

Trend 2: Network/Relationship Marketing

A quiet revolution is taking place. It's called Network (or Relationship Marketing). It is another powerful economic trend of our times. It is being labeled the “**real estate of the 21st century**”.⁵ Not only is it *legal* in every sense of the word, it is also *highly ethical*. Relationship marketing is growing in prominence. (However, be wary of the few illegal pyramid schemes that tend to originate from time to time.) It is a degree level subject taught at some of the most reputable universities in the world today including Harvard University and the University of Southern California.

Two highly respected professionals, Dr. Charles King and James Robinson have co-authored a book “The New Professionals – The Rise of Network Marketing as the Next Major Profession”, which provides valuable insights to this industry. Dr. King is professor of Marketing at the University of Illinois and Mr. Robinson is former Senior Vice-President of the U.S. Chamber of Commerce and currently Senior Advisor to the President.

According to author, Richard Poe, “*Network marketing's time has come and there is nothing any of us can do to alter the course of history. Network marketing may prove to be one of the avenues to personal success left open once the turbulent economics of the 1990s have run their course. In market after market, network marketers are taking the Fortune 500 companies head-on. There's no better way to get your product right in the consumer's face. It has entered its third or mature wave of evolution, and is now being used by companies such as Coca-Cola, Gillette, Colgate-Palmolive, and AT&T, to name a few.*”⁴

The network / relationship marketing industry is also set for explosive growth.

Why is it set for explosive growth?

It is in its fourth wave of evolution and is now recognised as *one of the most effective and most powerful marketing systems in the world*. More and more companies are now turning to network marketing as a key means of distributing their products. Almost *every one* of us will be involved this industry in one way or another – *whether we like it or not*. According to Inc Magazine “soon you will be **networking**, or you will be **not working**”.⁸

8.0 THE NETWORK MARKETING PHENOMENON

"The time to repair the roof is when the sun is shining," said John F Kennedy. In other words it's sensible to take advantage of the favourable conditions to prepare for the unfavourable times ahead.

"When God warned Noah to start building an ark, no one could have foreseen or imagined the torrential downpour that was on its way. Noah's massive shipbuilding project must have been a great source of wonder and hilarity to the neighbours.

But when the rains came down and the waters rose, those neighbours must have sung a different tune. As the great ark shifted loose from its moorings and started to drift, there must have been hundreds of fists pounding on the hull, a thousand voices raised in panicky pleas to be rescued. But it was too late. The ark was sealed and on its way. The chance to be saved had long since passed."⁴

In our turbulent economic times, we face a situation not unlike Noah's. Every sign points to rough waters ahead, from both a health and a wealth perspective. Therefore, we should be taking steps now – in the good times – to protect our health and secure our financial future.

It is clear that more and more people are beginning to realise that Network/Relationship marketing is a significant phenomenon, and due to the lack of options for financial independence, thousands people are joining this industry every week! The smart ones – those who understand the trends - are joining companies in the Health and Nutrition industry, and the even smarter ones are joining the best companies in the Health and Nutrition industry - companies that are likely to be around for a long, long time.

9.0 BUILDING YOUR NETWORK

There are three ways to generate income from USANA.¹⁴

- Retail Orders: Order product from USANA for your customers at retail price less retail commission and receive an immediate retail profit.
- Retail Commissions: Enrol business associates and preferred customers who purchase products on an ongoing basis. When your organisation generates sales volume, you receive income.
- Leadership Bonuses: For distributors who qualify by demonstrating leadership and building large, successful organisations, USANA pays 3% of total company sales volume each week in bonuses.

Building a network of associates is probably the most effective way to generate residual income. You don't have to find lots of people. You are obliged to find just two people as you can have only two (no more) linked directly to you (your business). Obviously, the more you find, the better. The extra people will be linked to others in your network that have not yet introduced anybody. Hence, the network structure encourages a sense of team and common purpose. You are not alone. It is in the interest of the people 'above' you (i.e. your upline) to help you build your network. Likewise, it is in your interest to help the people 'below' you (i.e. your downline). And, as the people in your downline introduce new people, you too will enjoy the benefit of their purchases (up to a maximum of 5000 sales volume points per week).

If you introduce good people to the business opportunity and they do the same, within a relatively short period you could have a rapidly evolving organisation generating a steady income flow. All this can happen with as little as two good people. However, understand that USANA is not a get rich *quick* scheme. Finding good people takes time and effort. This means that, as a team member, you have to do your part too.

Every sign
points to
rough
waters
ahead,
from both a
health and
a wealth
perspective

To the sick,
health is
wealth
regardless
of how
much
money they
have.

A key advantage of the USANA opportunity is that it allows you to *remain in your current employment for as long as you want and still realise your personal freedom through part-time effort.*

10.0 YOU CAN'T LOSE

You really can't lose with USANA because it provides you with not one, but two opportunities for wealth.

Opportunity 1: Health Is Wealth

The USANA nutritionals provide your body with the nutrients needed for the growth of stronger, healthier cells to optimise your health.

To the sick, *health is wealth* regardless of how much money they have.

Therefore the cost of the USANA products is insignificant when compared to the benefits it generally provides, including:

improved health and well-being

counteracting free-radicals

possible relief from an existing problem through use of specific products e.g. Phytelle can relieve menopausal and menstrual symptoms, BiOmega-3 may help increase joint mobility and reduce joint inflammation and swelling associated with arthritis, and Proflavanol can relieve muscular aches and pains

cash savings as there is no longer a need for some substitute products (e.g. vitamin and mineral supplements that you might be purchasing)

ability to continue to work and earn an income due to improved health and well-being

USANA **saves** you money, which over the long term can add up to tens of thousands of dollars – money that is better spent on other things you need.

Opportunity 2 - Money Is Wealth

USANA provides you with an unparalleled opportunity to become financially secure. All you need do is introduce others to the USANA nutritionals. With a little initiative and some effort you can generate an income stream to supplement or replace your salary from full-time employment. There is no "hard selling" involved. You simply recommend the nutritionals as you would a good restaurant, movie, book, or whatever impresses you. There is no need to lie. **The products work!** It's the finest nutritional system in the world.

Also, the alternate health industry is growing rapidly. This means that more and more people are taking preventative measures to protect their health. Hence, the people who fulfill this growing need with quality products and services will generate substantial income. *You can be one of those people.*

So, apart from saving you much money, USANA can also **make** you a lot of money.

In Summary:

You can't lose even if you are not interested in relationship marketing. At worst, you will improve your own health and that of your loved ones. The best case scenario is that you will improve your own health and that of your loved ones, and generate another stream of income for yourself while spreading health and wealth to others. Clearly, opportunities don't come better than this!

11.0 THE COMFORT ZONE

Many of you will realise that this is probably the greatest opportunity for an enriched and fulfilling life that you have ever come across - one that can provide health, wealth and time freedom at virtually no financial risk. However, some of you will still be apprehensive about getting involved despite the phenomenal health benefits because it is a new experience – one that requires you to venture outside your comfort zone if you wish to take advantage of the business side of this opportunity.

The comfort zone includes all the things we have done often enough to feel comfortable doing again. Whenever we do something new, it falls outside the boundary of the comfort zone. In contemplating a new action we often feel Fear, Unworthiness, Doubt (FUD) - feelings we regard as “uncomfortable”; yet they are the very feelings we need to experience and overcome in order to progress in life. Shakespeare said, “Our doubts are traitors, and make us lose the good we oft might win, by fearing to attempt.”

Destiny is not a matter of chance. It’s a matter of choice. *We can pursue what we want, or we can do what is comfortable (for now).* Ultimately, life is what we make of it consciously through our decisions and actions. If we don’t decide, we have decided anyway - we have decided not to act, and must therefore settle for a life of quiet desperation and non-fulfillment.

It seems that most of us live our lives in a manner that is entirely too safe, and hence very limiting - like a bicycle with the training wheels still in place. The reality is that *people who play it safe continually miss opportunities and seldom make progress.* Every high achieving person knows that to improve and grow, one (absolutely) *must* try new and different things. If you try, you can succeed. But, if you don’t try, there is absolutely no way that you can succeed because *you always miss 100% of the chances you don’t take.*

If you do what you have always done, you will get what you have always gotten. Life is a persistent teacher. It will repeat a lesson over and over until it is learned. In other words, we will continue to experience setbacks (difficulties, frustrations, obstacles, etc.) until we change our behaviour - *until we do different.* Sooner or later, we will learn that which we need to know. For some it will be sooner. For others it will be later - when they get sick and tired of being tired and sick. Northcote Parkinson said, “Delay is the deadliest form of denial”.

Recognise that there are two types of growing pains that one experiences in life - the pain of discipline and the pain of regret. The pain of discipline weighs ounces, and the pain of regret weighs tons. Which do you choose?

If you don’t take steps to plan your own course in life, you will have to fit into somebody else’s plans for you - being constantly at their beck and call, helping them fulfill *their* dreams. I would suggest that if you are going to spend the rest of your life doing something, you might as well be something that helps fulfill *your* dreams.

This business is for everyone, regardless of education, experience, whom you know or what you have tried before. It makes no difference whether you are the cleaner, the butcher, or the doctor - all have a real chance. Also, note that the people who excel in life - the so-called “winners” or “lucky people” - don’t do twice as much, or ten times as much as “average” people. They tend to get involved in the *most rewarding ventures*, and often do less than most “average” people. Winners also do what others are *unwilling* (not *unable*, just unwilling) to do.

With this opportunity you can have more money, a healthier lifestyle and more time to relax and enjoy life with family and friends. It’s up to you. You can choose to get involved and grow personally from the experience, or you can make excuses.

Remember, in the end people either have *excuses* or they have *experiences*. What will you have?

The pain of
discipline
weighs
ounces, and
the pain of
regret
weighs
tons.

Hop onto a
good trend
at the right
time and it
will remain
your friend.

12.0 THE REALITY

Let's sum up the reality - you either 'get it' or you don't. If you do, *that's good*, but you need to *act* on that knowledge. If you don't, *good luck* because you are going to need it.

The Reality About Your Financial Future

- According to latest statistics, only 5% of people will be financially independent by age 65. The remaining 95% will be deceased, still working to make ends meet, or broke on the pension. Put simply, you *will* be in either this top 5% or the remaining 95%.
- There is no such thing as job security – to stay employed you will need to keep your skills honed and polished and this is a never-ending task.

The Reality About Your Health

- Disease is on the rise a result of our modern lifestyles – everyone is at risk.
- Not having enough money reduces your lifespan by several years - historically affluent people have better health than those who are not well-off.
- Most people spend their entire lives working at jobs they hate and studies prove that this increases the risk of disease.

The Reality About Your Options For Financial Security

- Your options are limited - very limited. You can work overtime, get a second job, climb the corporate ladder, operate a traditional business or franchise, or join a good network/relationship marketing company.

The Reality About Success

- There is no such thing as a 'get rich *quick*' scheme or rewards *without effort*. If you are into instant satisfaction you have little chance of long-term financial independence.
- People who play it safe continually miss opportunities and seldom make progress. Also, you always miss 100% of the chances you don't take.
- If what you are currently doing is not going to give you the lifestyle you desire, then you *have to* do something different. Insanity is doing the same thing over and over again and expecting a different result.
- You must be willing to do what it takes. You must be willing to make some short-term sacrifice such as giving up some of your leisure time so that you can have more of it later. Robert Kiyosaki, best-selling author and self-made multi-millionaire, says, "A key difference between the rich and the poor is what they do in their spare time".¹¹
- You get rewarded according to the value you give. Any venture you engage in *must* provide value (for money), otherwise it will not last.
- Affluent/'rich' people (the top 5%) think and act differently than poor people.
- Leveraging is the way to financial independence and time freedom. Most rich people use the power of compounding/leveraging to earn residual income.
- You can work hard or you can work smart. It's better to work smart. Seek the best opportunity, use the power of compounding/leveraging and work with a team of people who can help you – people who can provide you with the tools, techniques, strategies, training and support.
- Timing is everything. Generally, those who can 'see' (with their minds) the full potential of an opportunity and get in quickly, enjoy the greatest benefits. As they say, 'the early bird catches the worm'.
- The trend is your friend. Hop onto a good trend at the right time and it will remain your friend (refer Section 7 – The Trend Is Your Friend).

The Reality About USANA

1. USANA takes advantage of two of the most powerful trends of our time:
 - Health & Nutrition
 - Relationship/network marketing
2. It also helps us deal with two of the most vexing problems confronting us today:
 - Declining health
 - Lack of job security
3. USANA was voted the number 1 network marketing company for the past FOUR years (1997-2000) based on the following criteria: 12
 - Company management/leadership
 - Product benefits
 - Compensation plan
 - Support structure and tools
 - Longevity – potential of being around and thriving decades into the future
4. USANA provides an unequalled opportunity to give value – better health and substantial wealth. It manufactures the most potent nutritional products known to humankind and rewards its members handsomely for promoting these products through a business plan that was voted the best in the industry.¹²
5. USANA is not a ‘product broker’ marketing nutritional products manufactured by other companies. USANA manufactures its own products to pharmaceutical standards.
6. USANA is a publicly traded company. So, it is open to scrutiny and therefore maintains high integrity in everything it does.
7. USANA is science-driven, and not market-driven (i.e. the focus is health and integrity before profit). Effectively this means that it is here for the long term, and not for the quick buck.

These are the facts, or better still, ‘*the reality*’. You can ignore the reality and stumble along *for the rest of your life*, wondering *why* you never seem to succeed, or you can do something about it to secure your financial independence and improve your health *‘for life’*. It’s your choice!

13.0 CONCLUSION

The decision on whether or not to join USANA is an important one. And, it’s okay to be cautious when assessing new opportunities. Caution, however, is not a good reason to stand still or to avoid decisions.

Life is precious and short. Sometimes events conspire to remind us just how precious... and how short. In the back of our minds, all of us have things we hope to be able to do some day - places to see, people to meet, children to help with their careers, businesses to launch, and dreams to be made real - dreams that can only be fully realised by being proactive, not reactive.

Clearly, if you want things to change in your life, you must change. Without change, your life will stay the same and improvement is impossible. Because of the fear of change, most of us tend to stay locked up in our comfort zones, frustrated by our unfulfilled dreams. And like most people, we live in quiet desperation, hoping that things will change for the better, but are not prepared to do something about it.

If you want things to improve in your life, you have to do something different. You can’t be doing what you have always done and expect a different outcome.

USANA offers you *an extraordinary opportunity* for a better life. It is a beacon of hope - for health, wealth and happiness - in these turbulent times.

Just as the sun is certain to rise each day without assistance, USANA is certain to rise as a giant in the alternate health industry. Neither you nor I can do anything to change that. The smart thing to do is to take advantage of this knowledge and join now (while it is still in its infancy), and grow with this giant in the making.

Its your
choice!

14.0 FOOD FOR THOUGHT

1. What kind of mindset do you have – ‘rich’ or ‘poor’?
2. Is what you are currently doing going to give you the lifestyle you desire?
3. If not USANA, *what?* What are your options for health and wealth?
4. If not now, *when?* (Remember: Timing is everything)
5. What is the *worst* that can possibly happen if you joined USANA?
6. What is the *best* that can possibly happen if you joined USANA?
7. If the USANA nutritional products were free, would you take them?
8. If the USANA opportunity generated an income for you, would you join?
9. Do you think that you could find two people interested in promoting this opportunity?
10. Is your current job secure, really secure?
11. Do you like your current job?
12. Do you get paid multiple times for every hour that you work?
13. Would you continue to get paid even when you stop working?
14. What would you be doing five years from now? (Think about it for a moment.)
15. How much would you be earning five years from now?
16. Can you afford to provide your loved ones with a quality life?
17. Can you afford to retire before you die?
18. How healthy and wealthy do you think you will be at retirement age?

What kind
of mindset
do you
have –
‘rich’ or
‘poor’?

If you are serious about a better life and wish to pursue this opportunity further, please call the person who shared this report with you.

Name: _____

Phone: _____

Author : Virend Singh
Sponsor: John Patterson
Ultimate Nutrition & Health Inc
Document Approval Number: 0190-AD

NOTE:

Any person with a specific health problem, or on medications, must first seek the advice of their doctor before starting a nutritional program.

References:

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12. NetWork Marketing Today (Volume VIII Issue VI)
13. LifeLong Nutrition – a USANA publication
14. USANA Visions Presentation booklet
15. Eat Yourself Fit by Martin Felt
16. Better Babies by Francesca Naish & Janette Roberts
17. USANA web site (www.usana.com)

Attachment A - Comparison Of Quantities

To equal the *moderate* amounts shown here of the nutrients heading the four columns, you would need to consume *one selection from each column every day*. Note that the amounts shown here are significantly higher than the RDI (Recommended Daily Intake) levels.

| Vitamin C 1300 mg | Vitamin E 450 IU | Procyanidins 90 mg | Calcium 1200 mg |
|------------------------------|-----------------------------|-------------------------------|----------------------------|
| 563 cups apple juice | 1.5 lbs sunflower seeds | 15 glasses grape juice | 4.5 qts milk |
| 23 3/4 cups grapefruit juice | 2.5 lbs almonds | 210 ml red wine | 6 - 12 oz cheese |
| 10 3/4 cups orange juice | 5.75 lbs wheat germ | 2 1/4 cups green tea | 6 lbs spinach |
| 10 3/4 cups cooked broccoli | 30.8 lbs butter | 2 1/4 medium onions | 14.4 lbs cabbage |
| 21 3/4 cups cooked peas | 1 1/8 qts safflower oil | 6 apples | 9.8 lbs oranges |
| 19 1/2 cups cantaloupe | 37 1/8 lbs spinach | 62 grams chocolate | 3.3 lbs oatmeal |

Source: Dr McNamara's Medical Resource Manual for Dietary Supplementation (p37)

This table shows that it is not feasible for us to provide our bodies with the essential nutrients needed to maintain good health through diet alone. Supplementation with extra vitamins and minerals is essential for good health. Imagine consuming 563 cups of apple juice, 37 lbs spinach, 15 glasses grape juice and 14 lbs cabbage to get moderate doses of the four nutrients mentioned above!

Attachment B – The Power of Compounding

The cumulative effect of doubling, starting with 1 cent.

| Day | Amount | Cumulative |
|------------|-----------------|-------------------|
| 1 | \$0.01 | \$0.01 |
| 2 | \$0.02 | \$0.03 |
| 3 | \$0.04 | \$0.07 |
| 4 | \$0.08 | \$0.15 |
| 5 | \$0.16 | \$0.31 |
| 6 | \$0.32 | \$0.63 |
| 7 | \$0.64 | \$1.27 |
| 8 | \$1.28 | \$2.55 |
| 9 | \$2.56 | \$5.11 |
| 10 | \$5.12 | \$10.23 |
| 11 | \$10.24 | \$20.47 |
| 12 | \$20.48 | \$40.95 |
| 13 | \$40.96 | \$81.91 |
| 14 | \$81.92 | \$163.83 |
| 15 | \$163.84 | \$327.67 |
| 16 | \$327.68 | \$655.35 |
| 17 | \$655.36 | \$1,310.71 |
| 18 | \$1,310.72 | \$2,621.43 |
| 19 | \$2,621.44 | \$5,242.87 |
| 20 | \$5,242.88 | \$10,485.75 |
| 21 | \$10,485.76 | \$20,971.51 |
| 22 | \$20,971.52 | \$41,943.03 |
| 23 | \$41,943.04 | \$83,886.07 |
| 24 | \$83,886.08 | \$167,772.15 |
| 25 | \$167,772.16 | \$335,544.31 |
| 26 | \$335,544.32 | \$671,088.63 |
| 27 | \$671,088.64 | \$1,342,177.27 |
| 28 | \$1,342,177.28 | \$2,684,354.55 |
| 29 | \$2,684,354.56 | \$5,368,709.11 |
| 30 | \$5,368,709.12 | \$10,737,418.23 |
| 31 | \$10,737,418.24 | \$21,474,836.47 |