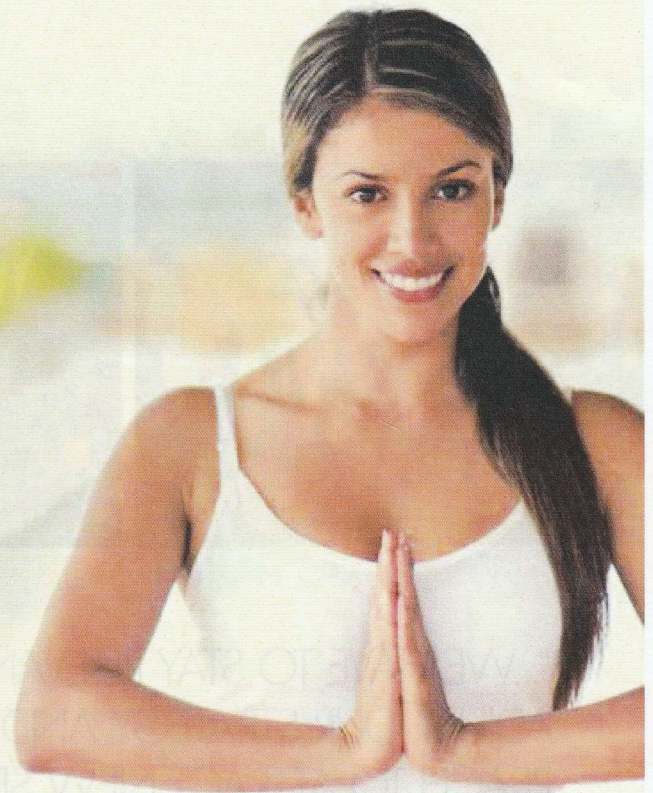


# MONAVIE WELLNESS CLUBS: A NICHE MARKET WITH UNTAPPED POTENTIAL



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**Part of Monavie's strategy for growth and longevity is to tap into niche markets where we can attract more people to our incredible products, business opportunity, and community.**

Katy Holt-Larsen, Vice President of North America said, "Really our vision is about creating more meaningful lives. That is where we're going, but we have to stay relevant. We need to adjust our strategy and broaden our reach to attract new segments."

One of the new segments Monavie is focusing on is the Latino community. According to the U.S. Census Bureau, more than half of the growth in the total population of the U.S. between 2000 and 2010 was due to the increase in the Hispanic population. Furthermore, as the fastest growing ethnic group in the U.S.—currently 52 million people—the Hispanic population is estimated to reach 132.8 million by 2050.

To tap into that unprecedented growth, this past April, Monavie began launching Wellness Clubs in Southern California, with plans to expand nationwide this year. Interestingly enough, not all

Wellness Clubs are launching as the traditional Latino model. Many distributors are creating hybrid clubs that fit perfectly with their existing lifestyle, background, and skill set.

"The Wellness Club initiative began with the Latino population where this business model is very familiar," said Erik Patterson, Director of Latino Sales. "To our pleasant surprise, the model was quickly adopted by other distributors and now half of the Wellness Clubs are working with the general market and having great success!"

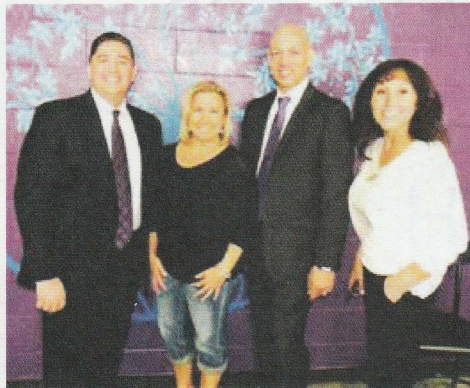
So what is a Wellness Club exactly, and is it the right business opportunity for you? Let's break it down with these frequently asked questions...

## **WHAT IS A WELLNESS CLUB?**

With an emphasis on the social atmosphere, Wellness Clubs are gathering places for like-minded people who share a

common goal—to improve their health and wellness. Members are encouraged to meet weekly, if not daily, in either a home or a commercial space. For a small daily membership fee, they receive instruction on health and nutrition topics, sample Monavie products, and socialize with fellow Club Members.

Most Club Members, after trying the products, typically will buy them for personal consumption as a retail or preferred customer, become a distributor, or even become a Wellness Club Operator. The Clubs have become a funnel by attracting people who are looking for ways to improve their wellness. As Club Members have great experiences using the Club products it becomes easy to introduce them to new products or programs that will help them reach their personal wellness goals more quickly. One of these programs, the 8-week CORE Challenge, has allowed many Club Members to experience the



"...WE HAVE TO STAY RELEVANT. WE NEED TO ADJUST OUR STRATEGY AND BROADEN OUR REACH TO ATTRACT NEW SEGMENTS."

full power of MonaVie products and programs. Some Club Members become so excited about their success that they want to share the products with their friends and family by becoming MonaVie distributors.

**WHAT MONAVIE PRODUCTS ARE SOLD IN WELLNESS CLUBS? ANY DISCOUNTS?**

MonaVie Wellness Club Products are only available for purchase by Authorized MonaVie Wellness Club Operators. Each MonaVie Wellness Club Kit contains the following products:

- CORE Protein Shake
- Açai Energy Tea
- Pro-Bio Boost
- Cleanse Boost

There are three levels of earned discounts on Wellness Club products. These discounts are 30%, 40%, and 50% based on volume purchased. Although

not required, some Clubs provide EMV energy drinks to their Club Members as a natural alternative to increase energy and incorporate MonaVie juices into their programs to improve overall health.

**WHO CAN OPERATE A WELLNESS CLUB?**

Any MonaVie Independent Distributor can operate a Wellness Club. There is a separate Wellness Club Agreement that is required to be submitted to MonaVie in order to become an authorized MonaVie Wellness Club. There is also a \$100 fee to open a Wellness Club.

**WHAT IS THE WELLNESS CLUB BUSINESS OPPORTUNITY?**

MonaVie Wellness Clubs represent a great business opportunity for Owner/Operators because they provide access to people who the Owner/Operators wouldn't normally know or be able to easily introduce the products with a very low price, low risk, and a tremendously

high benefit proposition. These Clubs will help their community improve their wellness, while providing Operators revenue generation through increasing club membership.

Additionally, product purchases generate PV (Personal Volume), which may qualify the Operator and their upline for commissions in the MonaVie Compensation Plan. If you have a passion for helping others and are looking to expand your MonaVie business into untapped markets, why not broaden your reach with a Wellness Club? It's a proven business model that begins with a community and expands to a network of loyal customers and distributors.

**TURN THE PAGE TO READ THREE WELLNESS CLUB SUCCESS STORIES —ALL WITH A DIFFERENT BUSINESS MODEL AND FOCUS!**

# WELLNESS CLUB SUCCESS STORIES: FROM TRADITIONAL TO HYBRID MODELS

## DOREEN MATSUMOTO: OPENED SEVERAL WELLNESS CLUBS IN SOUTHERN CALIFORNIA



When Blue Diamond Executive Doreen Matsumoto first heard about MonaVie launching Wellness Clubs, she was intrigued by the concept. **"I thought it was a great opportunity for people to come and experience the product without a sales pitch," she said. "With this business model, there are amazing transformations that we get to see happen. Our clubs give members the knowledge to change their lives."**

Based in Long Beach, California, Doreen used to make a living opening bars and restaurants prior to joining MonaVie in 2006. With her expertise in this area, it wasn't very hard for her to convince her downline to join her in opening several Wellness Clubs in Southern California. Since April, they have launched 5 clubs, with more in the works. All are different models but they share a common focus: health and wellness for all.

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## SONIA RAMIREZ: HISPANIC WELLNESS CLUB IN MAYWOOD, CA & HYBRID WELLNESS CLUB IN SOUTHGATE, CA



Opening a traditional Hispanic Wellness Club for Sonia Ramirez, a Star 1000 based out of Long Beach, was the easiest decision of her life. Having worked in a Latino neighborhood for 15 years, she was very familiar with the close-knit community and the established Club model. "I saw how successful these Clubs were in the community already, so I knew the model worked," Sonia said. "And that's what really attracted me to it."

On average, Sonia has 15–20 regular customers who visit her storefront in Maywood, California...on a daily basis. In addition, every day she gets another 5–6 people who come to see who they are and what they do. This momentum prompted her and another operator to open a hybrid Club in Southgate, California.

The hybrid is run out of a fitness studio, where members receive instruction and then have the opportunity to work out right there on the spot. Because the

CORE shakes and boosts are offered to members, Sonia said they already have 20 registrations for the CORE Challenge. Inspired by many members' transformations, Sonia herself joined the challenge and has lost 35 lbs., with her sights set on 50 lbs. total.

Sonia attributes her success to referrals, recommendations, and the relationships she continues to foster with the Latino community. "In our area, there's a lot of saturation of Clubs, so how do you stand out, especially being new?" she asked. "We've gone to visit neighborhood organizations, non-profits, churches, city council, etc. We just made sure that everyone knows that we're there, and that's made all the difference."

With her team, Sonia has a goal to open 10 more Clubs in the next year. **Her advice to other distributors interested in opening clubs? Model what has been successful. Adopt the same culture and atmosphere and go to work.**

For Dr. Sarah Witt, starting a hybrid Club out of her Long Beach chiropractor office was like merging two perfect worlds. "I liked that it was another aspect of how I could help people with their health issues," Sarah said.

**Since joining MonaVie a year and a half ago, she operates the hybrid Club—with 20 regular members—on the days she's at her chiropractor office. Club Members can also meet with a doctor, nutritionist, and even Certified Venice Nutritionists.** In addition, they offer weekly home meetings called Wellness Wednesdays. They check-in

with Club Members, take measurements, compare results, and share a health topic. "Everything is positive and encouraging," Sarah says. "If you are feeling like you're slacking off, all that positive energy makes you feel good again."

With the support of her team, Sarah would like to open more Clubs in the area. "It's been really good so far, for all of us," she said. "It's not more work. It's just a different type of work. It melds perfectly with what I do already. It's all about figuring out what situation would fit you best."

#### **DR. SARAH WITT: HYBRID WELLNESS CLUB IN LONG BEACH, CA**



Denice Sincock joined MonaVie in 2007 because she and her husband have always been passionate about health, wellness, and getting people fit. They owned a gym and loved sharing MonaVie's product with their community. It wasn't until Denice started a free Saturday workout and found herself sharing CORE shakes that she realized this hobby could segue into something bigger. Denice recalled, "Doreen kept saying, 'You should open a Wellness Club.' And I was like, 'I owned a business.'" Without missing a beat, Doreen smiled and said, "Denice, you're already doing it."

**With a new sense of purpose, Denice started her Club out of her Rancho Cucamonga, California home. She got her initial 20 members on the CORE Challenge and they started seeing great results.** She then brought on her partner to teach some boot camp classes and the Club quickly grew in members and activity.

She credits her success to focusing on the whole person and building a

safe environment where members feel supported and a part of a community. This philosophy extends to hosting summer barbecues/pool parties at her home, sharing healthy recipes at their weekly Wellness Wednesday meetings, and working out three times a week in a group setting.

Denice is now looking to move the Club into a commercial space where they can accommodate more people and expand the fitness classes they offer. From fitness guru to Wellness Club Operator, Denice believes she has just added another layer to her MonaVie business. "It's already a part of you," she said. "It's a very reproducible model and easily adapted to any person."

For Doreen and her team, it's all about partnership. "MonaVie gives us every opportunity to succeed, but it's up to us to run with it," Doreen said. "I've been retired since 2009, and I haven't had to go back to work. Otherwise, I'd still be there slinging drinks. Now we sling a different kind of drink!"

#### **DENICE SINCOCK: HYBRID WELLNESS CLUB IN RANCHO CUCAMONGA, CA**

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