

THE COMMUNICATOR AWARDS
USANA MAGAZINE
WINNER OF TWO
2011 COMMUNICATOR AWARDS

USANA Magazine Volume 6 2011

USANA


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SUCCESS FROM HOME
INVEST IN YOUR SUCCESS

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LUXURY AMONG THE RUINS



FRANCE *and* BELGIUM

USANA Explores New Territory

Written by Emily Alaniz

USANA HAS OPENED IN MANY COUNTRIES ACROSS THE WORLD, AND EACH EXPANSION WELCOMES THOUSANDS OF PEOPLE AND AN ENTIRELY NEW CULTURE INTO THE USANA FAMILY. BUT IN THE FIRST QUARTER OF 2012, USANA WILL OPEN FRANCE AND BELGIUM, SIGNALING THE BEGINNING OF A MAJOR USANA PRESENCE IN THE EUROPEAN UNION (EU).

THIS IS THE EXPANSION Associates have been waiting for. Whenever USANA opens a highly anticipated country, it leads to an especially successful market. The opening of France and Belgium promises to be no exception.

Associates are already preparing themselves for the difference

these two new countries will make for their businesses. As Diamond Directors Line and Luc Dubois of Québec, Canada describe it, “The expansion into France and Belgium is like a breath of fresh air. It rejuvenates us and brings a lot of new excitement and a bit of apprehension at the thought of getting out of our comfort zone.”

They are currently reaching out to their contacts in the two new countries, and they plan to make a business trip to Europe early in 2012. “It feels like it did at the beginning, but with the added bonus of 14 years of experience,” they say.

FRANCE: OUI ARE USANA!

ANY VISITOR TO FRANCE is immediately drawn in by the rich culture, beautiful language, and fascinating people. Romance is the classic association with France, and it would be difficult not to fall in love with the fine cuisine and extraordinary landscapes dotted with cozy farmhouses and châteaux. If you think you know the country by reputation alone, your visit will be marked by a series of surprises. The French experience is full of unpredictable contrasts of modern beauty and historic elegance.

USANA’s expansion to France is something Associates in Canada and other nations around the world have requested for years. And it’s no wonder—so many Associates have connections in the country that it already felt like a member of the USANA family.

Ruby Director Isabelle Wilson booked her flight to France shortly after she heard about the expansion. “The people there are so excited about USANA,” she

describes. “I’ve met more than a hundred people who already want the products. The French people understand the value of good health, and make quality a priority in everything. They are very receptive to USANA.” Many of the people she has met are already asking when she’ll be back, and Isabelle is delighted to spend time in France. “It’s a romantic place to work. The wine is full of antioxidants. And the food is great!”

The country promises to be an excellent place for USANA Associates to grow their businesses. According to the Direct Selling Association (DSA), France is the 10th largest country in worldwide direct selling sales at 1.8 billion euros a year (2.45 billion US dollars), and comes in at number three in the EU. The country has 65 million consumers, and 200,000 direct sellers. Many direct selling companies have done well in France, giving USANA every reason to flourish in this new market.

Seth Miller, USANA’s director of international business development, has a great deal of confidence in France. “We believe that we’ll have more success going where our leaders feel we should be,” he explains. “Our French-speaking Canadian leaders have wanted to go to France for years. They will be the number one reason we succeed. They have already more than proven themselves in Canada—USANA’s sales in Canada are some of the best among all direct sales companies.”

USANA is currently working to set up an office in the heart of Paris, complete with a will-call center and a Distributor meeting area. When the market opens in the first quarter of 2012, the office will be ready to meet all the needs of USANA’s newest Associates.



“The French people are so excited for the opening. This is coming at the right time.”

—Isabelle Wilson, Ruby Director, Québec, Canada

“Paris, here we come!”

*—Annette Que, 6-Star Diamond Director,
British Columbia, Canada*





THE KINGDOM OF BELGIUM

BORDERING FRANCE, Germany, Luxembourg, and the Netherlands, Belgium is an exciting country with many cultural influences—and a lot more to offer than just chocolate. The museums are filled with influential works from the Flemish Renaissance and the Baroque period, and the streets are lined with some of the finest Romanesque and Gothic architecture.

A visitor's experience of Belgium can vary widely by region. Go to Brussels for Art Nouveau architecture and a relaxing atmosphere, Bruges for bustling market squares and a medieval undercurrent, and Antwerp for the latest in fashion and a lively nightlife.

Belgium is home to more than fine arts and culture. Though the EU has no official capital, Belgium hosts their official institutions, making it a natural decision for USANA to open this country as part of its long-term plans for exploring the continent.





“This is the opportunity of a lifetime! I am thrilled to play an active part in this expansion.”

—Michel Lavoie, Diamond Director, Québec, Canada

THE GATEWAY TO THE EUROPEAN UNION

THOUGH FRANCE AND BELGIUM offer amazing opportunities for Associates, they are just the beginning—the gateway to the entire European Union.

“Many other direct-selling companies have had success in this part of the world, and USANA is happy to offer the people of this continent an amazing opportunity,” says Dan Whitney, USANA’s executive director of international development and compliance. “The EU will soon learn the real meaning of true health and true wealth.”

Moving into other parts of the EU will be a gradual process. USANA will allow Distributors in France, Belgium,

and other countries where USANA is open for business to enroll Preferred Customers (PCs) in other EU countries. In the fourth quarter of 2011, USANA will announce three or four countries in the EU that will be open for PCs simultaneously with the opening of France and Belgium. Over time, USANA will expand to allow PC sales in other EU markets based on demand. USANA will support the opening of new European markets in the future in part based on PC sales and has committed to fully open for business in any country that reaches 5,000 PCs.

The EU is just the place for USANA Associates, and no one is more excited



USANA WILL SUPPORT THE OPENING OF NEW EUROPEAN MARKETS IN THE FUTURE IN PART BASED ON PC SALES AND HAS COMMITTED TO FULLY OPEN FOR BUSINESS IN ANY COUNTRY THAT REACHES 5,000 PCS.

about it than 4-Star Diamond Directors Hubert Krause and Seta Der Artinian. “We are wired up to the hilt!” they exclaim. “We are truly opening up a brand-new USANA world, with inexhaustible potential for the USANA family.” The couple is eager to share the reasons why this expansion is so important. “Consider this: the EU consists of 27 member states with a further nine potential candidates to join, of which 17 member states already use a single currency (the euro),

and there are more than 500 million inhabitants,” they explain.

USANA is in the perfect position to take advantage of all this potential. Michel Lavoie, Diamond Director from Québec, Canada, expects his business to thrive in Europe. “Since USANA is rated among the best of the best as a company, we have high expectations about showing the USANA difference to this great continent,” he says.



“We truly believe France and Belgium will be a huge success for USANA and will open the doors to the rest of the EU in the future.”

— Seta Der Artinian & Hubert Krause,
4-Star Diamond Directors, Québec, Canada

BUILDING ABROAD

OF COURSE, Europe's reputation for opulent traveling is another reason to celebrate this expansion. The posh culture and rich history of the Old World make many of the countries in the EU ideal destinations. Why not build your business in the midst of splendor? Six-Star Diamond Director Annette Que definitely embraces the luxury of European culture: "Let's share the vision of Dr. Wentz and at the same time enjoy the theme of DWTS—Dining, Working, Traveling, and Shopping—in France and Belgium."

If you have contacts in the new markets, get in touch with them now to tell

them what they have to look forward to. You could have a team of leaders already waiting for you in Europe! If you're excited to travel and start prospecting, be sure to plan ahead, travel safely, and focus on a few cities instead of trying to travel everywhere at once. And keep in mind that you still have a business back home; it's important to balance international expansion with your home market.

Remember that no matter how frugally you travel, Europe can be an expensive place to stay. Budget carefully to make sure you get the most out of your travels, and remember that some of the best

ways to meet prospects are completely free—striking up a conversation with a stranger will cost you nothing, and could end in a business partnership that benefits everyone. Also be aware of the potential language barrier—make sure you are familiar with at least one of the local languages before setting out on your business-building journey.

Keep checking USANAtoday.com for more information about building your business internationally! ■



BUILDING IN YOUR OWN BACKYARD

This monumental expansion will allow many Associates to travel to France and Belgium to meet with their current contacts and find new prospects. But what if flying to Europe just isn't an option for you right now?

If you choose to stay in your own country, you still have a lot to gain from this expansion. The Internet is a great resource for new contacts—you might be surprised by how many people in France and Belgium are chatting, blogging, and tweeting about their health and supplement needs.

Support your team members that have contacts in the newly opened countries, and help them find ways to make the most of their visits. Coach them from home, and let them know that even if you can't actually travel with them, you're always available to give them advice, support, or anything else they might need.

Everyone benefits from this expansion, because it lends credibility to the USANA name and offers that extra incentive for prospects with friends in the EU to join your team. Use USANA's expansion into Europe to your advantage. Work the story of USANA's growth into your Health & Freedom Presentations, and mention it to your friends and family. You never know who might be interested in learning more about USANA's ever-growing worldwide markets!





3-Star Diamond Director

Mei Huang

New York, USA



“I possess a perfect team—they are my true wealth.”

Mei Huang didn't expect to become a 3-Star Diamond Director. But, as she explains, “There is no perfect time to advance. When a team reaches a certain level, advancement becomes a matter of course.” Huang attributes this advancement to her team. “I really appreciate my teammates’ integrity, loyalty, hard work, and perseverance. Because of them, I have succeeded,” she emphasizes. “I am so lucky to possess such an outstanding team. They are willing to work hard to spread Dr. Wentz’ vision.”

Along with her exemplary team, Huang also credits two of her favorite aspects of USANA, Dr. Wentz’ vision and the company’s products, with helping her achieve success. “Only top-quality products can give us the unwavering confidence to share true health with others, and Dr. Wentz’ vision drives us to overcome all challenges,” she says. Huang uses the Health & Freedom Solution DVD to share these two important USANA differentiators with prospects. “It has many effective functions, it’s inexpensive, and it’s integrated,” she explains.

After six years with USANA, Huang’s experience has taught her not to be distracted by short-term success, and to stick to her principles unconditionally. “Honesty, integrity, and compassion make the foundation of success,” Huang says. “Without the foundation, success is only a flash in the pan, and will not last long.” But she also realizes that success takes diligence, and over the last year, Huang has been working harder than ever to discover how far she can go with USANA. “You can only improve by reaching your full potential,” she says.

Huang also suggests that Associates continue to strive for more even when they feel they have met their goals. As she describes it: “Success is a process, not a result.” To her, this process means overcoming challenges without giving up or complaining. “My biggest challenge is leading my team,” she says. “It makes me introspective, so I’m constantly improving.” Over time, she has learned the importance of cooperating with others and never giving up. “USANA has changed my habits, and now I understand miracles appear with perseverance,” Huang says.

Even though Huang has joined the Million Dollar Club, she knows she can still improve her business. “Entering the Million Dollar Club indicates my USANA business has stepped into the mature phase. This is not the final destination of success—it’s the beginning point of success,” she says. Huang hopes many members of her team will join her in this exclusive club in the years to come. “If they are determined, everyone could become a member of the Million Dollar Club,” she explains, “so I’ll work hard to help my teammates.”

Huang believes Associates shouldn’t compare themselves to each other, but should instead strive to go beyond their own limits. “If you treat sharing the vision as a lifetime career, and the return of wealth as a career by-product, you will succeed,” she explains. “Persevere, educate your team at every step, work hard to help all of your teammates, build your belief in the mission, and the team will grow solid naturally.” ■

Written by Emily Alaniz

\$91,000 is the average yearly income for an established, full-time USANA Associate. \$24,000 is the annual average of those who earned as little as one commission check each month. Total includes all earnings from the Compensation Plan, Leadership Bonus, Matching Bonus, contests, and incentives. Calculations based on earnings for fiscal year 2010. Figures should not be considered as guarantees or projections of actual earnings, which result only from consistent, successful sales efforts. To be considered in a rank’s earnings, Associates must have earned checks at a median rank for at least 20 weeks. According to results from an in-house survey taken between 2004 and 2006, the primary reason 17% of USANA independent business owners join the company is to improve their financial future. 21% of that group earns a check at least once a month. Of those whose primary reason is to earn enough to replace a full-time income, 90% have been Associates for at least one year and 57% are full-time Gold Directors and above. The number of Gold Directors and above who have maxed at least 1 Business Center during the year equals less than 1% of all Associates. Those earning as little as one check a month equal approximately 3% of all Associates. If you include all 146,714 with the title of Associate, which includes Associates not actively building a business (acting as wholesale buyers), Associates who just joined (as little as one day), and those who are just beginning to build their customer base, the average yearly income is still \$656.77 with nearly one in three earning a check. To date, USANA has more than 170 Associates who are lifetime Million Dollar Club members.



Huang recently became a member of the Million Dollar Club in addition to earning the President's Award at Convention.



Diamond Director

Ding Frank Gu

New Jersey, USA



“I want to help make USANA perfect.”

Health has always been a priority for Ding Frank Gu, one of USANA’s newest Diamond Directors. In China he was a surgeon, and he studied Western medicine along with Chinese medicine. These days, with the help of USANA, he is happy to recommend the best health supplements to the patients at his acupuncture clinics. “People told me about several other products, but I couldn’t recommend any of them to my patients because I didn’t like them,” he says. “But once I tried USANA’s products, I liked them.” Initially he was focused solely on the products and their results, but soon he became curious about running a USANA business.

Through his continued dedication to sharing USANA’s products and business, Frank has advanced quickly. “When I went to Gold Retreat in June, I was actually a Ruby Director, and that was the point when I really started to learn about USANA,” he explains. “I made a goal that within two years I would become a Diamond Director. I came home and immediately started working very, very hard. Within two months, I advanced to Diamond.” Frank knows his success is due to much more than luck. “My theory is once you make the goal, you have to try and work very hard—and you can’t ever look back. You must just work toward your goal.”

Now Frank has embraced USANA’s message of true health and true wealth wholeheartedly. “My whole family takes USANA products, and I believe it’s because they can be beneficial,” he says. And he is grateful for all the company has given him through his continued success in the business. “It has given me opportunities I might not have taken advantage of prior to having this business, such as trips and incentives,” he says.

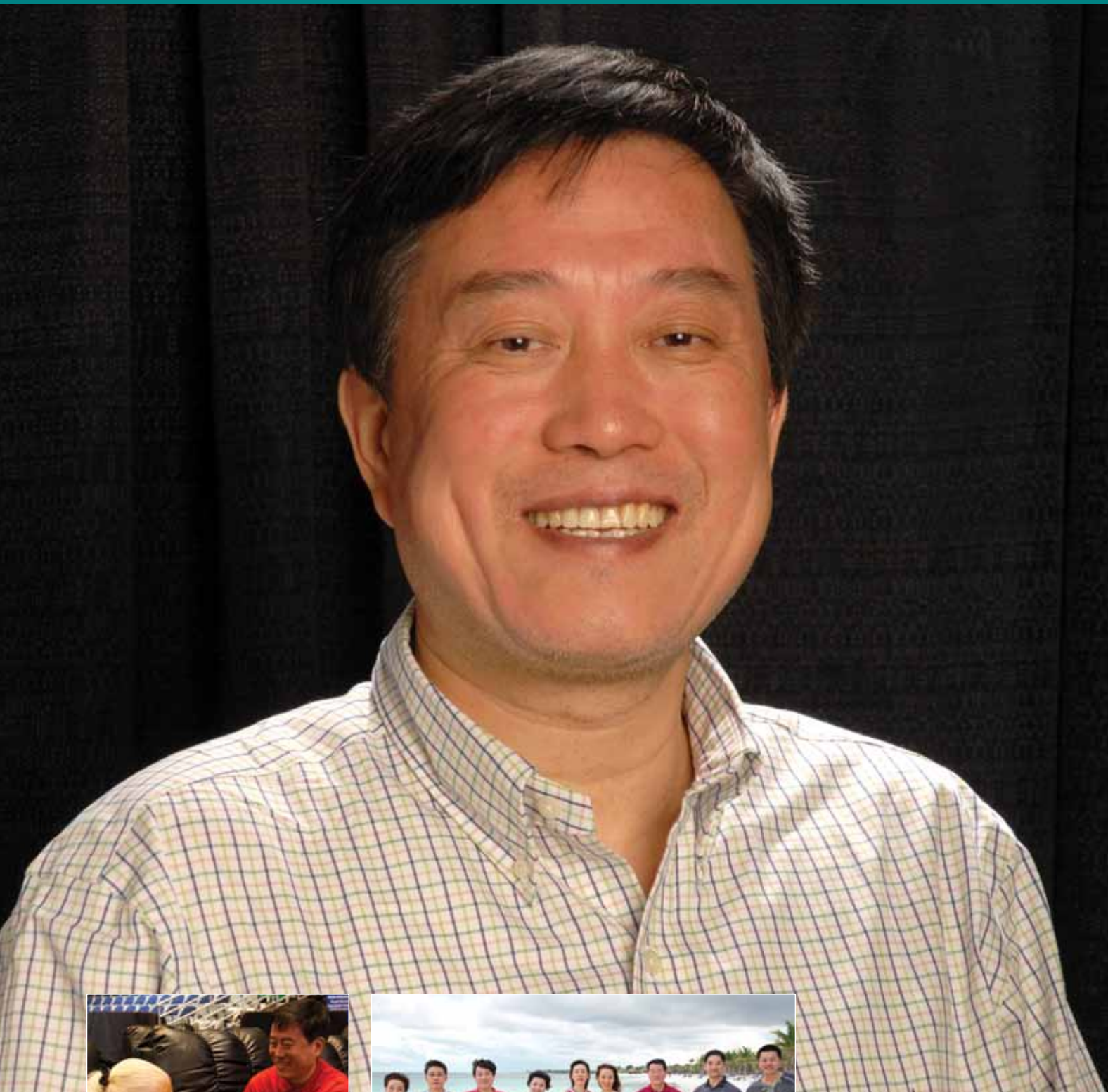
Even though Frank still works six days a week at his two acupuncture clinics, he always does what he can to ensure his team’s success. “We are always meeting together, and I make myself available for them at all times,” he says. “And I always encourage them to take part in incentives. They are motivating to my team.” He hopes all of his team members will one day reach his level of success. “Being treated like a VIP is wonderful, and I am excited for my teammates to be treated like this as well.”

Frank recommends that Associates prospect with the products. “Always talk about the products first and why they are the best,” he says. “After the products, I introduce prospects to network marketing and the opportunities that await them.” And Frank practices what he preaches—he still enjoys seeing his acupuncture patients benefit from his USANA product recommendations.

Now that he’s reached Diamond, one of Frank’s main goals with USANA is to stay in the Growth 25 in the coming years, although he also hopes to one day make his way into the Fortune 25. These goals come from the advice of his upline—advice he has learned to rely on. He also has a great deal of trust in USANA as a whole. “When you are with a successful company, you are going to be successful,” he explains. ■

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"The way USANA treats people makes them want to work hard."

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