

# Network Marketing

## "THE WAVE OF THE FUTURE"

### Simplexity Health's Unique Approach

The \$100 billion Network Marketing industry is one of the fastest growing industries in the world today. Many experts feel that it is the logical next step in the evolution of the free enterprise system. Although the concept of Network Marketing or Multi-Level Marketing has been around for many years, the newly emerging field of Network Marketing is literally transforming the industry by moving to a new and higher level of professionalism, prestige and economic power. At its leading edge are a whole new generation of pioneering Network Marketing companies. With its natural and organic whole food products, Simplexity Health of Klamath Falls, Oregon, is a perfect example.

Simplexity Health is one of North America's most accomplished Network Marketing enterprises, offering its distributors a proven opportunity for financial freedom and personal growth coupled with an extraordinary product line and a compelling corporate vision of global health and balance.

According to Simplexity Health's management team, the main reasons for choosing this method for the distribution and sale of our whole food products are:

1) Our high-quality products deserve to be shared by people enthusiastically telling their family and friends about these fantastic food-based products.

2) Network Marketing is the only way we could help large numbers of people gain financial independence and become free from having to work at jobs they don't love doing. And it is the only way most of these people can affordably start a potentially prosperous business of their own.



3) In addition to physical health and financial independence, Network Marketing provides anyone participating, either full- or part-time, with many valuable learning opportunities in important life areas, such as communications, business, health, personal relationships, sales, leadership, nutrition, psychology and more.

4) We knew that in a very few years we would have a growing Simplexity family of people dedicated to healing themselves through diet,

exercise, rest and relaxation. We knew that these powerful people would not stop with themselves, but they would be compelled to go on to help heal their families and friends, and ultimately, our entire 'global family.'

That philosophy not only expresses Simplexity's unique approach to Network Marketing, it also reveals fundamental distinctions between the Multi-Level Marketing industry and the new generation of Network Marketing companies. Here are several of those key differences.

#### **Network Marketing Offers Superior Products**

Multi-Level Marketing companies range from well-established enterprises offering competitive quality, everyday home products to recruiting schemes with marginal, fad or "me-too" products. But the newer Network Marketing companies tend to offer "breakthrough" products that can't be purchased anywhere else, such as in retail outlets or through mail order catalogs. Simplexity's natural and organic whole

food products well illustrate this principle—there are no other products like Simplicity's products in the market.

Our products are "special" because of their extraordinary nutritional ingredients, the method of harvesting and processing, and more reasons too numerous to mention here.

Perhaps the most special quality that makes our products so perfect for Network Marketing is the range of personal benefits in increased health and well-being experienced by those who use our whole food products.

### **Network Marketing Is Driven by Sharing Personal Experiences**

In conventional marketing, word-of-mouth is considered the most powerful



form of advertisement and product promotion. A person-to-person recommendation from a family member or friend persuades more people to try a new product than any other kind of sales activity—and with good reason.

While big-budget advertising and slick merchandising are mistrusted by a growing number of today's all-too-often disappointed consumers, the warmth, honesty and "proof" of a personal tes-

timonial endorsement are a very different matter. Sharing products we enjoy and from which we've personally benefited is natural for most of us. It's what marketing professionals call "consumer advocacy."

Most of the time when we tell someone we know about a new product, we are rewarded by the sense of satisfaction that comes from doing something good for that person. If it is a product that has a beneficial impact on the person's health, we also have the fulfillment of making a direct, positive contribution to his or her life. The beauty of Network Marketing is that it extends that reward to an economic dimension. In Network Marketing, you are repaid—potentially many times over—for helping other people.

### **Simplicity Health Networkers Share Their Product Stories**

Most successful Simplicity Health distributors credit their accomplishments to sharing their product stories. In fact, most of them began by using the products.

In an interview in a company newsletter, Gilles Arbour, a Diamond Executive from Montreal, Canada, relates how a dear friend of his first told him about the products. Gilles explains that at the time, he already ate a good diet, yet he knew he needed something he wasn't getting. He'd been looking for something that would help him feel better.

*"...the products helped immediately. I took some in the afternoon, and by that night I felt better than I had felt in three years. That's how I began, and the way I feel has not changed substantially since. I feel wonderful! As soon as I felt what the products were doing for me, I started telling everybody else about them."*

There are thousands and thousands of similar product stories, many involving more dramatic testimonies. But each one is powerful, because it is one person sharing the truth of his or her experience with another—an experience of greatly improved health and happiness.

The most effective sales tool we all have is our own product story. And that in a nutshell is Simplicity's unique marketing strategy—just share the truth. The business of selling products comes directly from sharing product stories. The powerful impact of those shared experiences is what lies at the root of Simplicity's remarkable growth as a company.

### **Network Marketing – Doing What You Love**

Another aspect of the vision for Simplicity Health is to provide people with a way to gain financial independence while doing what they love to do.

We know how disempowering and unsatisfying it is having to work at an unfulfilling job, and realize that this aspect of life is just as vital for true human health as diet and nutrition are. Through Simplicity, a growing network of men and women have themselves experienced new levels of health and happiness and are actively sharing the benefits of Simplicity's natural and organic whole food supplements. In doing so, they are making a vital contribution to the lives of thousands and thousands of others, while building growing, fulfilling, and rewarding Network Marketing businesses of their own.

### **Simplicity Health: Pioneering a New Breed of Network Marketing**

The basic concept behind Network Marketing is revealed by the name itself. It's composed of two words: Net-



work and Marketing. Simply stated, marketing is promoting, and a network is an interconnected group or system sharing resources and functions to accomplish a goal. There are a number of key points that distinguish a Network Marketing business from other conventional sales organizations.

Any sales enterprise sells the product to a customer. However, in Network Marketing the customer has the opportunity to become a seller as well as a consumer by becoming a distributor. The distributor buys the product from the company at a wholesale discount and sells the product to a retail customer. The difference between the wholesale cost and the selling price is the distributor's retail profit.

Many of Simplexity's Network Marketers become distributors simply to buy the whole food products for their own use at the wholesale price and save a certain percentage. Some of Simplexity's most successful distributors began that way.

**How Network Marketing Works**

After a while, as these "wholesale customers" share their experience of increased health benefits with their families and friends, they find that peo-

ple ask them where they can get the products to try for themselves. That's the beginning of a Network Marketing business. You become a distributor, purchase the product for yourself at a discount, and share it with others close to you, then they become your customers and you earn a retail profit on what they buy from you, and many of them in turn become distributors as well.

In Network Marketing, you sponsor new distributors into your own organization, and you earn commissions on all of the products they purchase—both what they use themselves and what they sell to others.

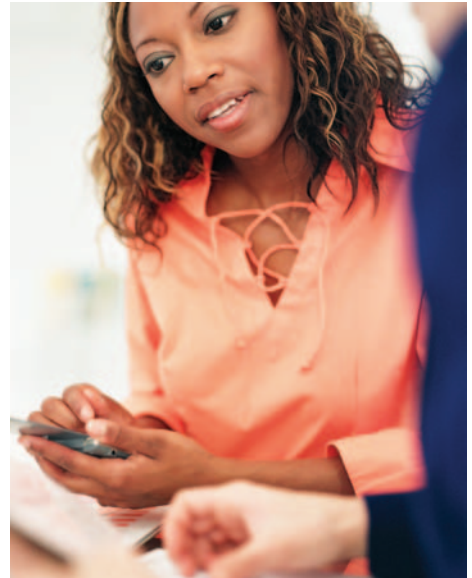
It really is that simple. It begins with your own excitement and enthusiasm about the product and the business opportunity, and grows into an expanding network with like-minded men and women sharing health, happiness and financial success.

**Building Your Own Simplexity Health Network Marketing Business**

Once you discover how naturally your Simplexity network grows, you may seriously consider building your own Network Marketing business. You can work your business either full- or part-time. Many distributors have part-time Simplexity businesses that earn them hundreds and even thousands of dollars a month.

The key to Network Marketing is a process known as duplication. Simply put, you teach the people you sponsor to duplicate your own success.

How do you learn what to do? Your sponsor teaches you. You don't need a college degree or years of specialized experience to succeed with your Simplexity business. When you successfully train others to duplicate your



efforts, they in turn will find it easy to train the people they sponsor to do the same.

And that's where the truly awesome power of Network Marketing is revealed—a growing network of hundreds, even thousands of men and women sponsoring people who train and sponsor more people, who then train and sponsor yet more people, and so on. And you earn commissions on the sales made by each new "level" of people in your network. The possibilities of this exponential growth are quite extraordinary. And perhaps what is most astonishing is that all those thousands of happy, healthy and increasingly successful people grew from one seed—you!

**Simplexity Health's Proven Network Marketing System for Success**

You start by attending a casual, friendly meeting where people come and listen and share their product stories. Simplexity doesn't hold meetings where there's a lot of pressure to recruit, nor are there people carrying on about how much money you'll make. You start by sharing your experience of increased health and happiness, and listening as other people share their product stories with you.



Then you and your sponsor review the information you need to start your own network—from placing your first order, to understanding the Compensation Plan, to successfully sponsoring and training others. And the company will offer various training opportunities throughout the year to support you.

That's all there is to it. Of course, you'll need to do those things you would need to do in any other business to become successful. But in Network Marketing, so much of the work is done for you. Simplexity takes and ships all the orders; there's no expensive inventory for you to pay for and store. They figure and pay all the commissions directly to you and all the people in your network. Simplexity provides you with educational, no-hype sales materials, and more. And what you don't already know how to do, your sponsor will help you learn, and of course you have to practice.

Does it sound like the perfect business for you? It just may be.

### **Your Simplexity Health Business Is Powered by a Compelling Vision**

In the long-awaited sequel to their best-selling *The Secret Life of Plants*, authors Peter Tompkins and Christopher Bird devote a number of pages to Simplexity

Health. The following quoted passage is a powerful presentation of the commitment and vision to which Simplexity is dedicated.

*"The first order of business is to get the people of this country healthy. That means cleaning up our agriculture and restoring health to the soil. If we don't act now to clean up the environment, we may lose forever the opportunity to do so. We are close to the upper limit of reversibility. And the United States is the only country with the power and the influence to lead the world into a massive environmental and economic cleanup..."*

*"To FDR's Four Freedoms we must add the freedom to have clean air, clean water, vital food and the right to pass on to our children a world that's fit to live in. This Earth can support a lot more people. With a little bit of intelligence, we can support them all in a way we've never seen before... Until we grow more healthy food, our products can*

*bring us all the elements we lack for a revitalized, enduring health... We can talk about the future, and visualize the future, but if we want that future we must act."*

Action is what Simplexity and our natural and organic products are all about.

- We can restore our own health and happiness.
- We can make a huge difference to the lives of millions of others.
- We can reverse the direction of life on our planet and restore a balance and harmony that will bring about a true miracle of life on Earth.

This is the purpose for which Simplexity Health and Network Marketing of its natural and organic whole food products were created—"to lead the world into a massive environmental and economic cleanup." This is the invitation, and the challenge, that Simplexity Health extends to you.



**For more information contact:**