

You ARE the Postcard!

... and the poster child for your product and opportunity. If you're marketing health and wealth, you've got to look, and feel and BE the living picture of the health and wealth you're promising....

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plus AUDIO and 30 page PDF ebook ATTACHMENT

If you are marketing health products, you ARE the postcard. What does your postcard say?

"This company saved my life!" the speaker said— with feeling, referring to the health and wellness products he and his team sold so much of, he'd just advanced to a new, higher pin level.

It was hard for me to believe his life had been saved. As he stood in front of the audience, he began to sweat profusely. I estimate he was about 80 to 100 pounds overweight. His skin was pale, he had dark bags underneath his eyes, and his voice was coarse. Yet he continued to explain how he has more energy, feels great, sleeps better, and doesn't have colds any more. Then he returned to his seat where a half-eaten cheeseburger and several soggy fries were soaking in a pool of grease next to a super-sized cup full of soda. To be fair, perhaps it was diet soda.

I know how he must have felt. I had been in the same predicament myself. I decided my weight might be killing me in August of 1999. I returned from a 10-day trip in Europe and had gained 10 pounds— one pound for every day I was gone. It was all I could do to squeeze into my 44" slacks when the button suddenly popped off and flew across the room.

Just a few months after I reached the end of my one-year journey to trim one foot from my waist and shed 65 pounds of fat, the Centers for Disease Control released their "causes of death" statistics for the year

2000. The number one leading preventable cause of death was poor diet and lack of exercise.

I recently read a news article with the headline, "Health is more important than getting thin." I agree. The point many people seem to miss is that when you are living healthy, the weight tends to take care of itself. The same doctors who sold us cigarettes a few decades ago are now scrambling to help us fight what is being referred to as the "obesity epidemic." The term, "adult onset diabetes" is becoming obsolete because more and more children are being diagnosed with type 2 diabetes. Network marketing companies are springing up every week with new products that promise to fight the process of aging, burn fat, and transform your body into the poster child for vibrant health. They deliver these products in powders, gels, capsules, pills, and lotions. The industry calls these PPL companies: Pills, Potions, and Lotions.

If you are marketing health products, you ARE the postcard. What does your postcard say?

For far too many network marketers, what it says out loud is, "Buy my product". But what is being communicated is, "...but please don't, because either I'm not really taking it, or it's not working."

Does this mean that you cannot sell health and wellness products if you have a condition or are overweight? Of course not! Health starts on the inside, and some of the most effective marketers I know built their customer base at the same time they were shedding pounds and transforming habits for good health.

What it does mean is don't expect to have dozens of customers on automatic drop-shipments when you are not walking the talk yourself.

From the first few months in the business I've had no challenge selling the products. I began using them right away and I had my own testimonials to share. When we had a product that promised weight loss I was proud to say, "Been there and done that." I took the product myself and documented the results. My wife and daughter take the products, because if I can't trust them with my own daughter, who on earth would I be selling them to?

People *want* to buy products from me. They e-mail me every day and ask, "What multivitamin do you recommend? What is the best shake to take?" These are customers who don't even know I'm partnered with a health and wellness company. Sure beats leaving brochures at the coffee shop or buying a stack of leads, doesn't it?

As I began to build my network marketing business, I realized that I had an advantage: many of the skills for building a successful network marketing business were the same ones I learned to shed weight (and keep it off). When I made this connection, I applied those principles and watched preferred customers join every week as my downline grew. If you are looking to build a health and wellness business, the process is going to transform your business *and* your health. It won't be one or the other, because success with both comes from following the same principles.

To have an extraordinary network marketing business, you must be prepared to live an extraordinary life. That means embracing extraordinary health.

You don't have time to feel drained. Food should help your body recover... but most people eat foods that your body must recover from. The antacid business is a billion dollar industry, because the majority of people eat with their libido instead of their mouths.

It's common to start the journey to better health by finding a diet. There are plenty to choose from: low-carb, high-protein, low-fat, sugar-free, and just about anything else you can imagine.

This reminds me of the network marketer who gets fired up at their first seminar. "This must be it!" they proclaim, excited about the feeling they get when they hear the speakers on stage. They immediately go on a diet of personal development. Fifteen minutes reading "Think and Grow Rich" every morning. Listening to one CD every day from a huge library of success audios. Tired of making calls? Kick back and put your feet up on the desk, pull out your favorite set of headphones, and chew on some personal development. Sound familiar?

Some dieters fear the scale. Network marketers have their own scale.

If you want to see how your diet of personal development is working, just take a look at your bank account.

Don't get me wrong. I'm not against personal development. As Artemis Limpert says, "Personal development is one oar. Productivity (action and results) is the other oar, and if you only use one at a time, you'll just be going in circles."

The dieter typically loses several pounds the first week. A few more the second week. By the third week, they're done. The scale stops moving. It's time to jump off the diet or find a new one. The network marketer decides this personal development program isn't working. The bank account is dead. It's time for a new seminar. Maybe you'll pick up that new eBook that promises to teach you how to build a downline in your sleep or while you eat fast food and drive your convertible down the freeway.

What about exercise? There are as many training programs as there are diets. It's time to take action, so you download the special weight lifting routine that is supposed to pack on muscle mass while your fat melts away. The network marketer exercises their cold call muscle by investing in leads and digging for the perfect script. It seems obvious:

if you have the right training program (or perfect script) and follow it, you're going to lose weight (or grow your business), right?

The right training program for the wrong person might create a few results at first. It's only natural: when your body starts training for the first time, it's primed to respond to almost anything. When you are using someone else's script you may certainly receive a lay-down sale or signup. Some people are just ready and it doesn't matter what the script says; they're going to join. But the script isn't the key anymore than the training program. Ellie Drake, a successful network marketer and speaker, shares on one of her programs that it's not the words, but the music in your voice.

The next step for most dieters is to realize they are not expert nutritionists and don't have the knowledge to develop the best routine. They decide there might be something to these personal training certifications after all. With the realization that doing the same thing and expecting a different result is insanity, they hire a personal trainer or coach.

Network marketers often wise up and choose a mentor as well. This is where the powerful growth begins.

I had my greatest fat-loss breakthrough when I finally hired a mentor, so it was easy for me to become a student early in the network marketing game.

A personal trainer can provide a powerful routine that gives results without explaining how or why. Once you are done with their service, you're really *done*. Or, they can take the time to teach you why and how they selected the exercise or program, and you can learn how to find

balance in your own life. It's no different with network marketing. Your mentor can help close your prospects for you, or teach you how and why they say what they say so you can work on the sound your own music.

Eventually, however, you'll find out that everything is about balance and moderation. If you're selling health products, you'd better be living a healthy lifestyle. That doesn't mean obsessing over every bite of food and spending two hours in the gym every day. Exercise and diet can be just as addictive as alcohol, tobacco, or the Standard American Diet (S.A.D.). If you're ready to be a product of the product, to practice what you preach and take out ad space with your own physique, here are a few pointers to lead you in the right direction. Are you done being ordinary, and ready to live an extraordinary life? It's time to chuck the diets and training programs and focus on healthy living instead.

Five Keys to Healthy Eating

Since nutrition seems to create the biggest challenge for most of my clients, I developed what I call the Five Keys to Healthy Eating. The keys are summarized here:

1. **Enjoy what you eat**— surprised? You shouldn't be. You acquired a taste for coffee or beer, so why not healthy foods? Stop going on a diet, and change the way you eat.
2. **Believe in what you are doing**— you know what the weak words are, like "try" and "hope." If you "hope this is going to work" then it won't. Find a program, system, or method that you believe in. We've all had a sense of knowing that something would come to pass. Your mission, should you choose to accept it, is to find that balance in life that gives you the same sense of peace and knowing.
3. **Practice moderation**— the best advice about healthy living was penned by Hippocrates around 400 B.C. He said, "If we could give every individual the right amount of nourishment and exercise, not too little and not too much, we would have found the safest way to health." Stop going on extreme diets and being either "on" or "off." Find that "sweet spot" in the middle.

4. **Be flexible with new ideas**— diets come and go. So do fitness trends. Sometimes the idea that seems strange is the one you've been waiting for. Just because one style of eating helped you lose weight the first time doesn't mean it's what your body needs for continued health. Try out new ideas and find the ones that fit.

5. **Learn to hear your body**— most people are used to eating junk. Even though the body knows this food is not good, you simply tune out the "noise." By getting back in touch with your body and instincts, you can learn how to eat because the answer is right inside you. If you really learn how to listen, your body will share with you how much protein you need, how many vegetables and pieces of fruit to eat in a day and whether you're getting enough fluid.

At the conclusion of a recent seminar I hosted, I asked the participants what *one* step they would take in order to transform their life. Most people absorb the information at an event they attend, but never take action. I wanted a commitment that each person would do at least one thing differently to move closer to the healthy lifestyle they deserve. It was amazing to see how seven key actions came out of this exercise, and each individual presented a variation of these seven core themes.

1. **Be positive**— this doesn't mean just think positive. It means *be* positive. Overweight people tend to say, "I'm fat." When your identity is so connected with being fat, how do you expect to lose it? It's like losing your own sense of self. Why not admit you are a *person who is carrying extra fat*? You are not "fat" because you have bone, tissue, blood, and other elements. So stop lying to yourself. Be positive and realize you are carrying excess fat that you choose to discard. When you choose to *be* a healthy person, your body will eventually catch up.

2. **Forgive yourself**— too many times self-pity is the excuse not to move forward. Most of you beat yourself up every day over not signing on that new distributor or for letting your health slide. It's time to *let go* and get moving. You can't run the race with an anchor wrapped around your ankle. Forgive yourself,

love yourself, and realize that the future is just around the corner if you are ready to create it.

3. **Stop making excuses**— give me a break. I've heard it all. The same excuses you dread hearing from your prospects are the ones you'll use to justify not getting exercise or not eating correctly. "I don't have time," or "I can't afford it." With billions of dollars spent treating obesity every year, and considering the hundreds of thousands of Americans who die every year due to poor diet and lack of exercise, you can't afford *not* to make the time to live healthy. "I'm too old." Tell that to the 77-year old bodybuilder I interviewed. "I've got too much to lose." Tell that to Rob "Former Fat Guy" Cooper who lost 400 pounds. We all have our victim cards, but the victors leave them in the box.
4. **Make it a lifestyle**— forget, "I have to do x minutes on the treadmill and burn y calories." Is that something you really want to do for life— spin the wheel like a hamster? Find activities you *enjoy*. Discover restaurants with healthy meals that taste great. Enjoy healthy living and stop making it a diet or exercise program. Let it be who you are.
5. **Listen to your body**— we covered this one in the "Five Keys to Healthy Eating" but it bears repeating. The answer is in you. You just have to learn how to listen for it.
6. **Control your rewards**— you deserve to reward yourself for many reasons. The problem is that most people use food as the reward. This doesn't mean you never ever have a slice of pizza, but perhaps you can learn to enjoy one slice instead of half the pie. Get a sorbet instead of a fudge brownie Sundae. Make better bad choices and control the rewards. I don't know too many people who celebrate a week of not smoking by buying a carton and going crazy. Don't fool yourself into thinking you deserve an all-you-can-eat buffet just because you had a good week of nutrition.
7. **Consistently refocus goals**— when I wrote down my first goals, one of those goals was to fit into 40" slacks. I even put a question mark after the goal because I wasn't sure if it was

possible. After all, I had just popped the buttons on my 44" slacks. At my leanest, I was able to slide into a pair of 30" jeans. Understand that goals are a starting point but as you grow, your goals should grow with you. You might think you'll be fine at 200 pounds only to realize you still need to release 10 more. That's okay. It's not a race, and it's not about the destination ... it's the journey. Learn how to refocus your goals and create new destinations. Life is like walking up the down escalator. If you're not moving forward, you're falling behind.

PPL companies thrive because the public is aware that health is an issue. Every day there is some newspaper in the United States with an article about the "obesity epidemic." If you place 100 Americans in a room, 66 of them will be overweight and 33 will be obese. Most of those who are obese will be at risk for diabetes, high cholesterol, high blood pressure, and cardiovascular disease. That's a lot of unhealthy people in such a small room, don't you think?

If you are selling health products, you have the opportunity to make a direct impact on the bottom line of these statistics. The first number to change is you.

If you have extra fat to release, then get started. Use your own products and share your testimonial. Don't be the cobbler with the worn out shoes. Embrace your own health.

Do you really believe it's the script or the presentation that sells your products and business? Your bank account probably reflects the true answer. Every time you share an idea with someone, you share a bit of your energy. It's your choice whether that energy is healthy and vibrant, or dull and draining.

If you are having trouble getting started, do this little experiment:

Write down the excuses you use not to live healthy, and then pick up the phone and start prospecting.

It may fascinate you to learn, if your excuse is that you don't have time, this will be why your prospects won't join the business (not enough time).

If your excuse is that living healthy is too expensive, then guess what your prospects will think about your starter kits?

I once stated that the shortest distance between two points is *now*. There is no better time than now to embrace healthy living. Start focusing on those habits you can change, and eliminating the habits you don't need. Stop using food as a drug that you shove into your mouth every time you feel stress, are upset, angry, or have one of those days when no one seems to like your opportunity.

Then... one day... instead of finding the perfect lead list or agonizing over the right script, you just might find that a total stranger walks up and says, "Wow, you look fantastic ... do you have any products that you can sell me?"



Jeremy Likness is a world-renowned Health Coach, speaker, and author of the internationally-selling book, *Lose Fat, Not Faith*. A Certified Fitness Trainer and Specialist in Performance Nutrition, Jeremy lost 65 pounds of fat and was a top finisher in an international physique transformation competition. Jeremy Likness is the owner and founder of Natural Physiques, a company with the mission to transform millions of lives one success story at a time. You can visit his website here:

NaturalPhysiques.com

Jeremy started his first part-time personal training business in the year 2000. In November of 2003, he was introduced to network marketing. This was a powerful catalyst for Jeremy. He attended his first seminar in December of 2003 where he met John Milton Fogg and walked away with a copy of *"The Greatest Networker in the World."* In April of 2004, after 10 years in the Information Technology industry and several years in upper management, Jeremy fired his boss and became a full-time entrepreneur. His first book was released in June of 2004 and has been sold in over fourteen countries around the world.

Jeremy specializes in lifestyle changes with a unique approach to health and wellness that starts on the inside. His belief is that losing fat is about releasing the thoughts that put the fat there in the first place. His unique form of coaching leverages Internet technology and connects him with clients around the world and across the United States. Dr. Joe "Mr. Fire" Vitale, author of the best-selling book *"The Attractor Factor,"* says that he loves "Jeremy's clear-headed advice. In an age of over-muscular claims and over-stretched promises, it's a relief to be able to call an honest person and get straightforward answers. Jeremy is my voice of reason in a world populated with wild claims." Author Dennis "The Yukon Hercules" Weis refers to Jeremy as "the Anthony Robbins of the bodybuilding world!"

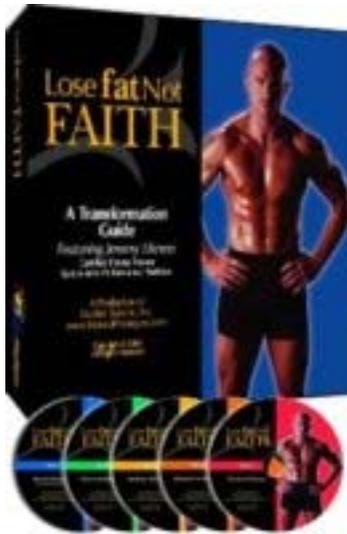
AUDIO

HEALTH | MOTIVATION | PERSONAL GROWTH

Become the Journey

Become the Journey starts where the journey to losing weight, gaining muscle and living healthy truly begins— in your mind. On this program, the Introduction to the five CD album Lose Fat Not FAITH, you will learn what decisions to make in order to lose fat and live healthy.

by **Jeremy Likness**



Jeremy Likness is a been-there, done with that former fat person. His refreshing approach is genuine and real, a true breath of fresh air in the often hyped-up world of trimming down and looking and feeling fit and healthy.

To learn more about Jeremy's **Lose Fat Not FAITH** program, visit his website here: NaturalPhysiques.com

ATTACHMENT

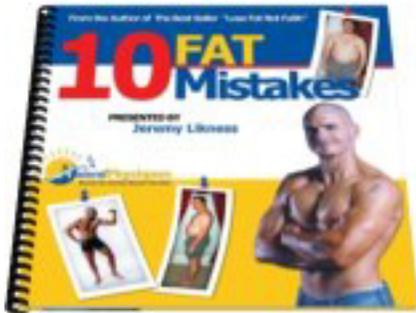
HEALTH | MOTIVATION | PERSONAL GROWTH

10 Fat Mistakes

Learn the fat loss secrets of an all-natural amateur bodybuilder, fitness trainer, and certified nutritionist. The "answer" to good health and weight loss has been known for thousands of years and is simple. However, doing what it takes is not so simple— there are a number of reasons why dropping excess fat can be quite a struggle.

by **Jeremy Likness**

30 page downloadable PDF ebook



In this tell-it-like-it-is and SHOULD BE ebook, fitness trainer and natural nutrition author Jeremy Likness, lays out 10 myths about weight-loss and health and then gives you the straight story to have them work (and work out) for you.

1. Decisions and Goal Setting Waste Time.
2. Cardio Until Your Crawl.
3. Never Weigh Yourself: The Scale Lies.
4. Body Fat Percentage is More Important Than Weight Loss.
5. Just Cut Fat and Carbs and You'll Be Home Free.
6. I Don't Want a Photograph of Myself Now When I'm fat. It's Embarrassing. I'll Wait Until I've Lost All My Weight Before I Take a Picture.
7. I Missed two Workouts This Week So I Might As Well Give Up. The Black and White Syndrome.

8. I Didn't Lose 10 Pounds in 2 Days Like I Planned So I Might As Well Give Up.
9. This New Super-Cool Thermogenic is how Mr. Universe Loses Weight and Maybe It'll Work for Me.
10. I Do".on't Need to Diet; Exercise Will Just "Burn It Off.

Must reading for every network marketer working with health and wellness products who's intent on being a product of the product.

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