

The **SWIPER**

February 2011

'Cleaning & personal care products everyone needs'

In this Issue:

1. You are **EXTRA-ORDINARY**
2. Keratin Protein Hair Treatment
3. February 2011 **SPECIAL**

YOU ARE EXTRA-ORDINARY

“The only difference between being ordinary and being extra-ordinary is that little bit EXTRA”

Why do some consultants enjoy a great income from the Swipe business while others only receive a fraction of the income that is sitting there just waiting for them?

It is that little bit **EXTRA!**

Many of us think that the effort to generate a wonderful income and lifestyle from the Swipe business requires a significant commitment and a much greater involvement than we are currently making right now. The reality, however, is very different. The journey most of us need to take to significantly improve the results and rewards we can enjoy from our business is only a little bit **EXTRA.**

You may be saying, “I am ready to do a little bit **EXTRA** but I am not sure what I need to do?”

Luckily, the answer is simple and easy. In fact, if you focus on just 4 things, you will grow your business, and the rewards you enjoy from it.....big time!

If you are prepared to do just that little bit **EXTRA**, you will experience a significant increase in the income and rewards from your Swipe business. How much is a little bit **EXTRA**?

Let's say just 10%.

Yes, you only need to give an extra 10% **EXTRA** to significantly improve the rewards and income you get from your Swipe business.

That little bit **EXTRA** is only 10%

So, what are the four things you need to concentrate on? All you need to do is to get your customers to:

1. Buy more from you;
2. Buy more often from you;
3. Host just one more party for you;
4. Tell other people how good you are.

Here is an example of how powerful this 10% **EXTRA** can be. Let's say:

- You have 20 customers (non-party) who order from you a month;
- Each customer orders an average of \$50;
- You run 4 parties a month that average \$500 per party;
- You have approximately 100 customers who order from you sometime during the year.

Currently your monthly sales would look like this:

- 20 customer orders x \$50 = \$1,000
- 4 parties x \$500 = \$2,000
- Total sales = \$3,000

Now let's say you have made the decision to spend just 10% **EXTRA** time and energy on your Swipe business in the four areas detailed above. Here is what you would achieve:

- 22 customer orders (20 x 10%) x \$55 (\$50x10%) = \$1,210

- 5 parties (one extra party per month) x \$550 (\$500x10%) = \$2,750
- 10 referral sales (100 of your existing customer base referring 10 new customers) x \$55 = \$ 550
- Total Sales = \$4,510

So just a **10% increase** in only four areas of the business would deliver you a massive **50% increase** in your sales!

A **20% increase** in only four areas of your Swipe business would **DOUBLE** your sales!

There are many ways in which you can improve your results in the above four areas.

In next month's issue of the Swiper, we will detail 5 easy yet effective ways to improve your results in each area. We will detail five way in which your customers:

- order more
- order more often
- host more parties for you
- generate referrals

SPECIAL FREE GIFT FOR YOU

We are offering a **FREE** mystery gift to anyone who is prepared to send in their tips on how they have increased sales in any one of the four areas above.

If you have a great tip or activity that you do that either increases the size of your customers order, increases the frequency of your customers ordering with you, increases the number of parties you have or increases the amount of referrals, then let us know and we will include a **FREE** mystery gift with your next order.

Keratin Protein Hair Treatment

Over the holidays I was subject to more Television advertising than I normally see in a year. Well ABC was seriously lacking in programme content wasn't it?

How many of you also saw all these hair shampoo and "treatments" adverts? They certainly made me think. Further investigation showed that many well-known hair companies are still charging a fortune* for these products that will work no better *if as good* as our own **Naturcare Protein Rebuilder**. *These products usually range in cost from \$40 to \$250 see (www.globalkeratin.com.au).

A protein rebuilder using Keratin (the basic building block of human hair) attaches to the hair shaft, nourishing the medulla which has invariably been damaged by hair treatments, exposure to salt or chlorinated water or the sun.

It also leaves a slight coating on the shaft.

It quickly repairs any hair damage.

Noticeably adds shine and lustre to the hair.

Add fullness and bounce.

Naturcare Hair Rebuilder does all of this and more:

- **It does the job with the minimum of fuss. Some treatments take up to 3 days to benefit the hair. After much testing and development we were able to cut the original active time from 7-20 minutes *down to just 2 minutes*.**
- **You don't have to leave the shower to "finish the job".**
- **You don't have to use a hair dryer, apply "glad wrap", a shower cap or use a hair dryer to apply heat to the hair.**
- **You don't have to pay fancy prices for the product OR the application. *You can do it yourself*.**

For best results,

"Wash the hair and rinse off the shampoo. Add the required amount of Protein rebuilder, massaging gently into the hair then continue washing the body (takes about 2 minutes).

Then **lightly** and **quickly** rinse the hair and apply a Conditioner leaving on the hair for at least 1 minute, rinse off and gently towel dry.”

Our Consultants tell us that by using our rebuilder for the *first 3 washes* after a hair treatment and *then approximately once a week*, one bottle last about 10 weeks. That’s less than \$2 each application!!!!!!

We guarantee that your friends WILL notice the difference and comment on your hair.

If you use it you will be astounded at the results (even if, Heaven forbid) you are not using Naturcare Shampoo and Conditioner.

We are so confident of this that we will sell one bottle for \$2 - the price of one treatment - to every Consultant who orders in February.

February 2011 **SPECIAL**

February 2011 Special No#1

Buy 2 – Get 1 Free on any Sales Aid item.

That's right, buy two of any sales aid and get an additional one absolutely free!

February 2011 Special No#2

OPTION 1	
Buy 5 Swipe Original Refills @ \$17.18	\$85.90
Get a Swipe Original Refill ½ Price \$8.59	\$ 8.59
OR	
Get a SWIPOL Refill FREE	FREE
If you took the SWIPOL deal and sold the products at RRP you would receive \$66.51 as cash profit. Alternatively, you could sell 2 Swipe Originals for just \$ 49 and still and make great income.	
OPTION 2	
Buy 10 Swipe Original Refills @ \$17.18	\$ 171.80
Get 2 Swipe Originals for a Total of \$8.59	\$ 8.59
OR	
Get 2 SWIPOL Refills FREE	FREE
If you took the SWIPOL deal and sold all the products at RRP you would receive \$176.20 as cash profit or a profit of over 50%. Alternatively, you could offer a Swipe & Swipol Bundle Deal for 20% off \$42.40 and make \$25 in profit on each Swipe & Swipol Bundle.	
(Maximum order 60 Swipe Originals	

Happy sponsoring & selling!

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