

***HOW TO DEAL
WITH NEGATIVE MATERIAL
ONLINE***



OVERVIEW

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Headline News

Philippine Network Marketing

Join a Global Team

Philippine Network Marketing - If you have been thinking of getting into business in the Philippines, you might want to check out USANA. USANA a global leader in network marketing is launching its business into the Philippine market in 2008.

Distributors recently chose USANA Health Sciences (NASDAQ: USNA) as the best network marketing

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19 November 2008

as The Importance Of Taking 1 Laboratory leader in nutrition is maintaining the support of customers

Dr IT Investors Launch of Phase and its heavy reliance on the health of consumers

Retailing Grocery Research 1 Bill Lane CEO, USANA and his... and his... and his...

aimed By Green Energy only required to join East... and his... and his...

For Your Business - I... and his... and his...

19 November 2008

Local Business
Lynne K... and his... and his...

Health Practitioner - Promising Channel in the US Nutritional Supplement Industry - Promising Channel in the US Nutritional Supplement Industry - companiesandmarkets.com adds new report

19 11 2008 13:58:01 Health Practitioner - Promising Channel in the US Nutritional Supplement Industry - a new market research report on www.companiesandmarkets.com

[live-PR.com] - www.companiesandmarkets.com/Summary-Market-Report

The nutritional supplement industry in the United States has consolidated over the last 10-12 years backed by rapid growth. Later, the market is showing modest growth but growth among the various distribution channels varies. The health practitioner channel has emerged as the fastest channel for nutritional supplement sales as nutritional advice is accessible through this channel.

The increasing growth of the direct sales industry (multi-level marketing) is also driving the growth of nutritional supplement market. This is because of the fact that this channel uses the personal-to-person mode of communication for elaborating the benefits of supplements.

However, it is the practitioner channel that is seen as the most lucrative delivery method in its industry. Actium has emerged as the leading player in practitioner channel and currently controls around 34% of nutritional supplement sales through this channel.

The traditional mass market channel, mass merchandisers, such as Wal-Mart, Target, and Amazon.com, is also showing growth.

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Usana Health Sciences names vice president of finance

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Market Watch

NEWS & COMMENTARY

USANA General Counsel James Bramble Receives ACC Corporate Counsel Leadership Award

USANA Health Sciences, Inc. (NASDAQ: USNA) announced that its General Counsel, James Bramble, has received the 2008 Corporate Counsel Leadership Award from the Association of Corporate Counsel (ACC). The award recognizes the recipient's commitment to their profession and their role as a leader in the community.

James Bramble's dedication, foresight and leadership make him an outstanding recipient for this award," said USANA CEO Dave Stone. "His legal influence on USANA's marketing decisions and policies and procedures has helped our company remain the industry standard for quality and integrity. I congratulate James on this remarkable accomplishment and thank him for his commitment to USANA and the community."

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Attacks are generally:

- False
- Fueled by misinformation



Resist the temptation





usana

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Corporate web site. Distributor opportunity selling nutritionals, skin care, weight-loss and personal care products.

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9 min
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[Nutritional Supplements and Vitamins - USANA Health Sciences ...](#)

Vitamins and nutritional supplements bring better health, assist with weight loss, and can provide a USANA MLM home business distributor. Network marketing.

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#5 for Worksite Health Promotion

*UNDERSTANDING SEARCH
ENGINE OPTIMIZATION (SEO)
AND RANKINGS ON WEBSITES*

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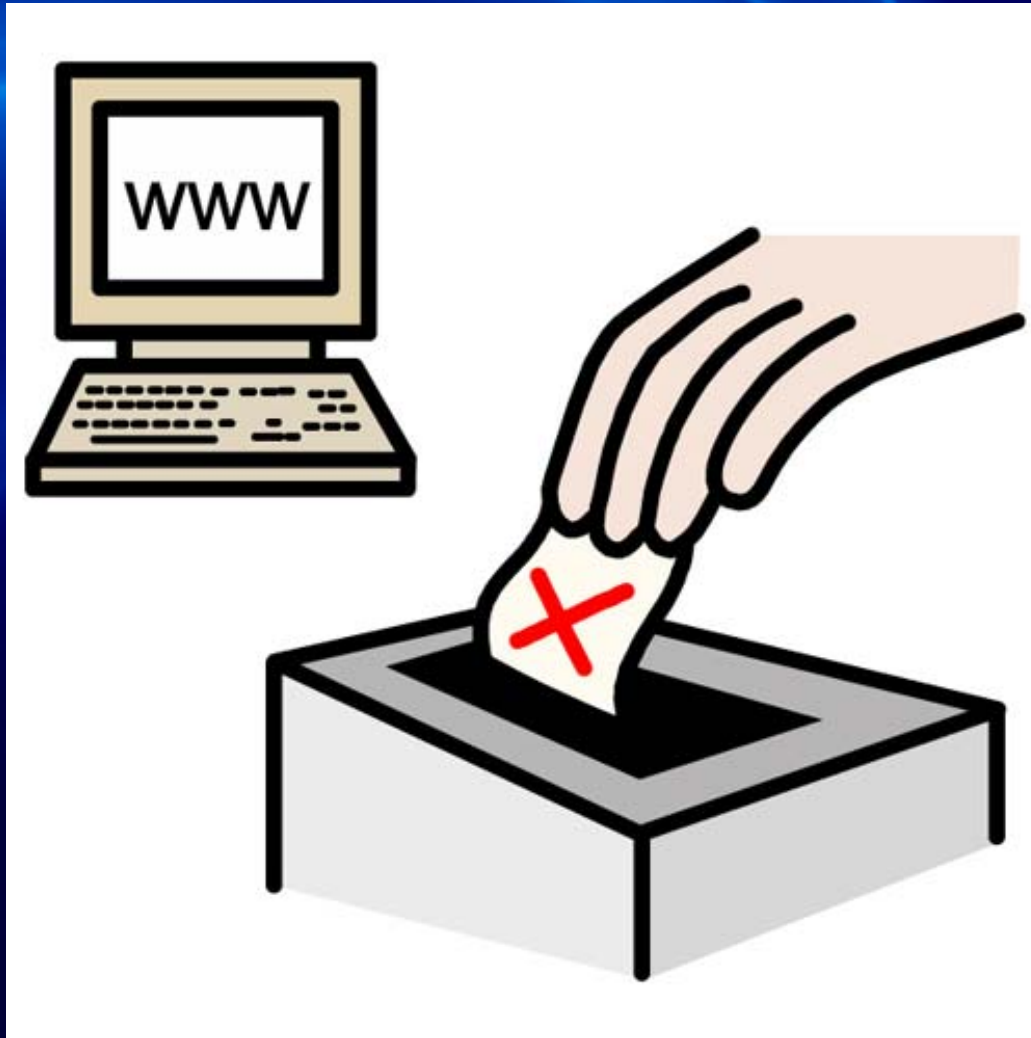
SEARCHNZ
SEARCH ENGINE

Relevance = High ranking

Relevance is determined by:

- Number of hits
- Number of 3rd party links
- Comments / posts
- Ratings
- Bookmarks
- Others

Number of hits



Number of 3rd party links



Comments / Posts

Comments

Usana
Great information. I recently had a Usana distributor call us and try to fix a meeting to get us join the bandwagon.

[reply](#) [report this](#)

Posted by Anonymous (not verified) at 08:59 am on May 13, 2008

Usana Products are Quality Supplements
It's too bad that USANA is set up as a MLM company. Their supplements are quite good. I started taking them more than a year ago and noticed a significant improvement in my health within a couple weeks. There is no need people to sell the "residual income" angle. The products are good enough to sell on their own merits.

[reply](#) [report this](#)

Posted by Brian Sole (not verified) at 10:06 pm on July 02, 2008

Why 87 per cent Usana distributors dont make money?
You become a USANA distributor because of the benefit of Autoship. Autoship lets you organise your monthly product order which is delivered to your door, but at a lower cost compared to retail or prefer customer price.

So naturally, it is the best interest for consumers of USANA products to become a distributor for a mere \$20 to get this saving!

If this article can't even identify this fact, how true are the claims in written here?

And USANA products do improve your health, significantly!

[reply](#) [report this](#)

Posted by B Lim (not verified) at 04:06 pm on July 14, 2008

Comments (235)

Page 1-5 or better! [Help](#)

ny1234 (5 days ago)
educated, ignorant, and misinformed individual. Usana has made me successful, your cousin was a lazy guy/girl who didnt know how to get the

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hatchy1234 (5 days ago)
last comment went to **Afternoonelite**

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naReport (5 days ago)
If you know, it gets harder to succeed in Usana with each level.

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hatchy1234 (5 days ago)
w Mike personally, he is telling the truth. Everyone who comes on here with negative outlook on network marketing is ignorant. If you want to succeed in this business or in any you have to work hard at it to get there. Everyone says network marketing, oh its a pyramid scheme! What the hell do you think the corporate world is? The CEO not on top of the pyramid structure making more than everyone below him? Why is that type of pyramid ok?

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sanaReport (1 month ago)
Another difference is that you are led to believe that you WILL make money at Usana, as long as you stay in the business. This is a statistic that exists because the vast majority fail by "quitting," in other words, by realizing that this program is not worth their time, or is more unethical than they would like.

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UsanaReport (1 month ago)
The end result is a select few profiting off of the failing majority. EXACTLY the same as any other pyramid scam, just buried in a convoluted compensation plan that cryptifies its true nature.

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UsanaReport (1 month ago)
What separates Usana from something like sports or music is that the failure is necessary. In order for one person to succeed, several MUST fail, and the money Usana pays it's successful members is accounted for by the money lost by unsuccessful ones.

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Ratings



Rate: ★ ★ ★ ★ ☆ 28 ratings



Rate: ★ ☆ ☆ ☆ ☆ 132 ratings

Social bookmarking

The screenshot shows the Digg website interface. At the top, there is a navigation bar with the Digg logo, links for 'My Profile', 'Friends' Activity 15', 'Submit New', and 'Logout', and a search box labeled 'Search Digg...'. Below this is a green bar with a 'Home' link. The main content area features a banner for 'FRESHLOOK COLOR CONTACT LENSES' with a close-up image of eyes and the text 'True Sapphire'. To the right of the banner is a promotional offer: 'Get your FREE* trial pair. FRESHLOOK COLOR STUDIO™'. Below the banner is the user profile for 'USANA Health Sciences (USANAInc)'. The profile information includes 'A 38 year-old person from Salt Lake City, UT (US) who joined Digg on October 22nd, 2008'. There are four tabs: 'Profile', 'Friends' Activity', 'History', and 'Settings'. To the right of the profile is a photo of a modern building with flags and a 'Change Icon' button. Below the profile tabs are two sections: 'Favorites' and 'Recent Activity'. The 'Favorites' section contains a text box explaining that favorites are used to bookmark and highlight top stories. The 'Recent Activity' section shows a list of items, with the first item being 'Chronicles of the Fat Duo Blog - USANA's Rev3 Submitted in News - on 12/01/2008' with an 'undigg' button. To the right of the profile is an 'About' section with a button to 'Add a Bio & Links (Blog, Social Networks, IM)'. Below this is a paragraph describing USANA Health Sciences as an international direct selling company that develops and manufactures high quality nutritional supplements and personal-care products. At the bottom right of the 'About' section, there is a link for 'Rev3 Energy drink'.

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USANA Health Sciences (USANAInc)
A 38 year-old person from Salt Lake City, UT (US) who joined Digg on October 22nd, 2008

Profile Friends' Activity History Settings

Change Icon

Favorites

Favorites are a great way to bookmark and highlight your top stories. Choose favorites by clicking on the star favorite icon after Digging something on the site.

Recent Activity

2 [Chronicles of the Fat Duo Blog - USANA's Rev3](#) Submitted in News - on 12/01/2008 undigg

About

Add a Bio & Links (Blog, Social Networks, IM)

USANA Health Sciences is an international direct selling company that develops and manufactures high quality nutritional supplements and personal-care products.

Rev3 Energy drink

HOW TO DEAL WITH NEGATIVE MATERIAL ONLINE

- If it is negative, you need to ignore it
- Do not defend your position

WHAT SHOULD YOU

DO?

- Do not view it again
- Do not leave a comment
- Do not rate positive OR negative
- Do not link to it
- DO NOT TALK ABOUT IT

SUMMARY

- USANA is working to fix the problem
- Ignore negative information
- If approached, encourage others not to talk about it
- Report negative or false information to your market office

ALWAYS REMEMBER

- DO NOT VIEW NEGATIVE MATERIAL AGAIN
- DO NOT COMMENT, RATE, VOTE OR LEAVE MESSAGES ON NEGATIVE POST
- DO NOT TALK ABOUT IT UNLESS IT IS BROUGHT UP TO YOU