

Support Your USANA Business— Become a *Prosumer*

There are many benefits to owning a home-based USANA business. In addition to the potential time and financial freedom, you can also directly impact your business' bottom line by using all of the USANA products on a daily basis and teaching your downline members to do the same. The process of benefiting from your own consumption is called “redirectional spending” or becoming a “prosumer.”

No matter what we do or where we live, we are all consumers who spend money to buy food, necessities, and other items of convenience. But who benefits from your purchases? It probably isn't you. Well, now you can do exactly that with USANA—by becoming a prosumer.

As you move through your daily activities, think of all the consumable products you use every day. When you step into the shower, you will most likely use shampoo, conditioner, and some

sort of body-cleansing product. Instead of buying these products from a retail store, why not use the **Sensé** line of personal and facial care products? As you wash your face, consider the same question. Each time you take a vitamin, drink a shake, or eat an energy bar, think of replacing those products with USANA's healthy, nutritious, high-quality products. Why? You directly contribute to your business' success by earning Sales Volume Points on everything you or your organization sells, including sales for your personal use. The fact is, people are already spending the money to purchase these consumable products elsewhere, why not invest in yourself and your business instead. By redirecting your spending dollar back into your own business, you are moving that much closer to taking control of your success.

As your organization grows, share the rewards of becoming a prosumer with every new Associate. As you

educate them on the importance of being a prosumer, you'll soon find that not only are they benefiting from their purchases, but your profits are affected as well. Just imagine, you introduce one person each month to the concept of redirectional spending and then teach that one person to do the same. Due to the power of compounding and duplicating over a year's time, this would translate into thousands of prosumers. Now you'll enjoy a profit from those purchases and it can be the key to your financial success.

By taking a proactive approach you will enjoy the benefits of improved health while building a business through redirectional spending. Simply stated, it just makes sense to support your own business while improving your health with USANA's quality products.



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