



LiFE
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RESET™ Your Life

Kevin Guest

LifeMasters Message ■ January 2012

Hello everyone, this is Kevin Guest, President of North America for USANA Health Sciences, and we all know what time of year it is. That time when we start dreading getting back on the scale for fear of all those extra pounds we may have put on over the holiday season. I don't know about you, but at Thanksgiving dinner it is just too hard to resist that second helping of stuffing and gravy, and during Christmas, who can turn down those sugar cookies or a glass of eggnog? And let's not even talk about all the goodies during New Year's Eve. But after the holiday season is over, it's time to jump back on the bandwagon and start working on that healthy lifestyle we know is so important to our lives. That's why USANA developed the RESET™ weight-management program. It's a great way to kick those bad habits out the door and start afresh with a healthy way of living.

This month's LifeMaster's is filled with inspirational stories of people who have learned to live a healthier lifestyle with the USANA RESET program. They've taken their health into their own hands and dedicated themselves to a healthy way of life. Not only has this been fantastic for their health, but as you'll hear in their stories, it has also been a great benefit to their USANA business. Join me as we listen to some of their amazing stories, and hopefully their success will help inspire you in your health and business.

Kathy Kaehler, author and celebrity fitness trainer, has devoted her life to helping people live happy and healthy lives. For 13 years, Kathy appeared on the TODAY show as a fitness correspondent while training celebrities such as Julia Roberts, Michelle Pfeiffer, Cindy Crawford, Jennifer Aniston, and many more. Kathy will share her top-notch fitness solutions and star-shaping secrets along with why she thinks RESET is the perfect way to start off the New Year. Join me in welcoming celebrity fitness trainer and USANA spokesperson Kathy Kaehler.

[Patrick & Cheryl O'Flynn Bio]

Patrick and Cheryl O'Flynn have truly experienced what the RESET™ weight-management program has to offer. Not only have they successfully lost weight, but they've also discovered a new way of living a healthy lifestyle. They're engaging in exciting activities they never even considered before, and they credit a huge part of their success to taking on the program as a team and helping each other every step of the way. Let's welcome Pat and Cheryl as they share their testimonial of how RESET changed their lives for the better in so many ways.

[Lindsey Hardy Bio]

As a personal trainer who recommends RESET™ to not only her clients, but her friends and family members as well, Lindsey Hardy knows a thing or two about the positive effects a low-glycemic diet can have in anyone's life. Lindsey is very passionate about sharing her RESET success stories with others and helping Associates utilize the RESET products to build their businesses. Join me in listening to Lindsey share some of the knowledge she's gained about RESET and the benefits it can have for your USANA business.

[Lora Ulrich Bio]

Health issues had plagued Lora Ulrich since childhood—even though as an adult she tried to get and stay healthy. Having been in the health and wellness industry before becoming an Associate a decade ago, USANA products were a natural complement to her business. Lora loves the RESET™ weight-management program as a way to help others stay healthy. Give a warm welcome to USANA Gold Director Lora Ulrich as she discusses how to build a USANA business with RESET.

[Ann Wolter Bio]

Ann Wolter did not see herself as overweight or unhealthy. Constantly living in denial, Ann finally realized she needed to transform her lifestyle after her father told her about his concerns for her health. Since then, Ann and her husband have lost weight and use USANA® Foods and Nutritionals as a way to stay healthy and keep the weight off. Please welcome USANA Director Ann Wolter as she tells her story of weight loss through RESET. ■

I have found that RESET™ is a wonderful way to restart your body. It can be so overwhelming when you feel a loss of control over what you're eating and you find yourself gaining weight. I love how RESET helps your body return to an enjoyable feeling of balance. When I RESET, my cravings are reduced and I feel like I'm cleansed for a whole week after I'm done. I know how good RESET feels, so I can't help but share my experience with others. I always want more people to try it!

If you want to set yourself up for success in your five-day Jumpstart, you need to be organized. Looking ahead on your calendar is critical! If you try the Jumpstart when you've already planned traveling, business dinners, parties, or other engagements, you could end up derailing your success. Choose a week when you don't have other obligations, then make RESET a priority and stick to it. Another way to be successful with RESET is to have all of the components of the plan ready to go at all the right times. Getting caught without your shakes and bars is not a good idea. So plan, be organized, and stay the course. You will be a happy camper when you're done.

As you probably already know, during the five-day Jumpstart, you need to make sure you eat a serving of fruit and a serving of vegetables every day. That's why Sunday Set-Up™ is a great plan to incorporate into your RESET regimen. Sunday Set-Up is all about taking one day a week to buy and prep some healthy food choices so they'll be ready to grab at any given moment. Washed, prepped, and stored veggies like broccoli, cauliflower, peppers, and tomatoes are easy to cook and so convenient to eat raw, especially when you're hungry. If you have some carrot sticks ready to eat, you'll be less likely to go out and get those French fries you've been craving. Make sure that the right choices are always easy to make!

After you finish your five-day Jumpstart, you can move into the Transform or Maintain Phases of RESET. When you're not having Nutrimeal™, it's important to stick to a low-glycemic diet. I don't like it when the foods I eat give me these really dramatic highs and lows. We all know how horrible you feel after you have a delicious candy bar; it gives you a quick burst of energy and then you feel like you can't get off the sofa. Sometimes you get a feeling of elevated heart rate and sometimes even a sensation of fainting. When you eat food that causes these fluctuations in your blood sugar, you feel like crap! The great news is you can control it. What you have to do is learn about the glycemic index and start eating more foods with a lower glycemic load. What I strive for is a plan that gives me consistent balanced energy, which I always get from low GI foods. Keep your kitchen stocked with plenty of fresh fruits and veggies to help avoid the blood sugar roller coaster.

I will admit, it's always difficult to stick it out. "Cheating" on a diet is very common, and I really it's a very human thing to do. Having willpower is a very admirable characteristic, but of course we are only human. Most people struggle without perfect willpower, and that's okay! Something I've found to be very helpful is to know the consequences of cheating. One pound of body fat is equivalent to 3,500 calories. If you take in a calorie, you're either going to have to burn it off or gain the weight. These thoughts flash in my mind whenever my hand reaches for something unhealthy, and it keeps my cheating at bay. Your goals are way more important and will give you more satisfaction than whatever food you're craving. And if you do cheat, forgive yourself and move on. One mistake doesn't mean you've ruined your eating habits for good.

Exercise is a big part of overall health, and if you want to lose weight you should make sure you're staying active. At this point in my career I am very focused on strength training. It is key to maintaining weight, losing weight, strengthening bones and overall strength. I recommend that people spend more time with strength training than cardio, but keep in mind that both are important. You don't need a full gym to get a great workout—our bodies can offer a great deal of their own resistance, so training at home using your own body is a great way to get in shape. Planks, pushups, pull-ups,

crunches, triceps dips, and many other exercises will all help you reach your goals, and they don't require a single piece of equipment. Try to mix things up so you don't get bored with your workout routine.

And, sometimes, even after you've been successful, you can find yourself hitting a plateau. For example, if your goal is to lose twenty pounds, you may lose ten and find yourself struggling with the second half of the weight. When this happens, you have to kick things up a notch! Your workouts and the food you are eating must be reassessed. Change your workout to something more challenging, increase the intensity of the exercise and your body will soon move out of that plateau. Tighten up your eating plan by paying attention to portion size and any extra calories you can cut out. It's also not a bad idea to increase the amount of water you are drinking. Finally, be patient and stick with it.

In short, be organized, prep your healthy food, plan your workouts and stick to them like appointments, and reach out to those around you for support. Surround yourself with positive people who believe you can make a real change. And always believe in yourself! It will be tough sometimes, but with a good plan and hard work, you will reach your goals! ■

Patrick & Cheryl O'Flynn

RESET

Cheryl: Pat and I are both very big advocates of the RESET™ program and the benefits it provides not only your physical health, but emotional health as well. RESET has transformed our lives in so many ways. Before, we had this unnecessary weight that was holding both of us back, but after completing the RESET challenge, we have the ability to push ourselves in many ways we never thought possible. Exciting activities such as hiking, biking, and snowshoeing are now part of our daily lives.

Patrick: Cheryl couldn't be more accurate in describing our feelings toward RESET and the positive changes that it's brought to our lives. I mean, now we are signing up for boot camp classes at the fitness studio where we originally discovered RESET! I will say though, it's very easy to sit here and talk about all the success we've achieved, but it's important to remember there are plenty of challenges along the way to success.

Cheryl: Yes, as with any weight loss program, there were some difficulties throughout our RESET challenge. I would say the hardest part was spending the holidays with friends and family where you're constantly surrounded by rich, fattening food. We were always smart to keep to the program and carry some low-glycemic snacks with us to curb our appetite and fight cravings for unhealthy foods. Patrick and I found the Nutrimeal™ shakes and Nutrition Bars to be very satisfying and tasty. This was obviously a huge advantage during the first Jumpstart Phase. You can work your way through the challenging parts by always having a vision of your end goal and utilizing the tools and advice that USANA provides.

Patrick: One of the greatest advantages we had was doing the RESET challenge together. Whenever one of us would have a bad day, the other was always there for encouragement and motivation. Throughout the entire experience we did everything together, from planning and preparing meals to signing up for boot camp. We were also able to experience the positive results of the program together. As we began to shed more and more weight, our friends, and family, and even co-workers started to comment on how good we looked. Eventually, Cheryl had lost 20 lb. and over 11 percent of her body fat, and I had lost 39 lb. and 7 percent of my body fat!

Cheryl: We both reached our 90-day weight loss goal, and it felt incredible! It was just validation that we had invested our efforts into a great program with amazing products. Although we haven't yet reached our ideal goal weights, I know we are well on our way. Obviously, we will use the RESET foods and USANA Nutritionals as we continue our journey toward weight loss and healthier living.

Patrick: It's clear to see we're big believers in RESET and its effectiveness. We are now role models for so many people who are just beginning their own RESET journey. We have already spoken at several 90-day challenge meetings to share our personal story. It's great to have these people come up to not only tell you how great you look, but that you're an inspiration for them to start the challenge as well.

Cheryl: I also like to remind them that the benefit of RESET isn't just weight loss. As they shed the pounds, they'll also see a positive transformation in their emotional health. Sometimes making the smallest changes to your health physically can make the biggest changes in your mental well-being—especially when you combine the RESET products with USANA supplements. I would recommend the program to anyone looking to lose weight and lead a healthy life. If their experience is anything like ours, I know they won't regret taking that first step. ■

Lindsey Hardy
RESET

Hi! My name is Lindsey Hardy, and I live in Atlanta, Georgia with my husband Tim and our three precious children. Four years ago, I was initially introduced to the USANA business by Jordan Kemper, but turned it down because I didn't feel it was the right timing for me. Last year, in the fall of 2010, I was asked to take a look at the opportunity again, and this time decided to partner with Jordan and USANA.

As a pre-med student in college and now a personal trainer, I have always had a passion for health and for improving people's lives by teaching them how to develop and maintain a healthy lifestyle.

When I partnered with USANA, I never imagined the impact these products would have not only in my own life, but also in the lives of my dear family members, close friends, and others.

There are so many ways to grow your USANA business and impact lives. My hope is that this LifeMasters will not only inspire you, but will also give you some valuable knowledge and practical ideas so that you can effectively impact many more lives with USANA's RESET™ weight-management program.

Belief, enthusiasm, and confidence are critical if you are going to attract people to your business or product. When I began my business, I was familiar with the credentials and accolades of USANA, but I had never used the products, and I didn't know anyone close to me who had been personally affected by them either. Therefore, my belief wasn't very strong. So my initial goal when starting my business was to develop a strong testimony of the products. In order to do that, I knew I had to personally use and experience USANA's entire line of nutritionals, supplements, and skin care products. I also knew how important it was to develop testimonials, so I encouraged my family and close friends to use them as well.

When I received my entrepreneur pack in the mail, I immediately incorporated the products into my daily regimen. My favorite products from the beginning were the Nutrimeal™ and USANA® Essentials™. As a busy mom, I saw immediate benefits in my energy levels and enjoyed the convenience of getting a well-balanced, low-glycemic meal in a matter of minutes!

I will never forget the day my mom told me she wanted to try RESET. I was so excited that I gave it to her immediately. Within the first few days, she had sustained energy levels, she wasn't hungry, and she felt amazing! By the end of the 5-Day RESET™ Kit my mom had lost 10 lb. and was motivated to continue into the Transform Phase. Since she lives in Savannah, four hours from me, we had to get her some extra products very quickly. So now I learned my first lesson—always encourage people to get enough Nutrimeal to follow up the Jumpstart Phase so they don't run out! In two weeks my mom had lost 15 lb., and with my sister's wedding approaching in May, we set a long-term goal for her to lose 45 lb.

A few weeks later, my dad, who at that time was 276 lb., was encouraged by my mom's success with RESET, so he decided to give it a try. At this time, I didn't realize that RESET was about much, much more than weight loss. My dad used to be an All-American football player at the University of Georgia. He's a rather tall guy at 6'4", but carried his weight well. I had no idea his blood pressure was high or that he even had that much weight to lose. Similar to some other people I have worked with, the night before he started my dad was sarcastic and complained about how he would be so hungry and never be able to eat again. Well, RESET really proved him wrong! After only two weeks, he had lost 15 lb. He also noticed how much better he felt following a low-glycemic program. His energy levels increased dramatically, and something that shocked us all was his decreased appetite for processed foods! He now had a new goal of getting back down to his old college football playing weight of 229 lb.

I am proud to say that throughout the Jumpstart, Transform, and Maintain Phases, both of my parents lost 50 lb. in five months! Not only that, but their physician was even calling me to ask what I had done to inspire them.

When someone you love sees results like this, you cannot help but want to share it with others facing the same struggle. I remember thinking to myself, “If the only people I ever help are my parents then this was all worth it!” This passion to help people is what drives me everyday. Because of my parent’s success, my belief and confidence in recommending RESET increased dramatically. I began to build my business around RESET and the positive testimonials I continually received.

Another testimony comes from a young wife and husband who wanted to improve their health. Sara had been a friend of mine from college, but we hadn’t really kept in touch or spoken since. She had heard about USANA prior to reading my Facebook posts, but was intrigued by the testimonials I shared periodically on my Facebook wall.

She contacted me one day, and I shared the information with her in a conversation over the phone. As a young mother just having had her third baby, Sara’s goals were to lose 10 lb. and improve her energy levels. Her husband also had goals of eating a healthier diet and reducing his intake of soda.

During the second day of the Jumpstart Phase, they were already seeing results. Because of her positive experience, she immediately started sharing her enthusiasm for the products with others. She called me on the fourth day of her Jumpstart Phase and said she already had other people who were going to order from me as well. Because I wanted her to know that she had options, I shared the business opportunity with her and encouraged her to become an Associate— if nothing more than to get her products paid for! I also encouraged her to post her personal testimony on Facebook. Her second week in the business, Sara was the number three Preferred Customer Enroller in the United States. Sara has only been in the business for a couple of months now, but she is touching so many lives by teaching others about a low-glycemic lifestyle and sharing the USANA products with them. She is also a Premier Platinum PaceSetter now and on her way to being a leader in USANA.

The testimonials go on and on. I literally have hundreds now! I am looking forward to changing more lives this year as our team continues to grow and as you yourself begin to incorporate some of these skills into your own business. Now, I want to share some practical tips I personally use and also teach my own team when it comes to promoting RESET. The first step is to do the Jumpstart or Transform Phase yourself! If you have never personally experienced it, I encourage you to make that a priority. The best way to learn about something is to do it! I can’t stress enough that if you haven’t done RESET yourself, you are crippling your own business.

The first challenge you face as a new or even established Associate is getting other people interested in what you have to offer. I want to give you some examples of how I expose RESET products to people.

First, I meet people everyday, wherever I am. There are only so many people in your warm market, so I encourage you to start building a lukewarm market by establishing rapport with individuals wherever you are. This advice isn’t specific only to RESET, but it is so critical that I must share it. In our business we want to help people. In other words, we want to find needs and offer solutions—not put our needs onto other people. You can do this standing in line at the grocery store or working out in the gym. Find something in common with the person near you and begin asking questions, and then listen for needs. If someone says they need to lose weight or want more energy, they have expressed a need. At this point, if the need does not come up in that initial conversation, then hopefully you have encouraged them or possibly made a new friend.

My second way to expose people to RESET is to share testimonials in person and on Facebook. Why testimonials? Because people want to know that RESET works! They want to see RESULTS. I have successfully used Facebook by encouraging my RESET customers to share their testimonials through status updates and tagging me in them.

This happened by accident once, and I immediately saw how powerful it was. First, my contacts saw someone other than me posting testimonials, and secondly, the RESET user that posted it had created curiosity among their friends who were now asking about the RESET program. I had tapped into a whole new network, and my friends saw how easy it was to get people interested in the product. Some of them became Associates because of this. And if they didn't, I had at least gained new product referrals from them.

The third way to introduce people to RESET is through a RESET Challenge. I really like the RESET Challenges for group support and team momentum, but my personal priority and preference as a leader is to effectively train my team to have the skill to introduce the program to anyone, anytime, anywhere—not just through RESET Challenges. So now let's say you have “exposed” RESET, and you have someone who is curious about the program. They may ask you, “What is RESET?” They might call you, message you on Facebook, or e-mail you for more information.

As you introduce RESET, it is very important to use effective communication to educate them properly and help them see success. I am a strong believer in having good customer service and rapport with people. Personally, I like to speak on the phone for a few minutes before I send them information. This enables me to connect with them and find out more about their goals. If I know what their initial intentions are then I can properly advise them. Establishing a relationship is my primary goal, and then I will follow up with tools. Even though it's easier to send someone to your website, this is not ideal. You cannot establish a relationship through your website, especially if this is someone you haven't been in contact with for awhile or someone who was referred to you.

During my initial phone conversation that I have with them, if I hear that their goals are to lose more than 5 lb., I explain the Transform Phase and encourage them to order enough products so that they don't run out before their next shipment can arrive.

Some people are ready to get started right away. Others want more information. Either way, I let them know that I will be sending them an e-mail right when we get off the phone. I encourage them to listen to my recorded call, look over the information as soon as they can, and then let me know when they are ready to get started. I also let them know that I am looking forward to helping them reach their goals.

For efficiency and duplication purposes, I created a RESET e-mail that includes a transcript of my own personally recorded RESET call, along with a PDF attachment of testimonials that we have gathered this year. The e-mail is also helpful in that I can include a graphic of a glycemic roller coaster for a visual while I explain it on the call. I have each of my Associates personalize the e-mail in the first paragraph and then include a link to their own website at the end. I have found that this is a great follow-up tool for all of us, but it still has a nice personal touch to it.

The recorded RESET call, which I include in the introductory e-mail, is something I prepared for our team. In 15 minutes, I teach the benefits of following a low-glycemic diet and also offer suggestions and tips on completing the Jumpstart and Transform Phases. I really enjoy educating people so they know the purpose behind RESET. This call is also a great training source to help my new Associates learn how to properly and efficiently explain RESET to people. In closing, I am going to share a few tips on how I encourage people during each phase of RESET. First, I remind them of the big picture—this is a lifestyle change! It is not temporary. The main goal is to reset blood sugars and keep insulin levels steady. This is something they can do for the rest of their life!

During the Jumpstart Phase, I want them to stick to the program, make sure they eat every two to three hours, and stay away from processed foods completely. Even if they need more calories, I want them to be low glycemic.

During the Transform Phase, I encourage them to continue learning about a low-glycemic lifestyle and incorporate meals and snacks into their diet that align with this program. I want them to increase their activity levels, continue drinking a lot of water, and get enough sleep. I give them the freedom to have some treats, but only occasionally.

These should be “celebration foods.”

Once they reach the Maintain Phase, new habits should now be established. The goal is to continue to eat low glycemic with occasional treats. I encourage them to keep using the Nutrimeal, the Nutrition Bars, and the Essentials for optimal nutrition and convenience.

Of course, not everyone who begins RESET sticks with it until they reach their goal. There will always be people who decide they can't sacrifice their McDonald's hamburgers. You can only do your part by encouraging them to think long term about the consequences—but again, it's about them.

Ultimately, your business will grow as you introduce people to RESET. If you can provide a solution to their problem, you will be successful. And what is success? That depends. For me, knowing that I have improved someone's health is success. The financial rewards are incredible too, but I know that if I genuinely help enough people see results, teach them some simple solutions to improve their health, and develop relationships with them, I will be able to build a solid business, and I am positive that you can too! ■

Lora Ulrich

Building your Business with RESET

USANA's RESET™ program has changed my life both personally and professionally. The RESET weight-management program is the best way to get healthy, stay healthy, and build your business.

I'm going to tell you a story about the most difficult client I've ever had: my father. The hardest customers will always be your family, and my father was no exception. He didn't want to listen to what I had to say about the benefits of USANA, RESET, or the supplements. He gave the excuse that he couldn't afford to try the RESET program. And by afford, he meant go on another diet to lose weight only to eventually gain it all back—plus more.

I told him, "You've heard and seen transformation in my life. I think you should give it a try." He did start feeling better after just taking the supplements and eating better—even without eating the shakes and bars. There wasn't the five-day Jumpstart phase back then, so I started him on Transform and he's been on it ever since. He started at 360 pounds and dropped more than 100 pounds by taking a HealthPak™ and MyHealthPak™, two Nutrimeal™ shakes, and one Nutrition Bar a day—in addition to a low-glycemic meal and snack with fruits and vegetables. Now, my father is addicted to USANA.

I always enjoy telling that story because not only is it personal to me, but also shows even to those who are skeptical—after having tried every diet and fad on the market—that RESET works.

Let me share a little of my story.

I grew up with a multitude of health problems. I signed up with USANA in 2001 after a friend of mine encouraged me to take the supplements. My husband told me that even if I never made any money at it, that I shouldn't stop taking the supplements as they had helped me maintain my health and energy immensely.

I have stories from both a spectator's perspective and my own personal experience on the benefits of USANA and RESET. Over the last 10 years, I've seen countless Preferred Customers and fellow Associates maintain their health with the help of USANA. I get goose bumps when I recall the health stories that people have shared with me, and the amazing results that they have had. Contributing to their health fuels my soul. I have recommended RESET to many people, and many of them have signed up to be USANA Associates.

By owning my own health and wellness business in addition to being a USANA Associate, I encounter people everyday who want to maintain their health. Anytime someone asks me what I think they should be doing to better their health, the answer is always the same: USANA. I will talk with them to find out their specific needs and usually get them on supplements and USANA Foods. I incorporate nutrition and health with USANA's business model. It's a tool I use with anyone who wants to maintain his or her health. I don't think I've signed anyone up who hasn't found benefits to the supplements and foods in the RESET program. People are buying health-related products anyway; why not get them on the best science-based products available? I find that many people are very impressed by the amount of documentation that USANA provides and the third-party validation doesn't hurt either.

One of the many things I love about USANA is that it's all about complete health and wellness. It's great to incorporate all of the product lines we have into a sensible way to become healthier. People are buying supplements, foods, energy drinks, and skin care products anyway. But, they are buying these things without the whole health and wellness angle. By introducing them to USANA, they can now have a well-rounded package with nutritional supplements, low-glycemic foods, and skin care products.

RESET is also a complete program that people can use to get positive results, both short term and long term for life. It is easy for those who seek the benefits of a USANA business to recognize the potential for residual income. Customers who see and feel the USANA difference continue to purchase the products—because they work!

Everybody I've gotten on the Nutrimeal™ and Nutrition Bars is a Preferred Customer—or now an Associate. I like to set people up as PCs so they can get the lowest price. I explain what Autoship is and as long as they have something on Autoship, they're going to pay the same price that I pay. I'd rather have them on Autoship receiving the products monthly. It's also a way that those on RESET stay faithful to the program.

PCs are a walking billboard for RESET. They've gone through the weight-loss management program and often refer their friends and family who are interested in weight loss to myself or other Associates on my team. Sometimes a PC will realize that they too can become an Associate and promote the products as well. I've had people say to me, "I'm telling people about this anyway, maybe I should sell it." I always tell them, "Absolutely!" Because they're already referring PCs, they can make money and get paid for those referrals. They can make money off products they would be recommending anyway. Often when I speak with an enthusiastic PC, I will suggest to them that if they saw a movie they liked, or went to a restaurant that served good food, they would share that information with others. Then I point out that they are promoting the USANA products in the same way. Then I ask the big question, "Would you like to get paid for your referrals?" Of course the answer is "Yes!" This is a good way to convert a PC to an Associate. It creates a win-win situation for both of us.

As this is the beginning of a new year, when just about everyone is making New Year's resolutions, it's the best time to promote RESET challenges. I'm constantly doing nutritional challenges and seminars. RESET enhances these aspects of my business because promoting it puts me in front of a lot of people and increases exposure.

Most people want to have more energy, lose weight, and feel better. But most people don't have a realistic plan in place to achieve all of that. Using RESET I can give them a program that produces proven results. If they're looking to make a New Year's resolution, I really like to talk to them about making lifestyle changes. Those looking for a change are tired of the emotional torture of going on diets. The clearer I am about the steps in RESET, the more willing PCs are to commit to the plan and subsequently, buy the products. It's a great way to build your business, especially at the beginning of the year. Everyone is looking for some sort of way to lose weight. Why not give them a plan and products that work and they can trust?

My philosophy when I set someone up with RESET is to explain all of the components that will eventually lead to a lifestyle change: Reset, Transform, and Maintain.

I don't start someone off with just the 5-Day RESET kit because it shouldn't be considered a quick fix. It's what they do after Jumpstart that will enhance and change their life. After the RESET kit, they continue on with Transform for continued weight loss or the maintenance phase that they can then do for life. I do have people who do the 5-Day RESET who don't need to lose any weight, yet they feel phenomenal after the five days are up and didn't initially believe it would make that much of a difference. They generally become my most vocal advocates and continue with the Maintain Phase.

When building your USANA business, it's easy to compare the RESET weight-management program to other weight-loss diets on the market. But this is teaching people how to eat and feel better and it's not about deprivation—that's the biggest difference. Diets don't work because you go on them and then, eventually, go off of the diet. Most often when someone goes off a diet, they revert back to old habits. When you're on a diet, you get white-knuckle cravings for food that isn't very good for you. We're teaching people how to live a healthier lifestyle. I had a PC who felt so much better when on RESET that she craved an apple with peanut butter instead of a candy bar. There is no comparison to other diets. This is an improved way to live.

I know from experience that RESET is the best way to lose weight. I struggled with my weight for years. I've been up to a size 16 and am now at a size two. Not only do I teach this way of life, I live it. As a result of using USANA products, I feel better and have more energy. I don't struggle with my weight anymore, which is a blessing. People know when I speak to them about getting healthy that I know what I'm talking about because of my personal experience. I incorporate a little of my story—which is also a great way to sell referrals on RESET. Before, I never wanted to share my story, but those personal experiences are exactly what people want to hear. They get that I've struggled and I could still be struggling if I didn't stick with USANA and a way to grow my business.

I just finished holding a four-week group nutrition challenge where a wife lost 12 pounds and her husband lost 20 pounds. This is a wonderful feat for them and hopefully, they stick with RESET to either drop more pounds—if that's their goal—or maintain what they've already lost. In fact, the husband sent me a message on Thanksgiving saying that he has now lost 30 pounds. He is so happy that he is not hungry and that this program is easy and convenient for him. Every single person I get on the USANA products, as long as they are compliant, say they feel better, have more energy, get healthy, and maintain that feeling.

Building a business on RESET alone might be difficult. In fact, I don't know why someone would want to do that when there are so many products USANA offers. In order to lose weight and get healthy, the foods and supplements complement each other. You can have a stronger business because people will find better results if the supplements are incorporated—not just the foods. For optimum results in health and wellness you need the whole package.

I love to work with people who are already in the wellness industry because it's a great way to expand their business. Showing how RESET works will create results with repeat sales. It's a great introduction to USANA, especially for those in the industry. For people in health and wellness, whether it's a massage therapist, yoga instructor, or fitness trainers, USANA is a natural fit. I show them how they can expand their business and make a residual income. Many people are searching for a way to create a healthier way of life; so when they try RESET, and are successful, they want to know more. My job is to make sure they get all of their questions answered and I believe it's my place to offer suggestions. And I always suggest USANA.

RESET is an easy product to promote. I hold nutrition seminars, where I always explain why I have partnered with USANA. I have sponsored weight loss challenges for my corporate clients. I use social media outlets extensively, with great results. I most value my walking billboards—clients who have participated in one of my programs. As I previously said, they are eager to share their story of success. They often volunteer to attend my events to offer testimonials, and I always accept and appreciate the offer. I love attending networking events and hearing my influential customers share about the program I have them on and how they love USANA.

It's an ultimate joy to see these PCs and Associates who are so passionate about USANA. I've been in their shoes so I know how it feels to be unhealthy. To have the ability to transform someone's life like that is amazing, especially when they become so happy and healthy. The better we feel physically, mentally, and spiritually, the more able we are to be of service to others whether at home, on the job, or building our USANA business. It's an amazing transformation that takes place when we feel better, even if the primary goal is not necessarily weight loss, the improved attitude often carries over into our professional life. I love to talk about that connection between health and wealth, even if a prospect is not building a USANA business.

I've educated people on proper nutrition for 17 years, so USANA and my wellness business are a natural fit together. People are looking for quick and effective options for food choices and I will always talk about USANA. It's healthy fast food. Most of the people I talk to are already on supplements. They might not buy or sign up right on the spot, but they are looking for someone they can trust. When you give them correct information, share some of your personal story and let them see your passion so they know that you are serious about health. That coupled with abundant documentation, third-party validation, and the Athlete Guarantee, and USANA sells itself.

RESET is the best weight-loss program out there and an extremely effective way to build a business. I wear a health hat and a business hat. When I put on my health hat I can tell you that RESET is convenient, effective, and a program that is truly beneficial to help lose weight and keep it off. With my business hat on, RESET is an effective way to build or expand a business because it works and people see results, which generates residual income and a growing business. Why not make money with products that work? This is the USANA difference. ■

[RESET disclaimer]

It is suggested that you take these products to your physician and secure his or her advice if you intend to change your diet, begin an exercise program, are pregnant or lactating, have allergies, are taking medications, or are under the care of a physician. The components of the USANA RESET 5-Day Kit are FOODS, not DRUGS.

Ann Wolter

RESET Success Story

I am passionate about USANA's RESET™ program. My husband and I have been faithful consumers of the USANA HealthPak™—and now MyHealthPak™—along with the shakes and bars since the summer of 2006. These products—and all the support we've received from USANA along the way—have truly transformed our bodies and our lives.

Before 2006, I was living in a state of denial. My state of mind did not reflect what I actually looked like. I never thought of myself as overweight, despite the fact that I had gained 70 pounds over the last 15 years. When I looked in the bathroom mirror, I still saw a slim and healthy young woman. When I stopped joining my friends and family at the Oswimming pool or on ski outings, I told myself I was just too busy to have fun. When I saw an unflattering photo of myself, I simply got rid of it and blamed the photographer. When my doctor expressed concern about my weight and frequent bouts of pneumonia, I just chalked it up to the stress in my life.

At age 48, my size 16 clothes didn't fit, my feet and knees hurt all the time, and I lost my breath whenever I leaned over to tie my shoes. I made excuses, I blamed my work and the aging process, and I wore my unhealthy lifestyle like a badge of honor. "I have much more important things to worry about than being vain about my appearance," I used to say to myself.

Well, all that bravado and denial melted away five years ago, when my terminally ill father pulled me aside and said, "Annie, I'm worried about you. You take care of everyone and everything around you, but you don't take care of yourself. I've never seen you this heavy or unhealthy looking. Promise me you'll devote more energy to taking better care of your body after I'm gone. The greatest gift you could give this family is the gift of your own good health, and if you won't do it for yourself, do it for us."

My transformation began at that very moment. If my father was my call to action, USANA's RESET program was my catalyst. My husband and I resolved to get healthy and fit together, and we started with the five-day Jumpstart portion of RESET. For the next six months, we faithfully took our supplements, drank two meal replacement shakes a day, and enjoyed the USANA Nutrition Bars for our morning and afternoon snacks. Much to my surprise, I rang in the New Year 40 pounds lighter, while my husband celebrated a 25-pound loss!

Then I hit a month-long weight plateau. I began to think I'd achieved all I could hope for, until my husband suggested we do the RESET Jumpstart again and set a goal to spend Memorial Day weekend on a beach—in our bathing suits! This was just the extra incentive I needed to step up my efforts and refocus my attention on slimming down and getting healthier. Doing RESET again helped to restore my body's balance and reduce the food cravings that had crept in over the holidays. After that, it was easy and satisfying to replace two meals a day with the Nutrimeal™ shakes. As my energy increased, I committed to exercising at least 45 minutes a day, five days per week. For the first time in my life, I tried Zumba, Pilates, yoga and strength training, you name it, and loved them all.

At this point, I'm 15 to 20 pounds away from my weight goal, but I don't focus on that too much. Because it's not about the destination anymore—I'm loving the journey. In fact, my husband and I have decided that once we both reach our weight and fitness goals, we will continue feeding our cells and our bodies with USANA's supplements, plus a shake and a bar, every day for the rest of our lives. We simply feel too healthy and too energetic to stop now. I finally know how I can be healthy, active, and slim for the rest of my life.

In these past few years, I've really rediscovered the joy of living in my body. Now 65 pounds lighter, I can see the shape of the woman I've imagined myself to be. I realize what a blessing it is to be able to move freely, without any pain or limitation. And most of all, I've learned the lesson my father tried to teach me: When we give ourselves the gift of good health, we give a precious gift to everyone we love. ■

Disclaimer

These statements and products have not been evaluated by the Food and Drug Administration. They are not intended to treat, cure, prevent, diagnose, or mitigate the symptoms of any disease.

The components of the RESET program are foods. Results not typical. The average weight loss with RESET is 4.5 to 5 pounds in five days. Children under the age of 18 should not participate in the RESET program, except on the advice of their physician and or dietician.

It is suggested that you take these products to your physician and secure his or her advice if you intend to change your diet, begin an exercise program, are pregnant or lactating, have allergies, are taking medications or are under the care of a physician. As with any health or fitness program, a sensible eating plan and regular exercise are required in order to achieve long-term results. The results will vary.

The earnings portrayed in this literature are not necessarily representative of the income, if any, that a USANA Associate can or will earn through his or her participation in the USANA Compensation Plan. These figures should not be considered as guarantees or projections of your actual earnings or profits. Any representation or guarantee of earnings would be misleading. Success with USANA results only from successful sales efforts, which require hard work, diligence and leadership. Your success will depend on how effectively you exercise these qualities. The average Associate made \$656.77US in 2010.

RESET YOUR LIFE

Sometimes you got to stop and take a look at where you've been
Checking out the closets and the stuff you're tossing in
Looking in your freezer at the burgers and the meat
Going through your cupboards counting everything that's sweet.

Getting on the bathroom scale, you see the extra weight
Remembering that every pound was on your dinner plate
Looking in the mirror trying not to get upset,
But you're looking at a stranger that you wish you'd never met.

Whatcha gonna do, whatcha gonna do, whatcha gonna do
When you see a drive-thru
Just drive on by, don't you stop there, boy

Whatcha gonna do, whatcha gonna do, whatcha gonna do
USANA is your best bet
Reset, reset, reset, because you get just what you set
Reset your life, reset your body right,
Reset your life, reset your body right
Reset your life, reset your body right
Do your body right, reset your body
Reset!

USANA's got the answer, and the plan to back it up.
Just follow the directions, put the right stuff in your cup.
Drinking shakes with real nutrition, eating bars that fill the gap.
Using up those extra inches from your backside and your lap.

It's really very simple if you only stop and think
That you become the product of the food you eat and drink.
We can change our fast food nation that we've started to regret
Into a land of Health & Freedom if we'd only just Reset

Reset your life, reset your body right,
Reset your life, reset your body right
Reset your life, reset your body right
Do your body right, reset your body
Reset!

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