

THE PERFECT TIME, THE PERFECT FIT

Now before you ask yourself “why should I compete with the local health food store?” let me fill you in on a few secrets. Only seven percent of Americans shop at health food stores, and health food stores are confusing – just try asking some minimum wage teenager which of the over 3,000 look alike products on their shelf will help you with your menstrual cramps, yeast or urinary tract infection, please!

Now more than ever women are seeking out natural remedies, and they want to feel good about where they get them. They want to buy from people they trust, people that have time to listen and people who make them feel like they care. That sounds a lot like your place doesn't it. Besides once you learn a few nutritional secrets, you will be able to help your clientele achieve the truest beauty of all, the beauty of inner health, and since the skin is the mirror of the body, you will be leading them on a path towards a thinner more youthful appearance, increased energy, and complement the services you currently offer in ways you never imagined. Best news of all is that you will create a significant revenue stream in the process.

“SINCE 1982 THE NUMBER OF AMERICANS DESCRIBING THEMSELVES AS HEALTH CONSCIOUS HAS GROWN FROM 17% TO OVER 64% (AND) MANY OF THESE HAVE BEGUN TO TURN TO ALTERNATIVE THERAPIES LIKE YOGA, PILATES, MASSAGE, AND SPA TREATMENTS TO RELIEVE THE ACHES, PAINS, AND DISCOMFORTS OF AGING.”

HOW TO TURN A SMALL SPACE INTO A LARGE PROFIT CENTER?

Regardless of how much room you have to dedicate, adding quality nutritional offerings can really help the bottom line. And it's easier than you think. The most important thing is to bring these new offerings to the attention of each person who passes through the door. Once your staff and clientele know these products are available, they will try them. Once they try them they will share stories about their success with others and Voila you have a budding profit center that can increase your profits per client by 10 to 50%, but you have to get their attention, here's how: Posters, literature, audio, video, and samplings will all create interest in the products. 1) Start out at the door, with a “Ask about our new nutritional programs” (sign or small poster), 2) Hand your clients a brochure or catalogue and tell them to let you know what they think about the products, 3) If space allows have a headset available for educational tapes on nutrition and best of all 4) give them a sample of a tea, shake, or snack that allows them to really get to know one or two products right away, this is a fantastic way to generate interest and inspire instant sales of feature products. Most important remember to make it fun and exciting, talk up the products you like and soon you will get a reward more important than the increased profits, the reward of having helped someone feel better!

Get inspired! Learn more about using nutrition to complement your services. It may be new to you, so start slow and easy if you like, but remember, this is an inevitable part of the future and as one Russian proverb states, to survive you must recognize the future and make it your own!

Dave Sandoval is the founder of Organic by Nature, Inc and the originator of Green Kamut® Wheatgrass, the first wheatgrass grown from an ancient, pure, and heirloom seed. He currently formulates and produces nutritional products from over 100 companies, from cancer treatment centers to internationally recognized health food companies as well as some of the most popular personalities in the nutrition industry. His Audio book, The Healing Miracle of Green Foods has been translated into many languages and untold thousands of copies distributed worldwide.

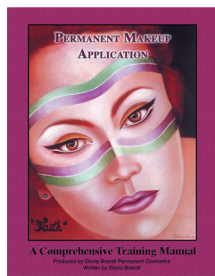


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