Your
PATH TO
PROSPERITY
Workbook

NATURES SUNSHINE®
# TABLE OF CONTENTS

**WELCOME** ................................................................. 1

**CHAPTER 1:**  
The Mindset for Success ............................................. 3

**CHAPTER 2:**  
Defining Your Why—Discovering Your Vision .................. 11

**CHAPTER 3:**  
The Prosperity Mindset ............................................. 19

**CHAPTER 4:**  
Choosing Your Path to Prosperity ................................ 25

**CHAPTER 5:**  
The Power of Relationships ........................................ 31

**CHAPTER 6:**  
Invite ➔ Experience ➔ Enroll. ..................................... 39

**CHAPTER 7:**  
Becoming a Pathfinder—Leadership Skills to Help You Strengthen Your Team ................. 47

**CHAPTER 8:**  
Time Management ..................................................... 53

**CHAPTER 9:**  
Success! ................................................................. 63
WELCOME
WELCOME TO THE PATH TO PROSPERITY!

If you've opened this workbook we congratulate you for taking the first step to inviting prosperity into all aspects of your life. You're probably here because you have enjoyed abundant health that comes from the Nature's Sunshine family of products, and we hope you're feeling the desire to share these products on a wider level. By doing so, you'll open your mind and heart to new levels of financial prosperity that will benefit you and your family.

Whether you've been part of Nature’s Sunshine for 15 days or 15 years, this workbook is designed to help you take your Nature’s Sunshine business to the next level.

At Nature’s Sunshine our mission is to transform lives around the world by providing the highest quality health solutions. We are also committed to providing the highest quality business solutions for you to grow at the pace and level you desire. We’ve built a culture and an infrastructure that is powerful in wellness AND prosperity, and we’re sharing this path with you. You’ve probably heard the adage, “The first wealth is health.” And we believe that, too. Thriving in your health can help you create a purpose-driven, thriving business.

In this workbook you will find the tools that will help you thrive. Whether you want your Nature’s Sunshine business to pay for your favourite products or you want to make $10,000 a month (or more!), this path is designed to help you build at your pace.

IN THIS WORKBOOK WE’RE GOING TO TALK ABOUT TWO THINGS:

1. Creating a mindset to succeed
2. Building a skill set that creates lasting prosperity

In the first few chapters, we’re going to talk about powerful personal development principles that will set you up to succeed. Then we’re going to dive into some business development and sales skills that will help you have confident conversations to convert people from samplers into users and from users into leaders.

You’ll notice that there are hands-on questions and worksheets to guide you through the Path to Prosperity. While many of the skills we’ll talk about are universal principles, we want you to create your own path. Read the information in each chapter, and then block out some time each week to think through the questions. Feel free to write in this book! This is yours to keep and reference in the days, weeks and months ahead—your personal blueprint for success.

One final thing before we dive in...we’d like to encourage you to challenge yourself to set goals that will nudge you outside of your comfort zone week after week. Our innate desire to develop and grow is constantly challenged by our tendency to follow the path of least resistance. We know you'll trust your intuition, but we also hope you push aside any old patterns that may be holding you back so that you can achieve new levels of growth in your life and in your business.

NOW, LET’S GET STARTED!
CHAPTER 1
Before we begin with sales, marketing and business training, let’s discuss building a mindset for success.

A presenter asks a room full of adults, “How many of you can draw?” and about 10% of the hands go up. A presenter asks a room full of elementary school kids, “How many of you can draw?” and almost 100% of the hands go up. What happens to us over the years that determines our belief system about what we can and cannot do?

Perhaps some are told, “You can’t draw.” Others may be told, “You can’t draw as well as Jessica.”

Regardless of what you were told, you started to sift through what you could and couldn’t do.

Let’s put drawing aside for a minute. What things have you been told about success or building a business that could put your brain into “I can’t do this” mode?

(We told you this would be workbook style, we’re diving right in!)

Check any that you have heard or felt:

- Building a business is difficult, and you have to sacrifice relationships and hobbies to succeed.
- Building a business takes too much time.
- Making money or being rich is bad.
- Being a salesperson or asking people for money is pushy.

Can you start to see the power in your mindset? Remember Henry Ford’s adage, “If you think you can, or you think you can’t, you’re right!” Tell yourself you can and you will! You can focus on negative outcomes, or you can commit to building a business that fits your lifestyle, maintains your priorities AND provides a generous income. It’s possible!

Consider that what you see in the media about successful people is more about celebrity than it is about fulfillment. Many successful entrepreneurs and business owners build strong businesses and enjoy a meaningful personal life, they just aren’t public. Success isn’t about fame. Success is about building your ideal life on your terms.
DOES STARTING THE JOURNEY OF BUILDING A NATURE’S SUNSHINE BUSINESS EXCITE YOU OR SCARE YOU (OR MAYBE BOTH)? WE’RE GOING TO TRAIN YOUR MIND TO SUCCEED.

We KNOW you can succeed...
...despite what others may have said
    ...despite failures or mistakes from your past
    ...despite whether you’re excited or feeling a sense of fear

You can succeed, and the first step is simple: choose it.

Open your mind up to the possibility that you can create your future success, and it can look as fulfilling and lucrative as you imagine it to be for you.

In the next chapter, we’ll go deeper in creating the vision for your life and your business. We’ll provide tools and questions to help you discover what you want most. But before we can do that, we need to clear out old thoughts that may impede you from being able to dream.

Think of your mind like a “mental movie.” You’ve probably been to a theatre or watched a movie at home, and it played in front of you with little effort. Our thoughts are similar. They play in our mind with little effort. The movie in our heads may be recalling past experiences or things people have said, but it also has a “mind of its own,” and the words you tell yourself determine your mental movie.
Consider for a minute, what is your mental movie currently playing? Read the following questions, and open up to thoughts or comments that might be sabotaging your vision for the future.

**When you think to yourself, “I’m ready to take my Nature’s Sunshine business to the next level” what thoughts come to mind?**

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Our own thoughts can be debilitating, but only if we let them! Make the decision today to keep your thoughts in check by changing your mental movie. It’s time to retrain your brain to play what you want it to play!

**Consider: “What have others said to you about building a business? Are these positive or negative?”**

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Many people may give you well-meaning advice. They may even say, “I want to tell you something for your own good.” Whenever those words come out, immediately put on a filter. Bring everything in, even let it stay with you for a few days to stew, but then become a filter. Let go of unwanted advice and only keep words of wisdom that you feel will help you on your journey.

**What words of advice or comments (from yourself or others) do you need to let go of so that you can move forward?**

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Now that you’ve considered your current mental movie, think through what you’d like your new mental movie to include. Consider what you need to play in your mind so that you can receive greater levels of success and happiness in your life.

**What thoughts or affirmations could you say anytime one of the above statements comes to your mind?**

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OVERCOMING FEAR

It’s normal to feel fear as you consider taking steps to change your life or your business. In fact, you’ll probably face fear at different points in your journey. Life, business ownership and even relationships all have a roller coaster type feel. There will be ups and downs, but you can still enjoy the ride! Here are four tips for working through fear.

1. **Acknowledge it.** Verbalize your fears and even write them down if you need to. Sometimes we allow fear to take over our brain space, and our “mental movie” turns into a thriller! If you don’t acknowledge it, it can get worse. Don’t let it! Just tune in to what you’re feeling and get as specific as possible as you try to explain it in detail.

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<thead>
<tr>
<th>FEAR</th>
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</table>

2. **Separate fact from fiction.** Sometimes our fears come from real sources that need to be addressed. But often, when you’re growing into a new space in your life or business, the fear of the unknown is not real. After you’ve written down your thoughts, write “fact” or “fiction” next to each item. For example, you may be fearful that working on a business will take too much time and that growing a business will negatively affect your personal life and relationships. Sometimes our fears creep in before we even start, and they hold us back from moving forward. In this example, while the fear may be real, it’s fiction because it hasn’t happened yet. This leads us to step three...

<table>
<thead>
<tr>
<th>FEAR</th>
<th>FACT</th>
<th>FICTION</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
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</tbody>
</table>

3. **Next to the fiction items, write down what you can do to make sure this fear isn’t realized.** Keep your thoughts in check and work through them so they don’t keep you from what you want the most. This is a great way to set your mind up to succeed.

4. **Feel the fear and do it anyway.** Don’t discredit your feelings. One of the joys of our human experience is that we get to feel joy and sadness, excitement and trepidation, contentment and anger. One thing is certain, fear isn’t a sign of weakness. It’s a test. Are you willing to move past the fear to get what you really want? **YOU CAN!**
YOU’VE PROBABLY SEEN A GRAPHIC LIKE THIS ON THE INTERNET:

WHERE THE MAGIC HAPPENS

YOUR COMFORT ZONE

Make a commitment today that you won’t let fear hold you back. Make the commitment to work through it, and you will be unstoppable in creating the next chapter (and every chapter) in your life and business.

OVERCOMING NEGATIVE OR FEARFUL THOUGHTS

Get a notebook that you can keep with you to jot down ideas and thoughts that come to you in the coming days and weeks. Now that your mind has opened up to this conversation, you’ll be more aware of your thoughts and limiting beliefs.

1. **Notice the negative thought and call it like it is.** Whether fact or fiction, its intention is to hold you back. Identify it as a limiting belief and become aware of it.

2. **Write down the limiting belief.**

3. **Work through each limiting belief.** Next to each thought, write a powerful reframed success statement that will help you create a new belief system in your brain.

**FOR EXAMPLE—**

<table>
<thead>
<tr>
<th>LIMITING BELIEF</th>
<th>REFRAMED SUCCESS STATEMENTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>I’m not smart enough to grow a business.</td>
<td>I have access to everything I need to grow my business.</td>
</tr>
<tr>
<td>If I make too much money, I’ll become a bad person.</td>
<td>As I build my income, I’m able to provide for my family, save for the future and use my resources to help others in need.</td>
</tr>
<tr>
<td>I don’t know very many people, I’d never be able to build a very big team.</td>
<td>I make friends quickly and easily. The right people are put in my path to be part of a thriving team.</td>
</tr>
<tr>
<td>If I work on my business, I can’t be a good mom/dad.</td>
<td>I own my day and create routines so I can grow a thriving business without sacrificing my family.</td>
</tr>
</tbody>
</table>

4. **Anytime the same limiting belief comes up again, say your success statement out loud.**

Most of us have been repeating lies in our brains for many years. It may take some time to turn from a pattern of limiting beliefs to success statements. But like any muscle, the more you work it, the stronger it will get. Pretty soon, you’ll go through the process quickly, and it will be second nature to reframe negative thoughts.

**NOW, LET’S MOVE ON TO DISCOVERING YOUR VISION!**
**ACTION ITEMS**

1. Work through the questions in this chapter and write down what initially comes to mind.

2. Get a notebook that you can keep with you to jot down limiting beliefs and reframed success statements. Find something you can tuck into a purse or laptop bag that you can easily access and use.

3. Create a visual reminder that will help you work through fear. Find a picture or quote online, or create something on your own that you can post where you can see it often (bathroom mirror, desk, fridge, etc.). Posting visual reminders will help keep you focused on your journey throughout the day.
CHAPTER 2
DEFINING YOUR WHY—DISCOVERING YOUR VISION

“KNOWING HOW YOU WANT TO FEEL IS THE MOST POTENT FORM OF CLARITY YOU CAN HAVE.” –Danielle Laporte

What moments would you include in a highlight reel of your life? Are there some favourites that immediately come to mind? Maybe you’d show a memorable birthday, your wedding, participating in your favourite hobbies, accomplishing something hard, the time your children were born, or that carefree day at the beach. Take a minute to think about those moments and what made them special.

Now share your highlights here. **What do you consider to be the top moments in your life?**

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2. _____________________________________________________________________________________________________________________________________________________________________________________________________________
3. _____________________________________________________________________________________________________________________________________________________________________________________________________________
4. _____________________________________________________________________________________________________________________________________________________________________________________________________________
5. _____________________________________________________________________________________________________________________________________________________________________________________________________________

Taking time to celebrate the good moments thus far is the first step in discovering where you want to go next.

We are better able to perceive our reality when we’re rooted in what’s good. Sure, it’s easy to rattle off the problems and challenges life has brought you in the past, or talk about everything that’s going wrong in your life right now. But that just results in a cluttered brain space. To begin anew, you have to elevate your thoughts and focus on the positive, happy aspects of life.

After you’ve taken a minute to think through some of your greatest moments, let’s look to the future.

Think about this question for a minute or two. We’ll get more specific in a minute, but this umbrella question is a great place to start thinking.

**What are the deepest desires of your heart?**

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Your future is full of possibility, and seeing life through the lens of possibility is like removing the filters from possibly cloudy vision. When you eliminate the “shoulds” and “have-tos” and toss out the “I can’ts” and “that’s impossible,” you’re left with a clear picture of what you really want. You open yourself to a future you deeply desire and, we dare say, deserve.
For most people, the mere mention of this makes their brain start churning with the same negative self-talk they've been hearing for decades. Mixed in with that is a replay of all the so-called wisdom from naysayers trying to “give a dose of reality.” If you experienced a similar reaction, it’s time to get those thoughts out of your head. And it’s time to create a new, powerful and fulfilling future.

First, why do you want to build a Nature’s Sunshine business? As we’ve previously discussed, you may be interested in simply having your product order paid for every month. Some may want to provide a modest supplemental income, while others will be interested in growing a thriving business. These are results of your work, but they might not be your why.

• Do you want abundant health and natural solutions to be readily available to you and your family?

• Do you want to help family and friends experience quality health products and find alternative ways to support their families, both in product and financial resources?

• Do you want to build a strong and sustainable income to be able to bless your family, but also find ways to give back to humanitarian projects with both time and money?

Whether you resonate with one of the above questions or you have a deeper or different motivation or drive, we want you to explore the following questions as you build a purpose-driven business on your own terms. This is your opportunity to uncover a driving passion for your business, get rooted in a purpose that fuels your mind and is in alignment with your current responsibilities, and to define what prosperity means to you.

What does “success” look like to you?

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How does building a Nature’s Sunshine business help you reach your goals?

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What feelings do you want to feel more of in your life?

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Why are these important to you?

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We have found over the years that it’s not the goal that makes you successful, it’s WHY that goal matters to you. You can want something, but if it isn’t rooted in a powerful “why” then it won’t come to pass. If you feel like you have discovered a solid why, write it on a 3x5 card and place it where you’ll see it every day.

This is my main goal & why

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Now that you’ve spent some time discovering WHY you want to build a Nature’s Sunshine business, let’s talk about the TOOLS you can use to set motivating and fulfilling goals. Consider this thought by Tiffany Peterson, “Your mind must arrive at your destination before your life does.”

As you go through these goal exercises, allow your brain to open up to new possibilities. Each of us has an innate, human desire to be challenged. We are driven by it, and we often learn from our experiences to set a target and hit it. Even if we don’t reach our intended goal or destination, we gain strength in trying. Getting an education, building a savings account, becoming a top Nature’s Sunshine leader or tackling a physical challenge (e.g. running a marathon) are all worthy goals, as are providing for your family, expanding your knowledge and expertise through reading, and choosing to find happiness every day. Whatever your desires, they can be fully realized in a well-stated goal with a plan to achieve it.
A NEW APPROACH TO GOAL SETTING (adapted by Raymond Aaron)

Anyone can set goals, but take a new approach and watch your brain open up to new possibilities. Raymond Aaron created a framework called MTO which stands for Minimum-Target-Outrageous. Instead of setting one goal, you set a target goal, with a minimum goal and an outrageous goal so you have a window allowing greater success. Some are afraid to set outrageous goals, but once they consider the possibility (or attainability), the brain goes to work to make it happen.

Whether your goal is to become a Gold Manager or to hit a certain income number, we need to translate that goal into action items. How many invites will it take? How many calls or contacts? How many of those calls turn into customers and then into sharers?

Big goals help us define our why, and the MTO can be used to define the how. If you want specific ideas for actions that will help you reach your goals, we offer some suggestions in Chapter 4 (Choosing Your Path to Prosperity). But for this exercise, brainstorm the MTOs for each task.

For example, what if you wanted to set a goal to make a certain number of calls a week? This is how you’d apply Aaron’s MTO framework:

<table>
<thead>
<tr>
<th>GOAL</th>
<th>Minimum</th>
<th>Target</th>
<th>Outrageous</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of Phone Calls a Week</td>
<td>20</td>
<td>30</td>
<td>40</td>
</tr>
</tbody>
</table>

Applied another way, what if you wanted to really make a big jump in your monthly Nature’s Sunshine pay cheque? If this is a stretch goal for you, you may apply Aaron’s MTO framework this way:

<table>
<thead>
<tr>
<th>GOAL</th>
<th>Minimum</th>
<th>Target</th>
<th>Outrageous</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monthly pay cheque</td>
<td>$4,000</td>
<td>$5,000</td>
<td>$6,000</td>
</tr>
</tbody>
</table>
Some people have set many goals and New Year’s resolutions only to fall flat. There’s no judgment, but the truth is, it may take time to build up goal-setting confidence, and MTO is a great way to do it. Many who put MTO to work get to the minimum and realize that a little more wouldn’t hurt. They hit the target and realize that the outrageous isn't too far off!

You may need some goal-setting confidence, or you may be a goal-setting expert. Either way, the MTO is a fun way to accomplish new things and strengthen goal-setting muscles. Give it a try.

Think of a specific, big goal you want to accomplish in your Nature’s Sunshine business. Now, set an MTO goal to help you.

**GOAL:**

Minimum:

Target:

Outrageous:

**ANOTHER GOAL-SETTING TOOL: THE TIME-BASED GOALS FRAMEWORK**

What do you want to accomplish in the next three months? Six months? Year? Five years?
This framework helps you to think about your short-term and long-term goals. Short-term, you’ll plant seeds for a successful business. Long-term, you’ll envision the legacy you want to leave behind.

What would you like to happen realistically in your Nature’s Sunshine business in the next three months?

What would you like to make happen in the next six months?

What would you like to accomplish in the next year?

What would you like to be, do or have in your life in the next five years?
However you wish to plan for your future, use a goal-setting framework to help you stay motivated and focused on what matters most in your life. We know it’s not just about business success. **What goals do you have with regard to your hobbies, health, relationships or other aspects of personal development?**

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**What additional goals would help you feel fulfilled in your life?**

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Goals are great, actions are better. Once you have goals, take time to think through the actions that need to take place to achieve those goals. Schedule them into your day *(refer to Chapter 8 Time Management for more success in this area).*

Use the space below to brainstorm your action items to reach your goals. *(If you want more suggestions, check out the Path to Prosperity options in Chapter 4 that will best help you reach your goal.)*

<table>
<thead>
<tr>
<th>Parties or Classes (per month)</th>
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<tbody>
<tr>
<td>M: __________________________</td>
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<tr>
<td>T: __________________________</td>
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<tr>
<td>O: __________________________</td>
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<table>
<thead>
<tr>
<th>Calls or Conversations (per week)</th>
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<tbody>
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<td>M: __________________________</td>
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<td>T: __________________________</td>
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<tr>
<td>O: __________________________</td>
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<table>
<thead>
<tr>
<th>New Customers (per month)</th>
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<tr>
<td>M: ______________________</td>
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<td>T: ______________________</td>
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<td>O: ______________________</td>
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</tbody>
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<table>
<thead>
<tr>
<th>Hours in Your Work Week</th>
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<td>M: ____________________</td>
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<td>T: ____________________</td>
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<td>O: ____________________</td>
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<table>
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<tr>
<th>New Managers (per month)</th>
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<tr>
<td>M: ______________________</td>
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<td>T: ______________________</td>
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<td>O: ______________________</td>
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<table>
<thead>
<tr>
<th>Increased Followers on Social Media (per month)</th>
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<tbody>
<tr>
<td>M: __________________________</td>
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<td>T: __________________________</td>
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<td>O: __________________________</td>
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<table>
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<tr>
<th>Other Goal: ____________________________</th>
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<tr>
<td>M: ______________________</td>
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<td>T: ______________________</td>
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<tr>
<td>O: ______________________</td>
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</tbody>
</table>
**ACTION ITEMS**

1. Get a 3 x 5 card. Write down your why and place it in a prominent location where you can review it daily.

2. Brainstorm items you’d like to be, do or have in the next five years. Allow your brain to free flow, filtering nothing and capturing all the things that come to mind.

3. After you’ve made a list, go back through and circle the ones that are the most important to you. Create MTO goals or time-based goals for your priorities.

4. Set a time each day to review your goals so they will stay at your top-of-mind awareness level. Review them in the morning when you wake up (before you get out of bed), or review them at night before you turn in (or both). Put your goals centre stage, and you’ll start to change and reframe your mental movie for success!
THE PROSPERITY MINDSET

"THE SINGLE MOST POWERFUL ASSET WE HAVE IS OUR MIND. IF TRAINED WELL, WE CAN CREATE ENORMOUS WEALTH." —Robert Kiyosaki

Now that you have a vision and some goals to guide you as you build your Nature’s Sunshine business, we want to help you prepare your mind for prosperity. Setting goals is one thing: actually achieving them is another! Success is a brain game. Until you believe you can achieve your goals, you won’t. It’s as simple (or as complicated) as that.

YOUR MONEY STORY

Like your “mental movie” we all have a money story.

• Maybe you grew up in humble circumstances and were taught that you don’t need much money. Maybe that story taught you humility and gratitude, but it also taught you about settling and never striving for more than you already have.

• Maybe you grew up in humble circumstances with a family money story that “rich people” were somehow bad or unkind.

• Maybe you were taught that people with money have their priorities out of whack, and that if you care too much about money, you’ll become selfish, rude and worldly.

• Maybe you grew up in a wealthy family and while you never had a want or care in the world, you also saw some of the negative sides of affluence.

• Maybe you set off to do things on your own instead of having everything handed to you. Maybe you had something to prove.

• Maybe you grew up without money and married into it or vice versa. Then you have conflicting money stories rearing their ugly heads!

• Maybe your money story is different...

Regardless of your specific money philosophy, today become aware that your money story is just that: a story. While your past is a fact, you get to choose your future. If you have “issues” with money (conscious or subconscious), you have the opportunity to make peace with them as part of this process. Entrepreneurship can build great character and offers a tremendous learning ground for new belief systems.

Ask yourself the following questions and pay attention to your answers. There’s no judgment involved. You are the only one who will see your answers. Be honest about how you currently see things. Generally speaking:

<table>
<thead>
<tr>
<th>I save every extra penny I make.</th>
<th>Sometimes I save and sometimes I spend.</th>
<th>Money burns a hole in my pocket.</th>
</tr>
</thead>
</table>

Circle one statement.
On a scale from 1 to 10 (where 1 is not at all comfortable and 10 is completely comfortable) rate the following statements:

1 2 3 4 5 6 7 8 9 10  How do you feel about having a money conversation with family or close friends?

1 2 3 4 5 6 7 8 9 10  How do you feel about sharing money goals with family or close friends?

1 2 3 4 5 6 7 8 9 10  How do you feel about having money goals that exceed your current circumstances?

In what ways do you worry about your financial future? (Check all that apply)

- [ ] I worry that I won’t be able to meet my needs or the needs of my family.
- [ ] I worry that I’ll never be able to pay off my debts or obligations.
- [ ] I worry that I don’t have enough savings if there’s ever an emergency.
- [ ] I worry that I won’t be able to enjoy my retirement because of finances.
- [ ] I worry that I’ll have to work well into my older years.
- [ ] I worry that I’ll never be able to travel or have experiences beyond my current means.

When you think about your childhood, what words would you use to describe your financial circumstances?

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When you think about your adulthood to this point, what words would you use to describe your financial circumstances?

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When you think about your future, what words would you like to use to describe your future financial circumstances?

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NOW, YOU GET TO REWRITE YOUR MONEY STORY.

Check the prosperity mindset statements that best describe the financial future you’d like to create:

- I am able to provide for myself and my family and meet our basic needs of food, shelter and clothing.
- I am a successful business builder, and I take pride in providing for myself and my family’s needs and wants.
- I am prosperous and philanthropic (big-hearted). I earn in abundance, and I am able to provide for myself and my family and share my excess to bless the lives of others.
- I am an intention-filled saver. I spend what I need, give to others and save to secure a financial future for myself and my family.
- I am wise with all of my resources: time, money and relationships.
- I make wise decisions with my money.
- I see money as a tool for doing good.
- I am intentional with the way I spend my money. I track my money with confidence and honour tools to help me do so.
- I seek guidance and teaching from others when I need it, but I still make my own financial decisions with the information I receive.
- I am prosperous.
- Money flows to me and through me.

Choose these statements thoughtfully. But don’t just choose them. SAY THEM OVER AND OVER AGAIN.
NOW THAT WE HAVE HAD THIS CONVERSATION...

In the days and weeks ahead, you’ll have insights come to your mind about your money story and how it affects your decisions and peace of mind. Don’t let judgment or guilt creep in. Allow the feelings to create an awareness that you can now address and reframe.

Consider the following thoughts and how you can reframe them to prosperity and abundance.

<table>
<thead>
<tr>
<th>SCARCITY MINDSET</th>
<th>ABUNDANCE MENTALITY</th>
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<tbody>
<tr>
<td>I will never have enough money in the bank to make me feel</td>
<td>I save money quickly, and it is easy to build my savings account</td>
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<tr>
<td>comfortable.</td>
<td>balance.</td>
</tr>
<tr>
<td>I am swimming in debt and I will never recover.</td>
<td>I am grateful for my ability to pay off past decisions and look</td>
</tr>
<tr>
<td></td>
<td>forward to a debt-free life.</td>
</tr>
<tr>
<td>I can barely make ends meet.</td>
<td>I am grateful that my needs are met.</td>
</tr>
<tr>
<td>I can’t help others, I can barely help myself.</td>
<td>I have enough for myself and enjoy helping others at my own level.</td>
</tr>
<tr>
<td>I can’t succeed in business; this will never work.</td>
<td>I have access to every resource I need to be successful.</td>
</tr>
</tbody>
</table>

Whether you feel like you live pay cheque to pay cheque or have reserves in the bank, your mindset plays a big role in your money story. It also plays a role in your future success. We never perform beyond our belief systems. So invite abundant thoughts into your life so you can release limiting beliefs that are holding you back from prosperity.
ACTION ITEMS

1. Choose the one or two prosperity mindset power statements that best describe the next chapter in your money story. Write them on a 3x5 card and place them on your bedside table or in a place that you will see every morning. Better yet, have this statement on you! Keep it in your pocket or purse. Make it a tangible thing you look at every day.

2. Say these statements aloud so they can be at the forefront of your new money story.

3. Keep a journal or notebook handy to help you reframe the scarcity mindset thoughts that come to your mind. Write a reframed statement and repeat it every day until the new thought becomes your default.

4. Keep a gratitude journal. Every night before you retire, write down 5 things you are grateful for. It doesn’t have to be anything financial. Commit to doing this for 21 days. As you start to focus on the good, you’ll find greater joy in your life and greater peace of mind.
CHAPTER 4
Now that you have made the decision to succeed, you get to choose and create your own “Path to Prosperity.”

Our team has created a number of resources (PDFs, audios and videos) regarding the NSP compensation plan. If you’d like to access any of these resources, visit our website under the Members tab.

Our history has shown that people typically join Nature’s Sunshine for one of three reasons:

1. **Product**  
2. **Purpose**  
3. **Prosperity**

We have discovered that members typically join due to an interest in one of the above Ps. But over time, they may add a second or a third driving factor.

**Which one of the three Ps initially drew you to Nature’s Sunshine?**

**Which one of the three Ps KEEPS your interest with Nature’s Sunshine?**

**Has it changed over time? Why or why not?**

As you examine your own pull to product, purpose and prosperity, you will FIND other individuals who are drawn to one of these three initial interests. Knowing what helps drive their interests can make it easier for you to start conversations, offer invitations appropriate to their goals and needs, and help you meet their needs for challenge and growth.
FIND
The following section is dedicated to helping you build a list of prospects with whom you can have a conversation. Right now, just think about two main groups: users and sharers.

- Users are individuals who are interested in Nature’s Sunshine products purely for personal and family use. They don’t have an interest in building a business with Nature’s Sunshine, but they are committed to natural products and love the variety of offerings available.
- Sharers love the product and want to grow a Nature’s Sunshine business either as a hobby or as a source of income.

Some users will naturally become sharers over time, which is great! But don’t discount avid customers just because they aren’t willing to build a business right now and share on a bigger level.

If you’re fairly new with Nature’s Sunshine, the best place to start is with people you already know. Don’t worry about finding sharers who will immediately build a substantial business. Focus on finding users by introducing products and helping people meet their health goals.

We’ll go into greater depth later on, but for now, think of five people you already know who may be interested in natural health solutions:

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If you’ve been with Nature’s Sunshine for some time and have a number of committed users, look at those who have been purchasing the longest and consider inviting them to share Nature’s Sunshine products on a higher level.
Who do you think would be a great sharer? Think of five people you could personally contact, and invite them to start building an NSP business.

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DEVELOP
Now that you have generated an initial list, it’s time to help these individuals take the next step. Whether you’re finding people who should try our products or inviting someone to become a manager within the Nature’s Sunshine family, you get to be a guide and resource for them.

The good news is, you don’t have to have all the answers! You can invite your upline to support you in developing your customers and managers. Seek their advice and wisdom every step of the way. And you’re always welcome to call our Customer Services line (1-800-265-9163) to get answers to your questions.

The key is to develop yourself as a leader and bring others along with you as you grow. A common limiting belief people have is that you must have a thriving business before you can invite others to join you in the process. Just as young parents can never feel “ready” for their first child, you may never feel “ready” until you act. And as you act, you will learn and grow as well.

The Path to Prosperity exists as a support structure for you and your team. Every path is unique, but you’ll take similar steps. So bring people along on this journey with you; it’s a lot more fun that way, too!

TRANSFORM
Once you’ve experimented with the tools always available to you in this workbook, and you’ve figured out your own set of best practices, you’ll be able to create duplicable systems. Success thrives in consistency. Residual income works because you establish a pattern, and when it is followed it produces results. These tools are designed to help you every step of the way.

As you grow, revisit your goals. As your team members grow, invite them to revisit their goals. In the beginning, you’ll share products and success stories of natural health solutions that have personally benefitted you. As you grow, you’ll share best practices and strategies with your team to help them succeed. Become a mentor and establish a pattern of support with those who you bring in. This creates a ripple effect of success from leader to leader.

These principles are just the beginning. Now let’s put them into action plans you can implement to build an enduring business with residual income.
SAMPLE PATHS TO PROSPERITY
You have goals that are unique to your current circumstances and your vision for the future. While many Paths to Prosperity exist through Nature’s Sunshine, we have created some sample paths for you to consider based on your individual goals.

Path A: USER
If you love Nature’s Sunshine products and would love to have enough customers that your commissions pay for your monthly order, consider this path.
- 3–5 hours per week
- 1 class per month
- 10 calls per week

Path B: SHARER
If you love Nature’s Sunshine products and would also like to earn a moderate monthly income, consider this path.
- 10–20 hours per week
- 2 classes per month
- 20 calls per week
- 1 Team member holding a class

Path C: BUILDER/LEADER
If you love Nature’s Sunshine products and would like to build a team and earn a substantial monthly income, consider this path.
- 20–40 hours per week
- 4-6 classes per month
- 30 calls per week
- 3 Team members holding classes

CREATE YOUR OWN GOAL/PATH WORKSHEET
If you love Nature’s Sunshine products and would like to take a unique approach to building a business, or if you have unique circumstances that need to be taken into consideration, map out your own path to prosperity.
ACTION ITEMS

1. Create your path to prosperity—put it somewhere you can see it regularly.

2. Create routines around your action items. Will you make your calls at the beginning of every day or after lunch? Do you like holding weekday or weekend classes? Consider your current time constraints and routines. As Brendon Burchard would say, “Success is scheduled.”

3. Quick action activity: find two people like you and commit to calling them tomorrow. We can talk about doing it or we can actually DO it.
One of the limiting beliefs we hear the most is
“\textit{I don’t have very many friends. I’d never be able to build a big team.}”

The size of your friends-and-family list, the size of your town or even the number of your social media friends all have nothing to do with your ability to build a team. We’re dedicating a whole chapter (and a lot of exercises) to show you how you can build a business through relationships. Sure, we’ll start with the people you already know, and we’ll expand from there in a very normal and natural way.

Envision your network of relationships like a beautiful fruit tree. There are two different types of fruit on your tree:

\textbf{1. Low-Hanging Fruit}. In the sales industry, there’s a term for easy sales called “low-hanging fruit.” This is the most easily accessible. You can reach up and grab them, without using a ladder. In this case, your “low hanging fruit” are friends and family—people you already know and with whom you have established a relationship.

\textbf{2. Out-of-Reach Fruit}. We all know these fruits: they look perfectly ripe and delicious but they’re out of reach and will require some work to get. Perhaps you’ll need a ladder or help from a taller friend. That said, it’s there for the picking if you’re willing to find a way. This “fruit” in your business will be relationships you haven’t made yet, but if you’re willing to put in some effort, they will be every bit as “delicious.”

As you tend your tree (your Nature’s Sunshine business), it will produce for you. If you nourish it with care, time and regular effort, it will thrive. This workbook is filled with the regular efforts needed to care for your network, so dive in!

\textbf{IN THIS CHAPTER, WE’LL HELP YOU IDENTIFY WHICH OF YOUR FRUITS ARE READY FOR THE PICKING AND WHICH NEED A LITTLE MORE NURTURING FROM YOU BEFORE THEY ARE READY.}

The Fast 15 exercise is designed to help you find your “low-hanging fruit.” By the end of three questions, you’ll have 15 people you can contact this week!

\textbf{Who do you already know that could benefit from Nature’s Sunshine products?}
(Consider people you know who have known ailments or health goals.)
Who do you know that already reaches for natural health or home solutions?

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Who do you already know that could benefit from a small to medium-size pay cheque (either as a primary source from home or in addition to another job)?

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SEE WORKSHEETS AT THE END OF THIS CHAPTER.

In the next chapter, we’ll talk more about how to invite people (what to say, when to follow up, etc.). For now, keep your brain thinking of contacts and relationships you can nurture.

You have your Fast 15 list, but it doesn’t stop there! You have the potential to grow your network through people you haven’t met yet!

Over the next 24 hours, we’ll challenge you to come up with 15 individuals, businesses or groups you could network with that may turn into business. You’re looking for two kinds of prospects: customers and builders. Customers will be drawn in by products while builders will be drawn in by profit. Both are valuable parts of your network, and both need to be nurtured.

CHECK OUT THESE IDEAS FOR POSSIBLE NETWORKABLE INDIVIDUALS AND GROUPS:

• Mom & Me Groups
• Companies and Organizations that Value Health, Wellness, Environmental and Natural Practices
• Chiropractic Offices
• Yoga/Exercise Studios
• Holistic Health Practitioners
• Massage Therapists
• Networking Groups
• Local Chambers of Commerce
• BNI (Business Networking International) BNI.com
• eWomen Network
• Ladies Who Launch
• BPW (Business & Professional Women)
• Networking Groups Unique to Your Area

Create your Flourish 15 list and identify individuals or businesses with whom you want to connect in the next two months. These relationships may take longer to build, but they are worth it. Start now! Every hour you invest in your network brings you closer to your goal!
STARTING CONVERSATIONS IS AS EASY AS WHO, WHAT, WHEN, WHERE AND WHY!

Don’t worry about what you want to SAY! Remember, it’s not about you, it’s about them. Ask good questions to start conversations. Here are some ideas:

**Product Questions**
- What supplements do you currently take?
- What are your health goals in the next 3-6 months?
- Have you ever tried a health challenge before?
- Who in your life encourages you in your health goals?
- What natural solutions do you already use in your home?
- How often do you take an over-the-counter pain reliever?
- What health challenges do you or members of your family currently face?
- Do you know your metabolic age?
- Do you know there is an herb/oil for that?

**Profit Questions**
- What are your financial goals in the next three months?
- What are your financial goals in the next year? Five years?
- What is the best financial advice you have ever received?
- If you had $100 to spend on yourself, how would you spend it?
- What could happen in your family if you were able to work from home?
- What would $500 more a month mean for your family?
- What would it take to be debt-free?
- If I could show you a way to (**their need**), would you be willing to give me 15 minutes of your time?

Questions are great because they help you show genuine interest in others’ personal health goals and needs, and they give you a natural way to start/continue a conversation. Often, a person will answer one of your initial questions above, and that will trigger a natural follow-up question in your mind. When appropriate (and with a lot of sensitivity), ask additional questions so you can best understand them BEFORE you immediately offer a product or business opportunity. Ask first; suggest second.

Building and nourishing relationships is the fun and rewarding part of building a business. If you always remember that you are solving a problem for a real person and not just selling a product, you’ll have better relationships, stronger connections and more dedicated customers. Your customers will know that you care about THEM and not the bottom line. Additionally, they will feel more confident about trying and using the products if they know you care more about their well-being than a pay cheque.

Now you have some ideas about how to expand your network and meet new people. For some, this process is natural. Some people are naturally outgoing and don’t get nervous talking to those they don’t yet know. Others get nervous and hesitate to reach out. Focus on finding and filling a need for each person, and it will be so much easier to start and continue conversations.

Realize that some people will say no to your offerings. That’s normal and natural. It’s impossible for a tree to save and preserve 100% of its harvest. However, if tended and cared for, the tree always grows, bringing new fruit year after year. If you can keep brainstorming and expanding your network using these ideas (and some of your own), you’ll always have prospects to invite into the Nature’s Sunshine family.
This takes practice! It may not feel natural to you at first, but keep trying. The more you do it, the better you’ll get at making new friends, asking good questions and leading potential users and customers through good conversations. Remember these additional thoughts as you nurture relationships:

1. “Show up to serve instead of showing up to sell.” Great advice from Tiffany Peterson. If they feel like you have their best interest at heart, saying “Yes” will feel more natural than saying “No.”

2. Share your stories and personal experiences where appropriate. People can get lost in long lists of benefits or ingredients, but they’ll remember your story.

3. Remember to ask questions! Don’t start a conversation sharing information. Ask questions and then respond accordingly. Show them that you genuinely want to help them.

4. Be prepared for some people to say no. Be prepared for some to say yes! The more people you talk to, the greater chance you have of finding people who are ready for the products…and even some who are ready to build a business!

THE 4 SWs

“SOMETHING WILL.
SOME WON’T.
SO WHAT.
SOMEONE’S WAITING.”

–Tiffany Peterson
Transfer the names from pages 31-32 onto this worksheet. Here you can easily keep track of contact information and notes from your conversations.

<table>
<thead>
<tr>
<th>Name</th>
<th>Phone</th>
<th>Email</th>
<th>Notes from our contact</th>
<th>Follow-up date</th>
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FLOURISH 15 WORKSHEET

Every week think of 15 new names or groups that you can connect with and nurture.

<table>
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<tr>
<th>Name</th>
<th>Phone</th>
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<th>Notes from our contact</th>
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ACTION ITEMS
1. Ask a friend or neighbour who owns a small business to share his/her favourite networking groups.

2. Create a “job description” for your next builder as if you were placing a classified ad. Which traits or qualities would you like this person to have? Post it somewhere and refer to it often. When you know what you’re looking for, it’s a lot easier to find!

3. Print out The 4 SWs and put it somewhere in your home or office that will remind you to keep reaching out to friends old and new.

4. Make copies of the Fast 15 and the Flourish 15 worksheets. Whenever you need a new calling list, carve out 15 minutes to think of 15 new names or groups.

5. Create an MTO goal for how many contacts you would like to make each week. Use the worksheet to keep track of your contacts and conversations.
CHAPTER 6
Imagine being invited to a friend’s home for an afternoon visit on a hot summer day. During the course of the visit, she gets out a juicy orange. As the two of you continue to talk, she peels the orange and you can smell its perfectly sweet aroma. After she’s done peeling the orange, she starts sectioning it and puts it in a beautiful glass bowl. As she sits down on the couch next to you, she begins to eat one slice after another. You can smell how delicious it is. She even comments, “This is the best orange I have EVER tasted.”

She never offers you one slice.

She just eats this delicious thing in front of you while you watch and try not to drool.

We know you love your Nature’s Sunshine products. Maybe you’ve had great success with the IN.FORM system, your family loves our line of Authentic Essential Oils or you have a deep passion for herbal remedies. Whatever products you love most, consider that if you’re not willing to share what you love with those closest to you, you may be preventing them from experiencing the same results and the same health improvements, all because you don’t want to “bother” them.
CONVERTING CONVERSATIONS INTO CUSTOMERS

Use this simple, three-step process to convert conversations into customers.

INVITE ➔ EXPERIENCE ➔ ENROLL

First, you invite your friend to take a no-strings attached action. When we invite, we aren’t inviting them to buy, we’re inviting them to try. Whether you are talking to a potential customer, a health care practitioner or someone who may be interested in growing a business, you’re simply inviting them to take the first step.

The good news is you don’t have to be a product or business expert to simply invite someone to take the first step. You could invite them to:

• Sample a product
• Attend a party or class
• Fill out the Health Assessment
• Have a one-on-one health consultation with you (in person or on the phone)
• Have a conversation with someone in your upline
• Share a video or tool

As you have conversations with old friends or new prospects, don’t overwhelm them with choices. After you have asked them some questions (as we discussed in the previous chapter), make one invitation to help them take the next step with Nature’s Sunshine.

HERE’S A SAMPLE CONVERSATION:

You (to friend): It’s great to see how healthy you look! I know you’re exercising a lot and that you’ve lost some weight. What are some of your health goals this year?

Michelle (friend): My goal is to lose 10 more pounds of baby weight. I lost a bunch at first, but now I’ve sort of plateaued and the scale isn’t budging.

You: What have you been doing so far?

Michelle: I started running and I’m training for a race. I’ve been counting my calories, but it seems like all I can think about is food.

You: I’ve been using a program called IN.FORM. I’ve been a Nature’s Sunshine customer for a while, and I’ve always loved their supplements. So when this program came out, I thought I’d give it a try. I’ve been really impressed with how it’s worked for me.

(Here comes the invitation) Would you like to try a sample of the protein shakes?

In this case, it was more natural to invite Michelle to sample the product, but you could have also easily said:

I’ve been using a new weight management system called IN.FORM. I’ve been a Nature’s Sunshine customer for a while, and I’ve always loved their supplements. So when they developed this program, I thought I’d give it a try. I’ve been really impressed with how it’s worked for me.

(Here comes the invitation) Would you like to come to a class I’m teaching next week? I’m sharing my story and then talking about their patented program that has helped me lose 10 pounds and keep it off. I have some other friends coming, too. It will be a lot of fun!

If she accepts your invitation, you’ll move her through to the next step: experience. The goal here is to actually get her to ACT on the invitation she accepted.
INVITE → EXPERIENCE → ENROLL

If you’ve ever invited someone to try a product, come to an event or have another conversation with you and they didn’t, you’re not alone. Don’t give up. Keep sharing and inviting.

TIPS TO ENCOURAGE YOUR POTENTIAL USERS AND BUILDERS TO TAKE ACTION

1. Make the invitation clear.
   a. Don’t say, “Would you like to come to a party sometime?”
      Ask, “We’re having a party next Thursday, are you available?”
   b. Don’t say, “Would you like to try some products?”
      Ask, “Would you like to try an IN.FORM metabolic support protein shake?”
   c. Don’t ask, “Would you like to build a business?”
      Ask, “Would you like to generate additional revenue from home?”

2. Offer a follow-up date. With a pre-planned class there’s already a date. With product samples or business invitations provide a follow-up date so your invitee can keep a time frame in mind with the sample.

3. Make a gentle and sincere reminder. Before the deadline, send a quick text, card or call with a simple message: “Just thinking about you and wanted to see if you have any questions about the _______ I left with you.”

4. Kindly follow up after the deadline. When you follow up, don’t be surprised if they haven’t had a chance to try the product or look at the paper you gave them.
   Keep it simple. “I was just calling to see if you’ve had a chance to try _______."
   If they say something like, “No, I’ve been so busy.”
   Try a soft response that includes a validation and question: “Life IS busy isn’t it! Do you have any questions I can answer for you?”
   You can ask if there is another good time to follow up.
   Or say, “Enjoy your week(end). I’ll check back with you at the end of next week.”

Be available and approachable through the experience process. Some people will act quickly on their invitation. Others may need more time, but the way you respond through the experience process will greatly determine if they take the next step. Always be patient. Follow up and be available for questions. If they feel like you care about them, their health and their timeline more than you care about the enrollment, then they’re more likely to take the next step. If they feel pressure, they may say no even if they like the product!

Inviting and helping them experience the products (or the business opportunity) is like planting seeds. Some require more nurturing and time before they grow than others. Someone you invite this week could immediately turn into a customer. But someone else you invite this week may turn into a customer next year. Of course, we’d love everyone to enroll quickly, but when they are ready, they’ll come back to you if they felt nurtured.

After they’ve had a chance to experience the product or explore the business opportunity, it’s time to enroll!
INVITE ➔ EXPERIENCE ➔ ENROLL

We talk about enrolling as a way to sign people up as users or sharers, but it’s so much more. The goal of enrollment is to collect a decision. Some may not be ready to take the next step, while others will be ready to sign up and build. Remember, it’s not as simple as yes or no, sometimes the next step is that they need more information.

Let’s explore some next steps for each response.

**IF HE/SHE SAYS YES**
- Make it easy for a person to enroll in the program. Sit with them to sign up, or be on the phone with them after you have provided a link. Let your customers know that you are here to support them every step of the way.
- Remember that the sale isn’t over when they enroll. Continue to nurture your customer relationships so that people will consistently try new products.
- If they’re ready to build a business, create a system for them to get regular support from you and your upline. Are there monthly training calls or private social media groups they should be invited to? Is there a regular time they can meet with you to help them ramp up and excel? Provide a lot of support in the beginning and set them up to succeed!

**IF HE/SHE SAYS NO**
- Remember, “not now” does not mean “not ever.” Let them know you are there for their future health needs. Better yet, ask them if they know anyone who could benefit from natural health solutions. Turn a “not now” into a referral!
- Consider conversations that begin like this: “Thank you so much for being willing to give the products a try. What were you hoping to experience that you didn’t?” Care about the answers. You may not have solutions or the ability to change prices or formulas, but it makes you interested in them and their experience.
HANDLING OBJECTIONS

We’ve compiled some answers to the two most common objections, but remember to make them your own! It’s always a good idea to validate their concerns to ensure they know you care. Just make sure you remain positive in the conversation. The statements below offer a variety of replies depending on your personality and your relationship. Consider the answers that are right for you and your prospect. The goal is to always show you have their best interest at heart so that if they become ready in time, they know, like and trust you.

We love the line: “Thank you for being willing to share that with me candidly.” Give it a try!

It’s too expensive. OR I don’t have the money for these products.
• “I felt that way when I got started, so I found five people to share this with and those bonuses pretty much cover my monthly product cost. If you’re interested, I can help you do the same thing!”
• “If money were out of the picture, would you be interested in these products?”
• “I felt that way in the beginning, too! Then I realized that my health needed to be a priority, and I was able to move some things around in my budget to allow for this investment. And I have never regretted that decision. I could help you through this process.”
• “I understand budgets are tight. If anything changes with your financial circumstances, I’d love to help you get started.”
• “What is your health worth to you?”

I don’t have time. OR I already have a job.
• “Time IS tight, isn’t it? Seems like we’re always going in a million directions, too. I started by carving out only 1 hour a day, and I was surprised at how much I got done in that amount of time.”
• “I was nervous when I added this to my plate, but I was able to find time that fit with my schedule and my family’s schedule, and I only spend ____ hours a week! I get my products paid for, and I enjoy connecting with other like-minded individuals.”
• “If you had all the time in the world, would you be interested in doing this as a business? I’ve been able to find ways to fit it into my schedule without it taking over my life. I love being able to work from home, be on my own time clock and make money at the same time. Can I share with you my system and schedule?”
• “Most NSP business owners have a job. Let me ask you, how would your financial circumstances change if you earned an extra $500 or $1,000 per month?”

I need more information.
If someone tells you they need more information, this is a good sign! Be patient and help them get answers to questions that they have.
• Set up a time to talk with them one-on-one.
• Set up a time to have them meet with your upline or another customer that may have some unique insights to a specific product line or business angle.
• Invite them to a workshop or class hosted by you or someone on your team.
• Direct them to the website (but send specific links so they don’t have to look around to find what they seek).
**ACTION ITEMS**

1. Remember the 4 SWs from Tiffany Peterson: “Some will, some won’t, so what, someone’s waiting.” Don’t be discouraged when someone says no. Continue connecting and inviting to find your Yeses!

2. Practice answers to common objections every week. When they come, you’ll feel more confident in responding YOUR way. Role play with your team!

3. Create a resources list with your favourite site links. Then you’ll be ready to direct people to more information when they ask.

4. Create a system for nurturing new team members. Do you create a group through a social media outlet? Hold a weekly call? Send a monthly newsletter or fact sheet? Create a sense of community and a place for people to help each other on their Nature’s Sunshine journey. It also takes a lot of pressure off of you to have all the right answers!

5. Read the next chapter to continue your journey on the path to prosperity. Strengthening your leadership skills will help you build customers and builders.
CHAPTER 7
Now that you are more comfortable with enrolling new customers, let’s discuss ways to meet your goals and your team members’ goals. The key to building a team and building a sustainable residual income is implementing systems and strategies to duplicate your efforts. Create a system of inviting, enrolling and building through regular actions.

**A secret to building a consistent pay cheque: consistent actions bring consistent results.**

You can’t water a tree once and expect it to flourish forever. You have to create a system to water it many times a week.

A business is similar...taking care of your business is fun, exciting and duplicable.

**WHAT MAKES A GOOD LEADER?**

- A good leader sets clear and motivating goals and provides solutions to reach those goals.
- A good leader is a good cheerleader. Provide positive encouragement to your team members every step of the way.
- A good leader is an educator. Don’t stop teaching about the products and the business.
- A good leader shows patience and love and helps people overcome challenges and setbacks in their lives and in their businesses.
- A good leader provides solutions for different learning styles. Some builders enjoy live continuing education and support while others prefer to self-study. Meet the needs of your team by providing solutions they can get from you or your upline, either one-on-one or in a group setting. Also provide a list of resources and tools that people can use to learn on their timetable.
- A good leader shares best practices and also encourages people to find their way to get things done.
- Good leaders are plugged in! They are aware of programs, promotions and compensation for themselves and their team.

**GROUP MENTORING WITH THE PATH TO PROSPERITY**

Leading and mentoring are often used synonymously. We hope that you will be a leader and a mentor to people interested in building a Nature’s Sunshine business.

The Path to Prosperity was designed to help you mentor others along the way. Introduce this workbook to them early on in their building process. Either in a group or one-on-one setting, help your team members create their own goals, work through limiting beliefs, create sales goals, build a network and train them on the **Invite ➔ Experience ➔ Enroll process.**
SAMPLE PROGRAM FOR TRAINING YOUR TEAM ON THE PATH TO PROSPERITY

Create an eight-week virtual course (one week for each of the first 8 chapters). Each week there’s a reading assignment before you hold a conference call. For example, before call one, everyone should read the first chapter of this manual. During the call discuss key points and insights as a group, and discuss assignments due before week two.

We’ve made this easy for you with suggested Action Items at the end of every chapter. Invite your team to pick two actions from the list or come up with two of their own to complete before the next call (in addition to reading the next chapter). This is a fun, interactive way to help your team really dive into the content, and it encourages application of key principles.

This can be done one-on-one, but it’s fun to walk this path with others. And there’s something comforting and encouraging about doing this as a group. Either way, one key element of the Path to Prosperity is accountability. Encouraging team members to set goals and reach them by a deadline is one of the fastest ways to move forward. Ask your team members, “Do you want to reach that goal (or get those results) next year or next week?”
ONE-ON-ONE MENTORING

Some of your team members may have unique goals or face challenges that will necessitate your support one-on-one. Apply these tips for supporting and encouraging them in their business goals.

- **Listen first, give advice second.** When faced with new challenges, limiting beliefs will creep in, and your team needs a soft space to land. Allow them space to share what’s on their mind before you offer advice. You may even want to ask, “Would you like me to give you some ideas or did you just need to vent?” before you jump in with a list of solutions.

- **Ask questions as a way to help them come up with their own solutions.** Here are some ideas that will help them think through solutions that are right for them:
  - “WHAT DO YOU THINK YOU NEED TO OVERCOME THIS CHALLENGE?”
  - “WHAT KIND OF SUPPORT WOULD YOU LIKE IN YOUR BUSINESS?”
  - “ARE YOU WILLING TO ASK FOR THE SUPPORT THAT YOU WANT?”
  - “WHAT NEEDS TO CHANGE IN ORDER FOR THESE CIRCUMSTANCES TO IMPROVE?”
  - “WHAT KIND OF SUPPORT WOULD YOU LIKE FROM ME AS YOU WORK THROUGH THIS?”
  - “WHAT COULD YOU DO DIFFERENTLY IN THE FUTURE THAT WOULD OFFER YOU A DIFFERENT OUTCOME?”

- **Set clear action items or assignments before ending a call.** Infuse your team members with goals, actions and accountability. If they know you’re going to follow up with them, they are much more likely to keep their commitments and make positive actions between calls.

- **Decide the frequency and length of your calls.** Are you meeting once a month? Twice a month? Once a week? Different team members may have different needs, but it may benefit you to set up a blueprint for each of your members when they first enroll with you as a builder. Perhaps four sessions, once a month, will work well. What ways can you support them through building a Nature’s Sunshine business that also helps you create routines to support your team members and get other tasks completed on your list?

- **Batch your time and consider setting “office hours” for your team.** To ensure that you have time to get other things done in your business (and in your life), you may choose to have client calls on Tuesday and Thursday mornings, for example. Create systems and schedules so that you can be most effective with your time. (We’ll talk more about time management in the next chapter.)

- **It’s okay to set time limits.** Yes, they are your team members, and yes, you want to support them, but it’s good to set expectations for your calls. When someone calls, say, “I have 15 minutes,” or make appointments and be clear about start and end times. (This helps both you and your builder.)

Use the Manager Mentoring worksheet on the next page (or make one of your own).
MANAGER MENTORING WORKSHEET

What worked this week in your life and business?
________________________________________________________________________________________________________________________________________________
________________________________________________________________________________________________________________________________________________
________________________________________________________________________________________________________________________________________________
________________________________________________________________________________________________________________________________________________
________________________________________________________________________________________________________________________________________________

What didn’t work this week in your life and business?
________________________________________________________________________________________________________________________________________________
________________________________________________________________________________________________________________________________________________
________________________________________________________________________________________________________________________________________________
________________________________________________________________________________________________________________________________________________

What would you like to change?
________________________________________________________________________________________________________________________________________________
________________________________________________________________________________________________________________________________________________
________________________________________________________________________________________________________________________________________________
________________________________________________________________________________________________________________________________________________

What resources do you need to help you?
________________________________________________________________________________________________________________________________________________
________________________________________________________________________________________________________________________________________________
________________________________________________________________________________________________________________________________________________
________________________________________________________________________________________________________________________________________________

What three action items are you committing to before our next call?
1.________________________________________________________________________________________________________________________________________________
2.________________________________________________________________________________________________________________________________________________
3.________________________________________________________________________________________________________________________________________________

Resources/Books/Learning Recommended:
________________________________________________________________________________________________________________________________________________
________________________________________________________________________________________________________________________________________________
________________________________________________________________________________________________________________________________________________

Date and time of our next call:______________________________________________________________________________________________
**ACTION ITEMS**

1. Consider how you would like to support your managers as a group in building their Nature’s Sunshine businesses. Decide if you want to lead a program using this as a guide (like a book club), or if you have another theme that meets the needs of your team.

2. Consider how you would like to integrate one-on-one mentoring for your managers into your workweek. The easiest way to do this is to think of the number of hours you want to work, and then decide how many hours you can dedicate to supporting your team. For example, Is it two hours a week? Then decide if you can manage four 30-minute sessions or two one-hour sessions? Then decide if you’re meeting with managers weekly, bimonthly or monthly.

3. Practice asking good questions. Have a roleplay call with your upline or another manager, and practice leading someone to find solutions and action items to move their business forward. The more you practice asking good questions, the easier it will become over time.
CHAPTER 8
TIME MANAGEMENT

“TIME IS EITHER YOUR GREATEST ASSET OR YOUR GREATEST LIABILITY. INVEST IT WELL.” —Michelle McCullough

Congratulations on making it to this point along the Path to Prosperity! By now you have learned how to set goals, crush limiting beliefs, invite people to try Nature's Sunshine products and invite people to build a Nature's Sunshine business. In this chapter we’ll talk about how to get it all done!

Take a moment to review your goals from chapter 2. What do you want to have happen in the next 3 months, in the next year, etc? Also, review the Path to Prosperity you selected in chapter 4.

Did you choose:

Path A: USER
If you love Nature's Sunshine products and would love to have enough customers that your commissions pay for your monthly order, consider this path.

- 3-5 hours per week
- 1 class per month
- 10 calls per week

Path B: SHARER
If you love Nature's Sunshine products and would also like to earn a moderate monthly income, consider this path.

- 10-20 hours per week
- 2 classes per month
- 20 calls per week
- 1 Team member holding a class

Path C: BUILDER/LEADER
If you love Nature’s Sunshine products and would like to build a team and earn a substantial monthly income, consider this path.

- 20-40 hours per week
- 4-6 classes per month
- 30 calls per week
- 3 Team members holding classes

Your productivity determines your pay cheque. We have experienced and believe the time-tested adage, “If you fail to plan, you plan to fail.”

Whether you want to work five hours a week or work full time in your Nature's Sunshine business, you can create a time plan that fits your goals and schedule in five easy steps.
TIME PLAN WORKSHEET
Create a weekly calendar Sunday through Saturday with times of day from 6:00 AM to 11:00 PM.

STEP 1
COMMIT TO A SET OF HOURS each week that matches your goals and your Path to Prosperity.

- Path A: 3–5 hours per week
- Path B: 10–20 hours per week
- Path C: 20–40 hours per week

STEP 2
DETERMINE YOUR “OFFICE HOURS.”

Based on the path you chose in step 1, block out the hours in the week that you want to work on your Nature’s Sunshine business. The great part about being an entrepreneur is that you get to work within your own routines and schedules! Using your worksheet, plan out how you’ll get your office hours in each week. (Sure, we know that things may change from time to time, but starting with a good plan will help you execute, even if you need to make tweaks and changes along the way.)

STEP 3
SCHEDULE TIME BLOCKS.

Once you know how many hours you will work each week, schedule specific time blocks for each of the following activities:

- **Marketing**
  Any tasks related to networking, promotion, parties for prospects, phone calls, events/trade shows, etc. are all in this category. All the work you do to invite, experience and enroll with clients (from chapter 6) falls into the marketing time block. Any task you do prior to taking any money is marketing.

- **Supporting**
  Any tasks that involve supporting customers or builders fall into the supporting time block. Helping a customer utilize his/her products, teaching best practices or tracking orders is supporting. Helping a builder through education, mentoring calls, Path to Prosperity group calls, etc. is supporting.

- **Administering**
  Any tasks that are related to your business but aren’t directly related to people or revenue-generating activities fall under administering. Checking email, placing orders, working with vendors, paperwork, returning phone calls, etc.

Successful businesses are built upon spending the right amount of time in the right time blocks. Here’s a general rule of thumb:

- **Marketing**
  40% of your business

- **Supporting**
  40% of your business

- **Administering**
  20% of your business

DON’T FALL INTO THE LEADER TRAP!
Leaders often spend 90% of their time on administration and 10% on everything else. Your #1 priority should always be marketing and supporting!
What does your ideal time plan look like?

For example: If you have a 10-hour workweek, here is your breakdown:

<table>
<thead>
<tr>
<th>Four hours a week is spent on</th>
<th>Four hours a week is spent on</th>
<th>Two hours a week is spent on</th>
</tr>
</thead>
<tbody>
<tr>
<td>MARKETING.</td>
<td>SUPPORTING.</td>
<td>ADMINISTERING.</td>
</tr>
</tbody>
</table>

How many hours a week are you working on your Path to Prosperity? ___________________________

How many hours a week will you spend on Marketing? (40% of the above number) ________________

How many hours a week will you spend on Supporting? (40%) _________________________________

How many hours a week will you spend on Administering? (20%) ______________________________

Now, on your Time Plan worksheet, plug in 60- or 90-minute time blocks on the days of the week, matching your office hours with your time blocks above.

“SUCCESS IS SCHEDULED.”

Brendon Burchard helps us understand the importance of a strong time plan.

Schedule time:  
• for your marketing efforts (#1 priority!)  
• to support your team  
• for administration  
• to check email and return calls

But when time is up, move on. You need to spend time in each of these categories to get results. It’s not about checking items off of your to-do list, or refreshing your inbox over and over. It’s about getting the RIGHT things done and about completing consistent and effective actions that will move you forward in your business.
**STEP 4**
WHEN TO DELEGATE AND WHEN TO DO

As your business grows, you may find yourself getting lost in administration tasks and not spending the time you need to on marketing and supporting time blocks. This happens when non-revenue-generating ideas suck all of your work hours away. These items need to get done, but they’re keeping you from revenue-generating activities. As your pay cheque grows, consider getting some support to take the administration items off your plate so that you can focus on activities that have the highest return on investment.

You don’t have to start with a paid employee!
- Consider tasks and activities that neighbours and friends can help with on a short-term/project basis.
- Consider reaching out to the local college or university and ask about their internship programs.
- Consider contracting virtual assistants that you can utilize at the time and financial investment level that’s right for you.

**STEP 5**
MEASURE, RINSE, REPEAT

Weekly planning and evaluation will help you not only stay focused on the right tasks but help you track your results. Each week, ask yourself three questions about your time plan:

1. **What’s working?**
2. **What’s not working?**
3. **What needs to change?**

For example, do you have a time of day where you feel the most energetic? Plan your supporting hours during those time blocks so that your customers and builders will get the best from you. If you’re not sure, you may want to track it for a week and then make this decision.
Your weekly planning session helps you look back on your past week with gratitude and discernment. Maintain the things that worked well, and adjust the things that need to be fine-tuned.

Be consistent in creating a weekly time plan, and be flexible in making adjustments each week to ensure you are operating at your peak. Know that your time plan may continue to adjust over time.

**JENNIFER’S STORY**  
Jennifer was working a corporate job that she enjoyed, but she always wanted to be an entrepreneur. So she decided to work on a side business. When she was trying to add another priority to her schedule, she struggled until she used time blocks. Because the business was a priority, she spent an hour every morning from 6-7 AM working on her business before she went to punch the clock for someone else. Jennifer liked getting things done before her work day: it made her feel like she was moving her business dreams forward. Jennifer was also creative with her lunch breaks. She spent one lunch break a week supporting team members on conference calls and one lunch break a week making phone calls or visiting another health care professional. This allowed her to keep working on her marketing time as well. During her weekly planning sessions, she compared her corporate calendar with her time plan and scheduled her weekly priorities.

**MANDY’S STORY**  
When Mandy quit her corporate job to stay home with her baby, she still wanted to work and grow her business. Her baby would usually nap in the morning, giving her 60-90 minutes to do much-needed administration time (check email, return phone calls, complete paperwork, etc.). This system worked until Mandy’s baby turned 2 and began only taking afternoon naps. Mandy found out quickly that it took 15 minutes to respond to one email while her son was awake. So she adjusted her time plan, moving administration to the afternoon and her afternoon time block to the evening after her son was in bed. Once she made these adjustments to her time plan, she was back to being productive and effective with the time that she could invest in her business.

**WE ARE ALL STEWARDS...STEWARDS OF OUR MINDS, OF OUR POSSESSIONS AND OF OUR TIME.**  
Whether you are building a hobby business with hobby hours or a sustainable business with sustainable income, you can build the business you want. But it won’t build itself: you need to give it the time it needs. The good news is, the more organized you become with your time blocks and time planning, the easier and more productive you will be.
MANAGING DISTRACTIONS

The digital age has led to a society of office workers and paper pushers. In order to be productive, we must contend with email and social media notifications on our computers and phones, text messages, social media feeds with endless information about our friends’ lives, not to mention barking dogs, chatty coworkers, the latest blogs, news and gossip sites…and a million other distractions that come our way. Plus, we have ideas coming to us faster than we have the time or ability to act on them.

Distraction can kill the best-laid plans. A study conducted by Basex Research found that the average employee in corporate North America spends 2.1 hours a day on interruptions. That’s 28% of your workday, or 10.5 hours a week! Just because you are self-employed, doesn’t mean that you won’t have similar challenges. In fact many entrepreneurs are distracted at a higher rate since they don’t have a “boss” encouraging them to get back to work.

If you want to find success, you need to become aware of the distractions that are stealing your productivity. At this moment, you may not be conscious of what those are, but if you pay attention over the next week, you’ll start to notice all the ways you get distracted from your priorities at home and at the office.

Awareness is the first step. The second step is cutting those distractions down— and FAST. This is good advice for all aspects of your life, not just work. Be mindful of the things that interfere with your relationships with your spouse, kids or friends. How often do you get interrupted during important moments?
Try these tips to decrease or eliminate distractions from your day:

• Turn off email and social media notifications on your phone and computer. Instead, schedule times in your day to check them “on purpose.” This may be incredibly hard at first, but if it’s effectiveness you’re after, you’ll need to trade distractions for focus and productivity.

• Post your office hours on your door. Whether you work at home or at the office, let your coworkers, babysitter, kids, spouse or anyone else know your schedule. Set boundaries for work time, and honour your personal time with the same dedication.

• Don’t answer your phone during your block times. When you’re in the middle of a project, let your calls go to voicemail. Basex Research also found that when someone is distracted from a specific task, it takes an average of 25 minutes to get back to it. Honour your brain and the focus it needs to complete your tasks well, and you’ll be more productive than you have ever been before!
**ACTION ITEMS**

1. Schedule a time in the next week to create your first Time Plan worksheet. (Whether you use a printed worksheet or insert time blocks into a digital calendar, play around with what your ideal schedule should be.)

2. Put a weekly appointment on your calendar to ask yourself, “What worked? What didn’t? What needs to change?” Then make adjustments on your next weekly schedule.

3. Create a daily and weekly marketing list. Which actions need to be done every day? Block those into your calendar during your marketing time. Which actions need to be done once a week? Plug them into your calendar on the same day and time every week.

4. When you’re working on a specific time block or task, put your phone in another room so you don’t get distracted by calls or texts.
CHAPTER 9
SUCCESS!

“I BELIEVE THAT AS AN ENTREPRENEUR, WHEN YOU SHARE SUCCESS IT GROWS.” —Hamdi Ulukaya

We applaud you for your progress in the Path to Prosperity. Whether you are just getting started with Nature’s Sunshine or you are a seasoned manager, this workbook has been designed to help you duplicate results over and over. Once you have gone through these exercises, create an annual routine to review the questions and tools herein. Your overall goals and vision may change over time, and as you advance in the business, your actions will need to be adjusted as well. This workbook can help you every step of the way.

Remember that part of your success will be helping your team through this process. You will accelerate your growth as your team utilizes this workbook and these activities. Create a culture of prosperity within your team by using these exercises in one-on-one mentoring calls and in group trainings.

When you thrive and bring others along to thrive as well, you both win! Their success is your success!

WE LOOK FORWARD TO WATCHING YOU AND YOUR TEAM GROW AS YOU CREATE YOUR OWN PATH TO PROSPERITY!