

# PROFILE of a CHAMPION

## *Kathy Deane*

It was 30 years ago that Kathy opened her alternative health clinic. At that time she only gave consultations and would send her clients on their way with a list of recommended herbs and supplements to purchase elsewhere. She soon realized that something wasn't right with her approach: "It turned out I was getting over 60% of my clients back claiming their program was not working. I knew their program should work so what was the problem? After investigating I realized it was the products they were using. Needless to say I set out on a journey to find a company that would meet the high standards of 'Quality Control' that I was looking for. I was referred to Donna Roth, who proceeded to give me all the background on NSP products. That was approximately 28 years ago, and to this day I still use NSP products as they are 'Result Oriented' and I have success stories to prove it. Ever since then, Donna Roth and I have remained colleagues and friends. To date she still remains my mentor."

Kathy lives in Lumby, BC. Most recently she earned NSP's I.Inspire Mexico trip and won 2nd place in the TransForm Challenge contest. We had the opportunity to speak with Kathy and get some insights into what's made her so successful.

### **Why Nature's Sunshine?**

"When you read and study how particular NSP is about their quality control, it really says it all," explains Kathy. "Along with the products, I have had years of dealing with wonderful staff at NSP, they are always there for me."

### **Your 3 keys to success:**

- 1) Love, compassion, drive, ambition, desire, mindset, (be open to change), passion, choices, knowledge, communication, optimism, trust in self (always display self-confidence), be happy, positive, record your clients and your successes.
- 2) Set goals, make a vision board, and carry your goals with you. Do fairs, shows, in-home presentations, newsletters, Facebook, have a good mentor, teach and educate the people. Keep things simple. Continue to educate yourself with NSP webinars, conventions and product updates.
- 3) Set your course, keep a close eye on what works and what doesn't work, and adjust as needed. Above all do not be fearful. If you think a negative thought say 'delete delete' immediately.

### **What's your ultimate goal?**

"This year I set out to accomplish the following goals: 1) Win the I.Inspire trip to Mexico; 2) Place in the Transform Competition; 3) Place in the top three PC sponsors for the year; 4) Place in the top three BA sponsors for the year; 5) Place in the top three for most 1st Managers; 6) Achieve Gold; and 7) Develop Teams, educate them and help them become Managers — no matter what level they are on in my Success Line. I believe I accomplished it all. What a year! It was a lot of work and fun and I thank all who were a part of it with me."



*Kathy Deane*

### **How I grow my business**

Last year, Kathy turned 65 years young (in her own words) and was about to make a life-changing decision towards retirement. Here's her story of what actually happened: "I ended up on the NSP I.Inspire Cruise and met so many wonderful people who filled me with their 'Success Stories.' One of those stories was about getting out and 'meeting the people' and approaching the NSP Business from a different aspect, cutting back on clinic time and getting out to have FUN. It all sounded good to me. And I could 'Transform the Health of Nations' not one-by-one but by many. So, my husband Gunnar, me and some colleagues spent the past year doing a lot of trade shows, in-home health presentations, consulting via telephone, internet and Skype. I also started teaching a program developed by Donna Roth called TAFYH, Taking Action For Your Health. Reaching out in this manner is changing lives."

### **Developing Managers by inspiring others to grow**

For Kathy, developing others is about inspiring them to grow through seeing people's 'Lives Transformed.' "For me it's passion and compassion along with love, desire, and setting and achieving my goals. Then, there are the testimonies of the success people experience on their programs that ignites and inspires others to join—the torch gets passed on. Success is a dream until you live it and I AM LIVING IT!"