

PROFILE of a CHAMPION

Lorene Benoit

"I started studying nutrition in the late 70s, to increase my energy while attending University and teaching full time. 1975 was a turning point in my life where I really questioned the medical model and started healing a chronic lung condition. That was the last time I ever took a prescription drug. In 1979 I studied Shiatsu at Wild Rose College. This course opened me up to the whole field of natural healing and I was hooked! I completed Herbal and Iridology certification in 1983.

"Teaching has always been my passion, so I started teaching herbal courses for College and community centres, then doing a few consultations. Living in the Yukon, it was difficult and time consuming to source quality herbs and make preparations. People didn't like the taste of teas, so compliance was poor. Already having an Education Degree, plus additional certifications, I decided I did not want to be a starving herbalist, making \$3 an hour encapsulating my own preparations. Sending people to the health food stores produced inconsistent results with clients. Not what I expected, as through my own healing, I KNEW herbs and natural healing techniques worked! So I spent the next 5 years seeking out a good commercial herbal company and thankfully discovered NSP!

"I'm also so thankful my husband supported me leaving a well paying government job to pursue my passion for helping others."

Why Nature's Sunshine?

"The education NSP offered attracted me to this company, as well as recommendations I had heard from U.S. practitioners. The body systems approach was the same format as my formal herbal studies and it made so much sense!

"Lots of things have kept us involved since 1990: the quality of education, the quality of products, the 'family' of staff and fellow Associates, and the wonderful affiliations with my clients, associates and managers.

"The beauty of this business is that we now travel at least 5 months a year, and can do this from anywhere, preferably where there is sun and tennis!

"If people commit to building their NSP business, they will be rewarded in many ways."

Your 3 keys to success:

1. "Listening to people."
2. "Sharing my passion and experience of all facets of natural health."
3. "Keeping in touch with and supporting my Managers and Associates to help them achieve their goals. What other business works this way? — the more you help someone in their business, the more it comes back to you."



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How I grow my NSP business

"I started by offering Herbal Hours to small groups. These were mini classes in my home office. This has now been made very simple for new Associates, with all the teaching tools, power points and webinars offered on the NSP website. The majority of our business has come through classes I have presented."

How I develop new Managers

"I support my Managers in whatever fashion they need: ideas, goal planning, confidence building, or financial planning. I present them with bite size pieces to understand the business and look for opportunities to explain when they are ready. I am there for them to answer questions. I am generous with praise and go to bat for them when they have challenges.

"As for my growth activities, they used to be classes I hosted and frequent newsletters. I love teaching, but after having organized classes for 35 years, I now teach for those who are willing to organize a group.

"I encourage new members to access the wonderful resources available on the NSP website.

"I have my own website, NaturalPath-Remedies.com, to promote my book on healing chronic conditions, published in 2010. I am slowly getting my 35 years of writing onto my research blog. I have a search bar so new Associates can check here first for answers. This has shifted my business from local to online clients, many from the U.S."