

PROFILE

of a CHAMPION

Kathy McAlpine Terpstra

Kathy began her journey with NSP in June 2006, during which time she was co-owner of a pilates/yoga studio. She first encountered NSP products when a client, Fergus Millar, kept telling her about “The 3 Amigos” products from NSP. “I knew it was natural supplements of some sort but that was it. I kept thinking ‘why does this company only have three products?’ When we had an open house at our studio Fergus and his partner Sandra King were invited to come and feature their products. That day I saw a whole table full of NSP products and spoke with Sandra about them. And WOW! NSP had a lot more than just three products! I joined NSP with Fergus and Sandra as my upline and was invited to their next group meeting at Rob & Vivian O’Neill’s. The rest is history!”

For the first nine years of my NSP business I coasted along as a Manager. But in the past year and a half my business has taken off. I closed my original studio and opened a new one in January 2017, as a certified IN.FORM Coach. Having taught nutrition and fitness for 21 years, I’ve seen different programs come and go in the fitness industry, so I was naturally skeptical of NSP’s IN.FORM program at first, thinking it was just ‘another program’ — but was I wrong! After a meeting with Rhancha Trick, I signed up to become a certified IN.FORM Coach and have since run 10 successful groups. The IN.FORM program fits perfectly with my fitness studio. And the essential oils have opened up a whole new area of wellness that I can share with my clients and their families.”

Why Nature’s Sunshine?

First and foremost Kathy chooses NSP for the quality and integrity of the products. As well she is impressed with the customer service and corporate culture: “I recently had a member of my downline say to me, ‘You always said what a great company this is, but I had to experience it myself to believe just how wonderful they are! Do you know they called me from head office to congratulate me on becoming a Manager!’ She was so impressed,” remembers Kathy. “And that’s why I stay with NSP.”

Your 3 keys to success:

- 1) Get inspired and motivated: “I get so inspired by Conference! I learn so much from the experts. I get re-charged to go home and share that information with my clients and watch my NSP family celebrate their successes together!”
- 2) Receive coaching: “I have a weekly call with Rhancha Trick which has been a big game changer for me! With my weekly call I have this awesome accountability partner who keeps me encouraged and on track to reach my goals.”
- 3) Participate in company contests and rewards programs: “Contests and rewards programs earn one points for doing activities — not just sales. These inspire me to get as many points as possible! And with that I learn more through webinars, host more IN.FORM groups, and reach out and share more of what NSP has to offer.”

What’s your ultimate goal?

“My ultimate goal with my NSP business is to earn enough income that I don’t have to count on my fitness studio to pay the bills! Working less and traveling more while helping people to get healthy.”

How I grow my business? What business growth activities do I feel are important?



Kathy McAlpine Terpstra

“This past year and a half my business has really taken off. I have focused on two areas: the IN.FORM program and the essential oils. The nutrition and essential oils are a perfect match for my fitness studio.

“I host several IN.FORM info sessions throughout the year to let people know what the IN.FORM program is. I usually have a 95% commitment rate after people attend one of these sessions.

“A second thing I've recently begun is to host a number of essential oils parties at my studio. I use my website and Facebook pages to advertise the parties. My parties are averaging \$800-\$1000 in sales and resulting in lots of new Preferred Customer accounts!

“I feel that consistency is really important in building my business. I always have at least two events planned for the month — sometimes more. I've also searched out local vendor shows to attend. Although I don't tend to sell much at those shows, it allows me to reach new audiences. And I always volunteer to do a demonstration of making smoothies or something if that's an option at the show.”

How I develop new Managers

“Developing new Managers is a new area for me. Recently I developed my first Manager! — a client who was interested in natural health and I invited her to Conference with me to attend the essential oils certification. She was BLOWN AWAY! The quality of speakers, the information, the atmosphere...! She achieved Manager rank right after Conference at the end of October. She has since maintained her Manager status and I've broken out to Bronze! I told her at Conference that when I win the I-Inspire cruise, I wanted to take her with me. She has jumped on board with both feet and is always asking me what do we need to do to get on that cruise! We talk weekly about different ideas and how to market them. It's exciting to watch her knowledge grow and her helping her group of people.”