

PROFILE of a CHAMPION

Judith Cobb

Judith Cobb's association with herbs and NSP products started for purely selfish reasons at first. It was 1979 and she was falling in love with her future husband, Howard, who happened to be the son of the successful NSP Manager and herbalist June Cobb. "She (June) suggested some herbs for me and I thought, 'He's cute.' If I keep using these herbs maybe her son will stick around. Worked like a charm! July 2016 is our 36 wedding anniversary."

It wasn't long after that and Judith too fell in love with helping others through alternative medicine and herbal remedies. She started working as a practitioner using NSP products in 1981 after the birth of their first child. She continued growing her NSP business through the births of six more children — all of whom she refers to as "herb babies." Their youngest is now 17 and graduating from high school and they have seven grandchildren.

Judith's love for family gave her a natural affinity towards helping other mothers and children with natural remedies. Eventually her passion for helping others grew into Cobblestone Health clinic. Today her focus is on the whole family — from child birth to teenagers to adults, healthy aging, and weight loss. She's also made excellent use of the internet for educating, training and promoting NSP products and Cobblestone health at CobblestoneHealth.com.

Recently we spoke to Judith from Calgary, Alberta about her thoughts on business and being successful.

Why Nature's Sunshine?

"I choose NSP for the quality, the availability of products, and product information. Over the past 37 years I have had other product lines alongside my NSP. But over time the quality falters, or I don't get the kind of product detail I need for clinical work. NSP has always maintained it's quality and always provides the clinical detail I need to work with the products in my clinic."

Your 4 keys to success:

- 1) Excellent client care — really care about clients and stay in touch with them.
- 2) Support your downline — be available to answer questions, give support and encouragement.
- 3) Stay current on information, continue to learn. You can never know too much!
- 4) Support of my husband — "When I'm having a 'down day' he buoys me up and helps me get back on track. I would not have lasted all these years without him."

What's your ultimate goal?

"My ultimate goal is to maintain my own health and that of my family. I'm watching senior people in my life decline rapidly for lack of self-care. I intend to never be as old as my birth certificate says I am."



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How I grow my business

"The main emphasis to growing my NSP business has been through teaching classes and workshops. I lost focus of that and stopped for many years and watched the business decline."

That taught me the importance of information sharing and personal contact in this type of business. You need those two ingredients to make it work. Not surprisingly, I started back with workshops and meetings and I'm seeing slow but steady growth again."

How I build Managers, Associates and Clients

"Years ago I taught free weekly classes to my downline. I have 52 wellness topics and 52 business topics in my file — so it was a different topic each week. I built many Managers through these classes. Today, however, the Internet has changed this dramatically. One needs to continuously search for opportunities to develop others and keep them focused through the use of websites, webinars, email, facebook, YouTube, etc."