

## **Tips for Prospecting New Moms, Work from Home Moms, or Stay at Home Moms, from Lizzie Lario, Colorado**

I was pregnant when I first heard about USANA and Live Well, and thus was extra sensitive and aware as to what I was putting in and on my body. Without a doubt, the strongest points for me, being a pregnant woman, were:

### **1) Paraben Free**

I was aware of parabens before even hearing about USANA and once I heard the product had no parabens, I didn't have to hear anything else. Make sure to discuss in a non scare tactic way and more from a "did you know that parabens x, y, z..."

### **2) Quality of Essentials**

I was shocked to hear the pre-natal I was taking was basically useless. When you are pregnant, you are willing to go the extra mile

### **3) Shakes**

Shakes are an easy way to get those extra 200-300 calories that pregnant women need, in a healthy way. And the extra fiber is good as well.

For Moms:

### **1) Ease of shakes/bars**

Keeps you from "picking" on your kids high fat foods. Love that when I am in a hurry-it takes me less than 3 min to have a complete and healthy meal

### **2) Work from home part time**

Love the idea of being able to work part time from home. At least gets my products paid for, if nothing else. You can't get your Whole Foods, Vitamin Cottage, etc. products paid for.

### **3) Feel GREAT!!**

Moms don't have time to get sick, feel run down, or low on energy. And learning how to control my blood sugar (and the vitamins) were key for me

## **Thoughts for Prospecting New Moms or Stay at Home Moms, from Jenna Hoskinson, Colorado**

- My Daughter Laina was deemed "failure to thrive" by her pediatrician when she was 1. They wanted me to feed her not healthy fattening foods like french fries to make her gain weight. I wanted something healthy to help her gain weight, and Usana foods are perfect!!
- I wanted healthy supplements for the whole family.
- I was trying to be more eco-conscious and get the toxins out of my house and skin care - Sense fit the bill.
- A lot of moms are looking for and turning to more natural, holistic lifestyles.
- Parents of children w/ADD/ADHD are looking for natural approaches and healthy lifestyles/nutrition instead of drugs.
- I love sharing this info with other moms, feel like I'm making a difference in the world, one family at a time.
- I also like having some adult time, the ability to grow personally and build a business. It provides an outside sense of purpose (other than just a purpose within the home).