

## **LiveWell Consulting's Recommended Marketing, Business & Personal Development Books/Audios & DVD's**

These are the most important sales tools, education books and CD's that have been used personally by the leaders in the LiveWell Consulting Team. All sales tools are tax deductible and of course you can share printed materials with team members.

Remember when you start a business; you need to invest in marketing tools and yourself. We have purposely streamlined this list to focus on the most important things for you and your LiveWell Consulting/USANA venture!

### **LiveWell Consulting Tools-"Sharing Knowledge-Enriching Lives"**

#### **1.LiveWell Consulting Team Business Cards**

An absolute Business Must! Check out your customizable card in the LiveWell Consulting Marketing folder

**2.RESET Your Life Brochure** provides solutions to the hassles of dieting and will show Your clients how you can succeed at living a healthier lifestyle by following the Healthy for Life program. Includes 3 Separate Clinical Trials. To order email our head office at [info@livewellconsulting](mailto:info@livewellconsulting)

#### **3."Living Well" Newsletter**

Sign up for our cutting edge weekly newsletter delivered every Wednesday. Please share with your prospective customers and associates. The latest tips in health, nutrition, fitness, beauty and grooming plus Self Development [www.livewellconsulting.ca](http://www.livewellconsulting.ca)

#### **4.Your own personal Website**

Order your own personally branded website from the [LiveWell Store](#)

### **USANA Tools-Your Health, Your Life, Your Way**

Available on your USANA back office to place on autoship or as a one time shop order

#### **1. Add the USANA Lifemasters Yearly Subscription to your autoship**

This downloadable subscription, delivered every four weeks, contains training, motivational, and informative recordings from USANA's top Associates, scientists, and management. With this one-year subscription to Lifemasters, you pay for ten and get three free.

#### **2. Health & Freedom Newspapers – 28 pack**

The Health & Freedom Newspaper is one of the best ways to sit down with someone and go through the USANA products, company, compensation plan in a casual, 1x1 meeting. Because it is priced so well, you can then leave it with your prospect. There is a super on-line version to send via email in the Media Centre!

#### **3. USANA Why Diets Don't Work, Sense, Essentials Brochures (56 packs)**

At only \$6.95 each per 56 pack (amazing value!), these brochures are perfect for giving to prospects after a H&W Spa, Nutrition Seminar or 1x1.

#### **Sensé Brochure**

Provides you with an overview of **Sense's** exclusive technologies & brief descriptions of each product. **Code:** 525 **Price:** \$6.95 USD **Volume:** 0

#### **4. USANA Professional Product Information Booklet**

Includes the most up-to-date information on USANA's **Nutritionals, Macro-Optimizers**, and **Sensé** product lines. This is great to have on hand at seminars and for wellness practitioners or analytical prospects.

#### **5. Usana's Preferred Customer Catalogue**

This great little catalogue uses simple language that your Preferred Customers will love.

#### **6. Maximizing your taxable write-offs-TaxBot-Sandy Bodkin**

Did you know that 84% of small business are underpaid to the tune of \$150 Billion dollars a year in N. America? It is not what you make but it is what you get to keep that counts! This fabulous little robot will maximize your taxable savings and for \$9.99/month one of the best ways you can give yourself a huge wage. This will ensure you get all your tax write-offs and train your accountant to maximize your business at the same time.

[www.taxbot.usana.com](http://www.taxbot.usana.com)

## **Building Belief in the USANA Products**

### **Available at UniProtocols**

#### **1. The Comparative Guide, 4th Edition Book – Lyle MacWilliam,**

The 3rd Party Comparative Guide rates over 1,500 nutritional supplements – **have one with you at all times as this one of our best prospecting and credibility tools.** USANA Health Sciences is one of only four companies who were awarded the prestigious Nutrisearch Gold Medal of Achievement for overall product quality. The other three products, in fact, are only available through physicians or health/exercise professionals AND THEY COST MORE THAN WHAT A PREFERRED CUSTOMER WOULD PAY FOR ESSENTIALS! With 300 full-color graphs this book is the prospecting tool for comparing the quality of the USANA Essentials to other products.

**2. Healthy for Life – Dr. Ray Strand Book** - This book is crucial for your own health and for understanding the Live Well Consulting Programs.

Dr. Ray Strand is one of our medical partner's and this book explains everything that we teach at LiveWell Consulting– low glycemic eating, proper supplementation and moderate exercise. You may have already purchased this at a LWC Seminar, but if not, it is a must for understanding our programs, how to explain our programs to others and for LIVING the lifestyle and walking the talk.

#### **3. USANA & the Athlete – CD Audio –**

3 top athletes and a performance coach get together for a panel discussion about how USANA products gave them a competitive edge, changed their health, and convinced them of the power of taking supplements. Even though we are all not athletes, this CD explains the quality of the USANA products in a way that is 2nd to none.

#### **4. Why Supplements – by Dr. Tim Wood - CD Audio**

We've heard the USANA quality story so many times that we tend to take it for granted. Not so our prospects! Share with your team and prospective team members USANA's specific commitment to quality - as covered point-by-point by USANA Vice President of Research & Development, Tim Wood, PhD. To bring the point home, Dr. Wood covers the recent modifications to the USANA Essentials - what they are and why they were made. It brings home the fact that the USANA offerings are truly scientifically based

#### **5. Invisible Miracles DVD – Dr. Myron Wentz -**

Invisible Miracles explains Dr. Myron Wentz' lifelong quest for cellular nutrition and the drive behind his fight against one of the world's greatest challenges--chronic degenerative disease. This helps to build your belief in the product as you understand the founder the formulator of the USANA products. If you are a reader, you may also like the **Invisible Miracles**

#### **Book -**

**6. Legacy for All Generations DVD – Dr. Myron Wentz - A Legacy for All Generations** offers a glimpse of the people and events that have shaped Dr. Myron Wentz life and his lifelong quest for true health for all generations. “I dream of a world free from pain and suffering. I dream of a world free from disease. The USANA family will be the healthiest family on earth. Share my vision. Love life, and live it to its fullest in happiness and health” – Dr. Myron Wentz

#### **On-line**

##### **6. Usana’s True Health Companion**

Available through your Usana back office, this very comprehensive tool will track your nutrition, workouts, supplements and so much more. Helping you to achieve your healthiest lifestyle yet.

[www.usana.com](http://www.usana.com)

##### **7. Usana’s True Health Assessment**

Available to use after November 20, 2012 to assess your new and existing customers. This Health Assessment will you and your client’s health risk factors and lifestyle plus customize their nutrition program . The Assessment will lead customers to compare their own existing vitamins, sign up as a pc or as an associate at the end. Now that’s personal customer service!

[www.usana.com](http://www.usana.com)

## **Building Belief in the Network Marketing/Direct Selling Industry**

### **1. Brilliant Compensation by Tim Sales - DVD, CD Audio**

Demystifies the Network Marketing industry and explains the direct selling distribution method. An absolute must for building your belief in the NWM industry and for changing any old perceptions about the industry. Brilliant Compensation goes through all the common misconceptions – is this a pyramid scheme, don’t only the people at the top make all the money etc. Buy the DVD if you’re visual, CD if you’re auditory – both are fantastic for your education and when talking to prospects.

### **2. Perfect Business by Robert Kiyosaki – CD Audio**

Explains why having your own business is an absolute must & why NWM is the ideal business. In this exclusive interview, Robert T. Kiyosaki (author of Rich Dad Poor Dad) reveals his 1st choice to retire young, retire rich - Network Marketing. Prospects will discover successful strategies to create personal security and financial freedom.

### **3. Building your Network Marketing Business – Jim Rohn**

Learn the importance of focusing your efforts and prospecting only those individuals who are ready for the opportunity. A funny, provocative, and informative presentation that covers network marketing from front to back.

This piece is particularly well-suited for members of your organization who are "spinning their wheels" without results. A compelling presentation on putting your efforts where they will have the greatest impact and, more importantly, taking your focus away from those who will not bring you a return for your efforts

## **Building Belief in Self**

### **1. The Secret DVD -**

This ground-breaking feature length movie presentation (90 mins) reveals The Great Secret of the universe. It has been passed throughout the ages, traveling through centuries... to reach you. This is The Secret to everything - the secret to unbridled joy, invigorating health, unlimited money, loving relationships, blissful love, vitality and youth: everything you have ever wanted.

**2. The Slight Edge CD Audio Program – by Jeff Olson** Most personal development programs of this caliber cost \$200+, but this CD audio series is way underpriced! Incredible program and focuses on the most important things for success...everyone needs to listen to this CD series and apply ☐

**3. You Were Born Rich Book by Bob Proctor – FREE in the LiveWell Consulting Back Office**

**e- book** under the LiveWell Consulting Document Library (Team Development folder)

## **Specific Medical Conditions**

**[www.raystrand.com](http://www.raystrand.com)- \$39.95/year**

Highly recommended!

As we are not doctors, we can't "recommend" products for conditions. But Dr. Ray Strand can because he is a doctor. His website is a wealth of information and you can look up a condition and what supplements to take for it – and then send the article to your prospect. At only \$39.95/year, this resource is amazing as it will help you when prospects ask you what to take for what. Ask your mentor to look at their subscription if in doubt, but please purchase your own as soon as possible so we don't cheat Dr. Strand out of any of his hard work and income.

\*Prices are subject to change.

**[www.sanoviv.com](http://www.sanoviv.com) \$9.95/year**

Both nutrition and lifestyle factors are available for you to educate yourself and share with customers. Also check out Sanoviv's wonderful newsletter.