

The Wellness & Nutrition Landslide



by C.S. Deam

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About the Author



C.S. Deam

C.S. Deam, a Java programmer formerly with WorldCom and an entrepreneur at heart, has incorporated his independent research on a broad range of business topics and startup opportunities into his ebook –

*Mind Your Business 101:
How to Select & Start Your Own Business.*

As a result of comparing numerous business opportunities and matching them to his family's personal goals, he founded The Linkerton Corporation, a startup publisher of eBooks, audiobooks and original music, and also started eStoreAtYourDoor.com through which he teaches people how to profit from commerce in the internet age using time proven principles.

To contact C.S. Deam, you can email him: CSDeam@LinkertonPublishing.com

Chapter 1

The Problem:

The Landslide Defined

You've seen it on TV. You've heard it on the radio. You've seen it in the newspapers and magazines. The low carbohydrate diet trend is everywhere you look today. In fact, the trend was summed up by a major metropolitan newspaper writer in an article that indicated ***one out of every four*** people is on some type of carbohydrate conscious diet plan. One out of four adult Americans translates into *over 50 million people*.

The low-carb diet is just one example. Scores of other wellness and nutrition trends are gaining popularity every day.

Think of the number of advertisements and articles you've seen that talk about relief for aching joints, lowering cholesterol, increasing energy, and levelling out moods. They are everywhere and it indicates a multi-billion dollar opportunity for those in position to help wellness seekers by providing solutions.

First, consider two major camps from which those solutions can come. There's the healthcare camp, comprised of doctors, nurses, pediatricians, hospitals, surgeons, and pharmaceutical companies. Also, there's the wellness and nutrition camp, which consists of non-traditional remedy specialists, nutritionists, vitamin and supplement companies, and others.

It may not be crystal clear at first, but those camps tend to be divided by the way they look at people's health. From a simplistic standpoint, the healthcare camp tends to see people as sick and needing to get better. On the otherhand, the wellness and nutrition camp tends to see people as being desirous of taking better care of themselves proactively so that they stay out of the sickness camp.

One major economist has described this distinction by renaming the healthcare industry a 'sickness industry' because it's focus is on treating the sick, rather than keeping well the healthy. Keeping well the healthy is what the health and wellness industry seeks to accomplish.

Which group would you rather find yourself going to? Would you rather find yourself sick and going to a hospital? Or would you rather find yourself engaged in a wellness lifestyle that reduced your need for visits to the sickness clinics?

If it's true for you - it's also true for millions of other people. People are realizing that it's in their best long and short term interests to stay healthy. With rising healthcare costs and increasing economic uncertainty in the corporate world - you and your friends can't always count on having healthcare.

Even nationalized healthcare that many politicians are touting hasn't worked in Canada or Britain (and would you really want sickness care to become taxpayer funded)? It would be like creating a taxpayer funded medical buffet - the quality of the food would drop (what doctor want to work for minimum wage after going through years of medical school and thousands of dollars in student loans) and there would be wasted food on plates all over the place.

The solution is to emphasize wellness & reduce the need for fix-it healthcare.

People who take good care of their cars know that there are certain things that must be done to maintain their vehicles. It doesn't matter if you drive a Lexus SUV or a used Chevy you must have the motor oil changed every few thousand miles.

You must make sure you tires are at the proper pressure levels. If you don't take preventative maintenance steps, you'll end up ruining your engine or tires. You could've prevented that big trouble and replacement cost by taking proactive automobile wellness steps.

The same principle applies to your health and wellness. By taking care of our bodies, which are far more valuable and irreplaceable than automobiles, we can improve our performance and hopefully increase our lifespan. We can help keep ourselves in better shape, so that when troubles do arise, that we don't have ailing health to deal with in addition to a medical crisis.

Would you rather be the person diagnosed with beatable disease who had lived a lifestyle leading to being overweight, out of shape, and a vitamin deficiencies, or would you stand a better chance of beating the disease if you were in shape, exercising regularly, at your ideal body weight, and regularly eating balanced nutritious meals?

A large number of Americans are realizing that they need to maintain themselves. The combination of aging baby-boomers and the watchful eyes of the children and grandchildren of these boomers are causing quite a stir in the wellness and nutrition field.

The awareness of this health need in creating the makings of a Wellness and Nutrition Landslide!

Here's a BONUS for you that we didn't advertise. World-renowned economist and author Paul Zane Pilzer has written a new book called, "The Wellness Revolution." On his website he offers two sample chapters from the book. Since he is an expert in economic trends I strongly recommend that you read those sample chapters.

His website is: <http://www.TheWellnessRevolution.info>

<http://www.TheWellnessRevolution.info/intro.pdf>

<http://www.TheWellnessRevolution.info/chap1.pdf>

After you've read those chapters, you should see from his expert point of view that there is an opportunity waiting for you in the wake of the Wellness & Nutrition Landslide.

Chapter 2

The Opportunity: Satisfy Wellness & Nutrition Needs

Just as with any growing problem there also is a growing opportunity to solve those problems. The opportunity for you lies in putting yourself in position to help people meet their wellness and nutrition needs.

You can turn a blind eye to it, or you can profit from it.

You've already seen the media barrages of advertisements and articles about health and nutrition and failing health. However, if you look back at history at previous trends that had't reached critical mass - you will see that this media bombardment is only the tip of the iceberg.

You are only seeing the daring few who risk the capital on high priced TV and magazine advertisements. As more of the millions of aging baby boomers realize their need to proactively maintain their wellness - you'll see **exponential growth** in the number of people *using wellness and nutrition products on a daily basis*.

Currently tens of billions of dollars are being spent on wellness and nutrition products by those early adaptive baby-boomers. Experts believe this trend will continue until those tens of billions of dollars will grow well past the TRILLION-dollar mark in annual sales.

That's a Wellness and Nutrition Landslide!

Wouldn't you like a piece of the twenty billion-dollar pie BEFORE it grows?

A twenty billion dollar pie is pretty big.

Great news for you: if you position yourself now as a wellness and nutrition solutions provider, offering weight management products and nutritional supplements, you could be in *tremendous* position to see *your* piece of the pie grow.

If the pie is going to grow from 20 billion to over 1 trillion (growth of 100 times), wouldn't you be smart to begin carving your niche so that your piece of the 20 billion pie has a chance to grow to 100 times it's size.

That's 10,000% growth.

It doesn't do any good to passively think about it and get excited at the prospect of seeing a 10,000% growth in a stock if you don't own a single share. Imagine if you'd had a single share of Microsoft stock when it was initially offered. Now imagine that you were offered the stock, got excited about the idea of it growing, but never took advantage of the offer.

There's one thing you can do to put yourself in position to profit by helping these people desiring access to better and more wellness and nutrition products:

ACT!

In order to tap into this Wellness and Nutrition Landslide - you must put take action and put yourself in position to profit!

Chapter 3

The Solution:

Take Action and See Profit

You've already seen how the American population is beginning to wake up and realize their need and desire for wellness and nutrition products that increase the quality of every hour of their life. You've also seen how this tip of the iceberg demand is going to explode with landslide like force. Now, you're wanting to know what you can do to *profit by helping people satisfy their wellness and nutrition needs*.

You've already taken a great step in downloading this ebook. Hopefully you gained insight that makes you aware of the importance of wellness and nutrition, and also excites you as to the possibilities that await you should you choose to tap into the goldmine ahead that is the Wellness and Nutrition Landslide.

We'll get to the details in a few moments, but first let's discuss the accompanying FREE BONUS you get for downloading this ebook.

In addition to our prescription for a profitable wellness and nutrition business, we're also offering you a free weekly eNewsletter, "**Key Concepts for Growing Wellness Wealth**" that will arrive in your email once you've signed up.

Sign up now.

Send a blank email to: KeyConceptsWWealth@SendFree.com

"**Key Concepts for Growing Wellness Wealth**" will introduce you to the foundational business principles that have been proven over time to be successful and profitable. It contains Powerful Profit Secrets that your competition will wish they knew.

In "**Key Concepts for Growing Wellness Wealth**" you will learn:

- How you can get more done in less time.
- How you can make better business decisions and avoid the mistakes that other make.

- How to achieve your financial goals without being indebted to your business banker.
- Which types of products you can offer your customers that keep them happily coming back to you time & time again.
- How to parlay a smaller opportunity into a larger one.
- How to Tune-In to the power of simplicity and keep yourself from being busy, but getting little done.

All of this power-packed information is FREE to you for downloading this eBook.

Start your FREE subscription today.

Do it now!

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Clearly you could get a job at a health food store and make some extra money as and 'profit' from this growing trend. But as with most jobs, you're limited. You probably wouldn't make any more money than if you'd get a job watering plants for the county government.

So what benefit do you get for knowing about The Landslide?

The way you'll profit most is by creating your own distribution channel.

In some cities you can see the concept of a distribution channel at work when you watch those freezer trucks going around your neighborhood selling frozen foods to residential customers. The men and women who drive those trucks are in business for themselves, even though there's a company name on the side of that truck (something like Swan's, but missing something like vitamin C).

Their partner company is their supplier and the drivers are responsible for creating their own distribution channel and making it bigger. The more customers they get, the more money they make. Satisfied customer will want you back, month after month. A distribution channel with repeat monthly business is a highly profitable situation.

Similarly, you can partner with a leading company in the wellness and nutrition business. A company that has lead the way with *quality, stability, and foresight* for several *decades* is the company that you want to be partnered with, and not some johnny-come lately startup that is still learning how to do business and get your customers their products on time.

You want to be partnered with a wellness and nutrition *leader* that provides your customers only the finest organically grown nutritional supplements and offers you a tremendous amount of *business support*.

By creating your own distribution channel in partnership with a leader in nutrition and wellness, you'll be able to expand your profitability by taking on new recruits who want to be in business for themselves – just as you do. By putting in place teams of quality individuals, such as yourself, who want to tap into the Wellness & Nutrition Landslide – you're benefiting your team – and yourself.

Many individuals will gladly take on a second job to pay some extra bills or to save up for some vacation or spending money. Many times a part-time job can make a person an extra \$400 or \$500 dollars a month. One of the more frequent advertisements I see in the paper is a newspaper route that can earn up to \$500 a month.

How many people are willing to get up in the wee dark hours of the morning to spend a couple hours delivering newspapers – in rain, sleet, snow, or hail – before going to work at their full-time job?

Isn't it far more appealing to start making \$400 to \$500 a month in your own wellness and nutrition business?

Remember how we talked about how the Wellness & Nutrition Landslide is expected to increase the size of the pie by 100 times. So, if you were able to lay a foundation of \$400 to \$500 extra a month now, you'd be in a terrific position to profit even moreso from the landslide.

100 times that amount would be nearly \$50,000 a month. Unreal isn't it?

If the sharpest economist in the U.S. sees this trend about to explode, you'd be wise to put yourself in position to win. But if you don't lay build your foundation – you won't get a bigger piece of the pie – you'll be playing catch up.

Don't find yourself wishing that you'd taken that share of Microsoft stock.

Of course, maybe you'd be satisfied with only an extra \$500 a month – without a Landslide. So, let's forget about The Landslide for a minute and imagine that we don't know that it's coming.

If you can make \$500 a month meeting the wellness and nutrition needs of your friends and family, you can certainly help others to do it. Remember that you're creating a distribution channel, and in the right opportunity the honest and ethical people who build the distribution channels that carry the most volume are the ones who profit the most.

Look back in history at Sam Walton. Starting with a single Ben Franklin store in Arkansas. He eventually started his own chain of stores and created his own channel of distribution. His distribution channel is better known as Wal-Mart, and now also as Sam's Club.

Amazon.com is another one that used the power of the internet and a single warehouse distribution center.

I could cite example after example, but the principle remains the same. By creating volume in the distribution of in-demand products and services, anyone can profit.

What we offer you is an opportunity to independently contract with a time-proven company, without having to drive a truck of frozen foods around your neighborhood. We also provide training and teach you about business support materials.

REMEMBER: volume is the key.

That's the CRUCIAL part of this next way you can increase your profit.

With just a handful of ten or twelve customers buying wellness and nutrition products from you month after month (and having those product shipped via United States Postal Service to their homes) – **you** can generate an extra \$500 a month.

It has been done by others, and you are free to do more or less business than this, but I present it as a picture of the simplicity of this opportunity.

To take your income to the next level – you need only to help a few individuals achieve that same hypothetical and arbitrary success level of \$500 a month profit

and you, as a reward for building a successful team, could be compensated for the additional growth of your distribution channel with a few extra hundred dollars.

You sold the same amount of product to your existing customers, but you also helped three other people experience the same level of success.

Not only did you help them make the money by helping other people achieve their wellness and nutrition goals, but you also helped keep them from getting pneumonia by delivering a morning newspaper in freezing weather.

Just like a department manager of a retail store might get a volume bonus for getting more volume through his department, network marketing businesses reward similarly. A retail store manager often gets to see his department managers get bonuses, and also get a bonus herself.

One of the beautiful things about network marketing businesses is that you are rewarded in direct proportion to the results you get, and the more successful results you can achieve with your team, the more rewarded they will be, and the more rewarded you will be.

Many network marketing companies offer different compensation packages, but the principle of helping others succeed is always key to your success in any of them. The organization that we're part of has a very specific business plan, the details of which will show you how you can make more or less than the hypothetical figures above.

Just like no two retail stores in a chain will do the same business and their profit margins will vary depending on the specific mix of products they sell – so will the profit you see from the Wellness & Nutrition Landslide. The details contained in the business plan will show you how much potential for profit there is in the coming Landslide.

Now that you have seen the problem, the opportunity, and the solution for the Wellness & Nutrition Landslide, please visit our website at:

www.eStoreAtYourDoor.com

login with the password: **guest**

Take a look around the website and see how good business has been, and see why we're excited about how good business is going to get in the next few years.

We invite you to contact us through the “Contact Us” feature of that website when you have questions or would like to see the full details of the business plan.

Also, don't forget to sign up for the FREE **"Key Concepts for Growing Wellness Wealth"** eNewsletter subscription that will talk about the proven and profitable principles that others are using to build their profitable wellness and nutrition businesses. Don't wait! It's FREE and there's no obligation. It's free information that you can apply to your life.

Send a blank email to: KeyConceptsWWealth@SendFree.com

Enjoy your Free newsletter and thank you for taking the time to read this eBook. Please feel free to pass it on to your friends as it was meant to get the word out about how you can profit from *The Wellness & Nutrition Landslide*.

Thank you for choosing our publication.

We hope you found it stimulating and enlightening.

Sincerely,

C.S. Deam
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