

Guide to Starting a Business in the Booming Wellness Industry

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**Find a mentor to help you start your home business
and to teach you to succeed long-term.**

Get started without spending a fortune!

Americans are increasingly interested in health and wellness.

And worldwide there's a growing interest in wellness information, natural foods, fortified foods, vitamins, minerals, dietary supplements, and natural body care products.

Experts predict that wellness will be a \$1 trillion industry by 2010.

People are living longer and they don't want to just exist into their 80's and 90's... they want to remain vibrant and active.

The right Wellness Opportunity has the potential to be a long lasting and prosperous home business.

With so many choices out there, how do you know which one is right for you?

Take these steps to find your successful Wellness business:

Step One – Zero in on a niche market.

A niche is a specific, narrowly defined group of people that are your potential customers. It's the group that will be the focus of all your marketing efforts.

It's a common misconception that a product or service should appeal to the widest audience possible. While it's true that there are more potential customers for a product that most everyone needs, it's extremely difficult to market to *everybody*. By specializing you will become the "go to" person for a product or service your target market can't find anywhere else.

For example, rather than trying market nutritional supplements to all adults, your niche market might be women who actively participate in sports or other strenuous daily activity.

In most cases your interest is probably in a niche that you belong to. While it's possible, it's much more difficult to sell a product you don't use. And particularly in the home business wellness industry, you'll be more credible when you marketing a product you use.

Step Two – Determine what your target market wants but can't find. Either sell a product they can't find elsewhere, or

sell a product they already buy and provide an added, specialized service not found elsewhere.

Continuing with the example of supplements for female athletes... you might discover an underserved niche for a product that addresses bone health. Alternatively, if you find that these specialized products are readily available, you could offer a free service making product recommendations based on the type and level of physical activity.

How do you know what your target market buys or is looking for?

One way is to ask. Talk to friends and family or conduct an online survey. Read the same online message boards and blogs that your target market reads. Research other companies that market to the same group.

Step Three – When you've zeroed in on your target market, begin researching companies that offer the products and services your market wants.

Use the checklist in Appendix A to organize and keep track of the information as you go.

Go to WellnessOpportunityWatch.com for information about many health and wellness direct sales companies.

Step Four – Choose your top three companies for further research and begin talking to potential sponsors for each.

Initially, until you've decided on a company, you can focus your sponsor interviews on the company and products. Once you've decided on a company you will be more focused on choosing the best sponsor for your needs.

Try out one or two products from each company. At this stage of the process you'll probably want to ask for product samples, but later on, before you make your final decision,

it's a good idea to order from a company to get an idea about customer service, packaging, and delivery time.

Find sponsors listed for the WellnessOpportunityWatch.com featured listings, or where no sponsors are listed, contact the company for referrals.

Appendix B contains a list of questions you can ask potential sponsors.

Look for a sponsor who shares your goals and who seems to have a leadership style that's compatible with your needs. You want a sponsor who can lead by example, who has developed a marketing strategy that can help you reach your goals, and who can provide the level of support you need.

When you first talk to potential sponsors, tell them that you're still considering other companies and that you will be interviewing other potential sponsors within the same company.

Step Five – Narrow your choices down to the two or three companies that best meet your basic requirements and continue researching them more thoroughly.

Compare compensation packages and start-up costs

When looking at compensation plans, don't just look at the commission percentage. Compare earnings potential. One company might pay 50% but the cost of a 3-month supply may be just \$45. Another company may be paying 35% commission on a product that costs \$120 every 3 months. Of course if the \$120 is just an inflated price that will be difficult to sell it's probably not the best choice.

Look for both competitive product prices and competitive commissions percentages.

Don't automatically eliminate a company whose start-up costs are out of your reach. Some companies offer a way to earn your start up kit and many companies offer starter specials several times a year.

If none of your top three companies turns out to be a good match, go back to step 6 with the next two on your list.

Continue through the process until you find the right company

Step Six – Decide which sponsor you will sign under.

Before making the final decision about your sponsor, talk to her upline or the person that you would be assigned to if your sponsor leaves the company. This discussion doesn't have to be formal or thorough, you just want to feel comfortable that you could work with her too.

When you've selected your sponsor you'll order your kit and start planning your first marketing strategies. Your sponsor can give you some ideas on how to prepare while your waiting for your kit to arrive.

Be sure to let notify the other sponsors that you interviewed so they know that you've made your decision.

The first few weeks of your new business are particularly exciting. Soon you'll have your first order and before you know it, you'll be one of the potential sponsors someone else is interviewing.

With planning, hard work, and the support of your sponsor and company you're on your way to success!

Appendix A – Company Research

Company	Products	Start Year	Startup Costs	Base Comm	Memberships	Financials	Leadership	Policies
Agel™ Enterprises	Nutritional Supplements	2005	\$250 & Up	20% +				
Ameriplan	Health Benefits	1992	\$50 & Up	30%				
Cyberwize.com	Nutritionals & Personal Care	1998	\$69.95 & Up	Ask				
Isagenix International	Weight Loss & Nutritional	2002	\$45	Varies				
Mannatech	Nutritional Products	1994	\$39 & Up	20%				
MonaVie™	Health Drink	2005	\$39	Ask				
ONE Group	Personal Care	2001	\$60 & Up	10% +				
Pharmanex®	Nutritional Supplements	1984	\$5 & Up	Up to 30%				
Watkins Incorporated	Supplements & Medicinals	1868	\$59.95 & Up	25% +				
Xango	Dietary Supplements	2002	\$35	20% +				

Find more information about all of these companies at WellnessOpportunityWatch.com
 (See notes below)

Company	Products	Start Year	Startup Costs	Base Comm	Memberships	Financials	Leadership	Policies
AMS Health Sciences	Weight Loss & Nutrition	1989	\$45 & Up	Ask				
Arbonne International	Skin Care	1980	\$29 & Up	35%				
Daisy Blue Naturals	Body Care	2002	\$49 & Up	30%				
FreeLife International	Nutrition & Personal Care	1995	\$35	20%				
Fruta Vida International	Dietary Supplement	Ask	\$39.95 & Up	Ask				
Gano Excel	Coffee	1995	\$25 & Up	30%+				
Herbalife	Nutrition Products	1980	Ask	25% +				
ITV Ventures™	Health & Nutrition	2006	\$165 & Up	Up to 50%				
Matol	Weight Loss & Supplements	1984	Ask	Up to 38%				
Market America	Supplements & a wide variety	1992	\$0	Ask				
Melaleuca	Personal Care & Home Care	1985	Ask	Ask				
Nature's Sunshine	Nutritional Supplements	1980's	\$40	Up to 33%				
Neways	Nutrition and personal care	1992	Product purchase	Up to 25%				
Nikken	Nutrition & Environment	1975	Ask	25%				
Omnitron	Nutrition & Weight Loss	1989	\$59.95	Up to 40%				

Company	Products	Start Year	Startup Costs	Base Comm	Memberships	Financials	Leadership	Policies
Procard International	Health Care Discount	~ 1996	\$0 or \$16.95	Ask				
Reliv	Nutrition	1988	Ask	20% +				
Royal Body Care	Nutrition & Personal Care	1990's	Product purchase	Up to 35%				
Self Indulgence	Personal Care	2001	\$25 & Up	Up to 35%				
Shaklee	Nutrition & Household	1956	\$19.95 & Up	Ask				
Tahitian Noni	Dietary Supplements	1996	\$35 +	Ask				
Take Shape for Life	Weight Loss	Ask	\$99 & Up	15% +				
TriUnity International	Dietary Supplement	2005	\$39 & Up	Ask				
USANA Health Sciences	Nutritional Supplements	1992	\$49.95 & Up	Up to 35%				
Vemma	Nutritional Supplement	1995	\$69 & Up	Ask				
Viva Life Science	Nutritional Supplements	1997	Ask	25% discount				
Wholefood Pharmacy	Food & Personal Care	2003	\$15	Ask				

* Memberships: For example, Direct Selling Association (DSA), Better Business Bureau, Chamber of Commerce, or other trade organizations. Lack of membership doesn't mean the company is not legitimate or worthwhile, but being an active member in good standing may indicate a commitment to certain standards of operation.

* Financials: Is the company publicly traded or privately owned, what's their annual revenue, indebtedness, etc.?

* Leadership: How experienced and accessible is the company leadership?

* Policies: Can you advertise and promote online, is there an ecommerce option, can you promote from your own website, are there restrictions on using the company name, can you promote along site another business?

* Ask: The information isn't readily available on the company website. Ask potential sponsors for the information.

Appendix B – Questions to ask potential sponsors

Questions about the company

How long has the company been in business?

How long have you been with the company?

Why did you choose this company?

What type of consultant training and support does the company provide?

What are the ongoing costs of running this business?

Does the company impose any restrictions on advertising (online and offline) and use of the company name?

What sales methods can be used (home parties, online, fundraisers, etc)?

Is the company leadership and customer service department responsive, professional, and knowledgeable?

Before making your final decision research the following financial information.

For publicly traded companies you can find the information on the company site. Privately owned companies may or may not readily provide the information. Your sponsor may have the answers to these questions, but you will probably have to speak to a company representative. Don't be surprised if some won't give much information (which for privately owned companies is their right), but the way the questions are handled will be information in and of itself.

How is the company financed (investors, investments, loans, etc)?

Is the company debt free?

What is the annual sales revenue?

Who is the company leadership and what is their business experience?

Questions about the products

Can customers buy the products from sources other than the company consultants?

How does the pricing compare to competition?

Does the company provide scientific research and information about the products benefits and safety?

Have there been any quality concerns?

Have there been delivery issues?

Questions about a potential sponsor

How long have you been in direct sales?

Is this the first direct sales company you've worked with?

Is this the only direct sales company you work with?

How many team members do you have?

What type of support do you provide to your team members?

How many hours a week do you work your business?

What are your business goals?

Remember, you can find information about a wide variety of Wellness Industry businesses at WellnessOpportunityWatch.com