

ENTERPRISE

Kleeneze[®]
PEOPLE IN BUSINESS

BULLETIN

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THIS YEAR, DON'T DREAM IT - DO IT

My New Year's resolutions

- Qualify for Destination X
- Attend every meeting
- Reach Executive level
- Help someone get to Gold
- Read more personal development books
- Have a 10-wide business
- Pay off credit cards

The time of year has arrived when we all resolve to better ourselves, our businesses, our environments. It's also the time of year that we set ourselves up for failure, as fewer than 10% of people actually succeed in

achieving their New Year's

Resolutions. Wouldn't it be great if 2010 was the year you stopped dreaming about fulfilling those resolutions and instead started to do them?!

Here are some of the best ways we've seen to ensure that your next 12 months count:

Say no to the New Year Resolution

Ok, this one might seem quite backward, but resolutions tend to be about the stuff you think you *have* to do and not the things you *want* to do. Like last year's vow to eat less chocolate. Doesn't sound appealing in the slightest and, let's face it, if you do achieve it, you're probably going to reward yourself by eating chocolate anyway. Instead, set out to achieve your business goals this year by making sure they align with your dreams. Then you can spend the year pursuing and capturing something you really, truly want – bound to be easier to stick to!

Change your mind

How many of us make the same resolutions year after year? The constant failure cannot be good for your head! Many people fall into thinking that past failures determine future failures and with a mindset like that you're doomed from the time the clock strikes 12 on New Year. Succeed this year by ensuring you have the belief to accomplish your goals.

Swot up

Once you've decided on what you want to achieve this year, the next step is to learn how to do it. Want to qualify for Destination X? Well, then you need to be at the Showcase to learn how to. Want to brush up on your sponsoring skills? Look around the Network – there are so many leaders who have honed this skill and they'll be more than happy to help you. And don't even get us started on the range of books, CDs and DVDs that are available – plus online resources! You can be a Network Marketing expert by the time the year's over!

Don't go it alone

Nowadays there's a support group for everything – from losing weight and quitting smoking to saving money and becoming a parent. Luckily you happen to be a member of one of the biggest support groups we've ever seen! Make sure you're sharing your goals with your team members and Network peers so they can encourage you to keep on when the going gets tough.

Give yourself more time

You know on these cold January mornings when you've hit the snooze button at least nine times, fallen out of bed only to promise yourself you'll get out there once you've had a cup of tea, eaten your porridge, watched the news, checked your email, updated your Facebook status and fed the cat?

And you know on these cold January evenings when you think to yourself, 'if only I'd had more time today to get everything done that I wanted to?'

We think we've made our point. Turn off that internet, switch off the telly and ban yourself from hitting that snooze button and you've given yourself an extra couple of hours already. We'll let you eat your porridge, because you need your energy (feed the cat too, it's only right).

Take action now

Nothing magical happens when the clock strikes midnight on New Year's Eve. Nothing's different on a Monday or on the first of the month. If you really want to achieve your goals – start now, don't wait. It's the best way to start accomplishing them and waiting for a Monday or something else to roll around before you get going only ensures that you're wasting time when you could be achieving something amazing.

GOLD PREMIER EXECUTIVE DISTRIBUTORS, PETER AND JACKIE WHITE HAVE BEEN ANNOUNCED AS THE GUEST SPEAKERS AT THE IRISH NEW YEAR SHOWCASE ON SATURDAY 16 JANUARY 2010 AT THE RADISSON BLU HOTEL, DUBLIN AIRPORT. WE HAVE AN INCREDIBLE DAY'S EVENTS LINED UP, SO BOOK THIS DATE IN YOUR DIARY NOW AND CHECK THE DSA FOR FURTHER DETAILS



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Kleeneze[®]



“We’ve just collected in our first batch of catalogues – 64 catalogues with a total of £305 in order value. A good start for the New Year,” Jon and Pauline Summers, Senior Distributors

HOW ONE YEAR CAN



Throughout 2009, one couple was quietly but assertively soaring up the Sales Plan amassing thousands of pounds of income and incentives on their way. Over the course of 18 months, the pair qualified for a Caribbean Cruise, a trip to Cyprus, 5 nights in Cape Town, 5 weeks in Florida, tickets to the London Olympics 2012 and culminated their year of success by driving off in a brand new Mini Cooper.

Pretty amazing, no? And what’s more amazing is that Silver Executive **David Birtwistle and Angela Tonkin** had been in the business for a fair few years, simply plodding along before something clicked in their minds and they started on a roller coaster ride of success.

EWB caught up with Dave Birtwistle to find out what the turning point in their business was and how you too can turn your business around in 2010.

What made you decide to start your own business with Kleeneze?

I was an IT consultant before, self-employed and on a very good income. The reason I mention the income is that because some people think because they’re making a good income at the moment, they can’t give it up to venture into something new – but we did. Prior to that I was a chef in the Royal Navy and travelling all over the world, which was absolutely fantastic and I loved it. Obviously, though, Angela was land-based and with me working away nine or ten months at a time, it wasn’t what we wanted.

When I started as in IT, I thought – great! I can spend more time at home, settle down and we can start a family. However, two weeks

after my first daughter, Ellie, was born, I was still in the same situation – living out of a suitcase Monday to Friday and being away from home. I loved my IT career, the income was great, but at the end of the day, my family was more important.

We decided as long as we could earn £1,000 per month that would be enough. To be there for the girls, who are now 4, 8 and 11, well, you can’t put a price on that.

Tell us about your first years in the business

My sister showed me the Kleeneze video and straight away I knew that if those people on the video could earn good money, then so could we. Then we got introduced to Sue Burras at a Preston meeting. Rob Forster was speaking and we were sold! It was time to be at home. I’d had ten or eleven years of being away and it was lovely to be back.

Some might have thought I was away with the fairies when I first gave up my IT job, but we were fine as we were. However, we simply plodded on with the business for several years. We’d sort of put a plan in place and we were going to the meetings all the time, but just weren’t that bothered about moving forward. We knew one day we would do something with the business – just not then!

So what was the catalyst that turned your business around?

It was when Angie’s dad, Paul Tonkin, was laid off from his job. He came to us saying that he wanted to go full-time with Kleeneze, not wanting to get another job at the age of 52, and needed £1,000 income a month. We sat down with him, made a plan and that month he went out and retailed £8,500. Subsequently, we went Bronze. We’d also qualified for Mauritius, but unbelievably we still didn’t push on. It was a turning point though.

It’s in the last year that you’ve really achieved huge success. How did it happen?

Early on in 2008, we decided let’s try this goal thing, even though we didn’t really understand how it worked! So many people had told us about setting your five year plans and it just went over my head, but this time we decided to make one and really start working it. We had a couple of guys in our team, Gary and Sylvia Green, who we knew we could work with so we planned their goals and ours together.

We already knew that we were in qualification for Club Med 2, so one of our goals was to do the Double in Period 7. Gary and Sylvia went on to qualify for Cyprus and, being a great believer in the Law of Attraction, in Period 7 so did we!

We also had it on our goal list to go for the Mini Cooper. I remember Lauren Jackson speaking about four years ago, when she and Pete qualified for the Mini Cooper and the BMW in the same month that they’d tried to qualify for it in Periods 7, 8 and 9. The reason being



“We just wanted to say how great it has been over this season to see such improved stock availability, right up to Christmas. It means far fewer disappointed customers, which is obviously good for them and good for all of us too,”
Richard and Helen Peuleve, Senior Distributors

CHANGE YOUR LIFE

was that these are the summer months and people automatically believe that the figures drop. They proved this wrong and we decided to do the same. It's only psychologically that you believe the figures drop. In actual fact, the only thing that can drop is activity.

It's not just Kleeneze incentives you've qualified for either, is it?

No, we also qualified for two trips to Florida through Sue and Geoff Burras's incentive. They bought a plot of land out there and built a house after visiting it with Rob Forster and Ray Aziz. Now they put on competitions for the team to get out there. When we hit Bronze Executive status, they took us to Florida and it was absolutely amazing. We've got another three weeks coming up there soon.

It does get easier to qualify for more once you've qualified for that initial goal because it's having that belief you can do it.

What did you do to make your goals a reality?

Over the last few years, I've been studying coaching and it's really three things that moved our business forward. The first was studying Ed Ludbrook. *The Fundamentals of Direct Sales* and *The Network Coach* became my bibles. The other two were Jean Day and Jackie White. I've listened to their CDs time after time. They show you how to help others with compassion and I really believe that is what's helped us move our business forward.

As I said before, I'm a huge believer in the Law of Attraction. If you can see it and believe it, you will achieve it. Over the past few years, we've had pictures all around our house and a massive goal board at the top of the stairs, so we see it several times a day. Now we've taken the pictures of the Mini Cooper down and have pictures of us with the BMW up. Just seeing that makes you believe.

We feel poised for success now. The whole team is so fired up, no one's resting on their laurels and we're focused on helping them. We can't do it alone.

DAVE'S TOP TIPS FOR SUCCESS:

- Keep looking at your figures daily
- Read the right books, listen to the CDs – find out how this business works
- Attend the right seminars
- Chat to your team at least every other day
- Keep the belief that you can do it



WE'LL SEE YOU TOMORROW AT THE EVENT TO LAUNCH 2010 – THE NEW YEAR SHOWCASE AT THE NIA, BIRMINGHAM. DON'T FORGET TO LET US KNOW YOUR THOUGHTS AFTER THE EVENT AT EWB@KLEENEZE.CO.UK.

LEARN WHILE YOU EARN EVENTS

COMPANY SHOWCASES AND TRAINING DAYS

- 9 Jan 2010 Kleeneze New Year Showcase & Gala Dinner – **THE NIA and HALL 3, ICC, BIRMINGHAM**
- 16 Jan 2010 Kleeneze Ireland New Year Showcase – **THE RADISSON BLU HOTEL, DUBLIN AIRPORT**
- 2-9 Mar 2010 Kleeneze Spring Destination 2010 – **CAPE TOWN**
- Summer 2010 **Kleeneze Summer Roadshows replace the normal Summer Showcase - TBC**
- 4 Sept 2010 Kleeneze Xmas Showcase – **THE NIA, BIRMINGHAM**

TRAINING MEETINGS - 2009 COUNTRYWIDE

- 24 Jan FastForward Northwest Millionaires meeting at the Holiday Inn, Wood Lane, **RUNCORN, WA7 3HA**. Just off junction 12 of the westbound M56. Doors open 11.00 for 12.00 noon start. Still only £8 including a free bumper raffle. Speakers include, Bronze Executive Tim Pace, Silver SEDs Ram & Sylvia Laing, Gold SED Lyn McDonald, Silver Premier Andy Stephenson. Further details from Mel Wilson 01524 720192.
- 31 Jan (every four weeks) Freedom Training. 10.00am – 1.00pm (doors open at 9.30am) Best Western Moat House Hotel, Festival Way, Etruria, **STOKE-ON-TRENT, ST1 5BQ**. Bookings only, £6.00 per person. Please send cheques (payable to A de Caso) to: Adele & Jaime de Caso, 38 Poplar Close, Blythe Bridge, Stoke-on-Trent ST11 9RJ (names will be held at the door, no tickets are sent out) Business dress only please, everyone welcome. For further information, please call 01260 218574.
- 20 Feb (20/3; 17/4; 22/5; 19/6; 17/7; 14/8; 11/9; 16/10; 13/11; 11/12) Going For Gold. At: The Globe Hotel, Tuesday Market Place, **KINGS LYNN, Norfolk.PE30 1EZ** (Use hotel entrance in Kings Street, opposite 'Prezzo') 7.30pm for 8pm prompt start. Business Dress only please. £2.50 per person. Guests free. Everyone welcome. Contact Ann & John Coe on 01553 829241 or Ezereach 01553 888118.

OPPORTUNITY MEETINGS - NORTH/SCOTLAND

- 6 Jan (every four weeks) Opportunity Meeting at the Whitwood Inn, Pioneer Way, **CASTLEFORD, WF10 5TG** (1/4 mile jct 31 M62). 7.30pm for 8pm start. Everyone welcome. Please note smart dress. Hosts Graham and Georgina Long, Eze 01937 858018.
- 12 Jan (second Tuesday of each month) BOM meetings at Carlisle. Border Gate Premier Inn, Carleton, **CARLISLE CA4 0AD** Tel: 01228 633311. 7.30pm for 8pm start. All distributors and prospects/guests welcome. Hosts Alistair Townsend and Malcolm Bullough and will feature a presentation of the opportunity and a guest speaker. For information, contact: Alistair Townsend 01228 528126 email: ali5kids@sky.com, Malcolm Bullough 01228 675553 e mail: malcolmbullough@hotmail.com.
- 13 Jan (every four weeks) Teeside Opportunity Meeting, The Windmill, a purpose built Conference and Seminar Centre, Dalton Piercy, **HARTLEPOOL, TS27 3HN**, directly on A19, just north of Wynyard Park turn-off. Open meeting, everyone welcome. 8pm Start £2.50 per head. Guests free Opp/Training/Recognition/Raffle/Table. Steve Geldard and Cathy Brookes, tel: 0191 521 4564. ITS 119822 Sue Phoenix ITS 514235.

- 16 Jan (every four weeks) Aberdeen Opportunity and Training Meeting, Holiday Inn Express – Aberdeen Exhibition Centre, Parkway East, Bridge of Don, **ABERDEEN, AB23 8AJ**. 10am – 1pm, £3. Contact Lynn Macdonald at lynn@lynnmacdonald.com or Tel: 01506 414456.
- 19 Jan (every four weeks) Glasgow Opportunity Meeting, Ramada Jarvis Hotel, Ingram St, **GLASGOW** 8pm- 9pm. Contact Lynn Macdonald at lynn@lynnmacdonald.com or Tel: 01506 414456.
- 25 Jan (22/2; 22/3; 19/4; 17/5; 14/6; 12/7; 9/8; 6/9; 4/10; 1/11; 29/11) Titans Training and Opportunity Meeting, Change of venue - Cedar Court Hotel, Mayo Avenue, Off Rooley Lane, **BRADFORD, BD5 8HW**, 7.30pm for 8pm start. Everyone welcome. Contact Neil Young on 07932 965 071 or Ezereach: 0113 350 8763.
- 2 Feb (every four weeks) Edinburgh Opportunity Meeting, CHANGE OF VENUE – Premier Inn, Haymarket, **EDINBURGH**. 8pm 9pm. Contact Lynn MacDonald at lynn@lynnmacdonald.com.

SOUTH/MIDLANDS/WALES

- 12 Jan (09/02; 09/03; 06/04; 04/05; 01/06; 29/06; 27/07; 24/08; 21/09; 19/10; 16/11) Bristol Opportunity Meeting. Ship Inn (next to Premier Inn), Thornbury Road, Alveston, **BRISTOL, BS35 3LL**. 8.00pm start. Business dress please. Distributors £2.50 per head, guests FREE. Host: Andy Cooper, E/R: 0117 911 7561.
- 11 Jan (15/02, 15/03, 19/04, 17/05, 21/06, 19/07, 20/09, 18/10, 15/11, 13/12) South East Open Evening Bracknell. Welcomes Blue & Red Groups across the Network. Join us for an evening of FUN with Opportunity Presentations and Kleeneze Stories. Hospitality Suite (upstairs) , Bracknell Leisure Centre, Bagshot Road, **BRACKNELL, Berks, RG12 9SE**. 7.45pm for 8.30pm start. Distributors £3 - guests FREE Business dress please. Contact Debbie Gee on 01628 626327 or Kate Lee on 0118 9268540.
- 18 Jan (First Monday of each Period – 22/2; 22/3; 19/4; 17/5; 14/6; 12/7; 9/8; 6/9; 4/10; 1/11; 29/11) Westcountry Open Evening at Padbrook Park Hotel, Cullompton, **DEVON EX15 1RU** (signposted 5 mins from J28 on M5). All from Red and Blue groups welcome. Prospect focused Business Opportunity Presentation, Book Stall, Bids table, Testimonials, raffle and business related stands. Booking in starts from 7.00 pm. and the event starts at 8pm. Distributors £3 per person or £4 per couple. Guests FREE. Ample parking. Accommodation, meals, coffee and bar available. Contact Sheelagh & Paul 01392 462710 (Ezereach 01803 898592) or Nigel & Lucinda 01392 874412 (Ezereach 01803 898652).
- 18 Jan (15/2; 15/2; 12/4; 10/5; 7/6; 5/7; 2/8; 30/8; 27/9; 25/10; 22/11; 20/12) Norwich Business Opportunity Evening, Holiday Inn, Ipswich Road, **NORWICH, NR4 6EP**, 7.30pm for 8pm start. £3 per Distributor, guests free. Business dress please. Contact Stephen on 07810 126010.
- 20 Jan (17/02, 17/03, 14/04, 12.05, 09/06, 07/07, 1/09, 29/09, 27/10, 24/11) Open Opportunity Meeting at The Summit Centre, Pavilion Road, Kirkby In Ashfield, **NOTTINGHAM, NG17 7LL**. Junction 27 or 28 of the M1. 8pm - 9.30pm. Telephone 01623 752008. Hosts: Margaret & Mike Drayton 01623 722500, or e-mail mikedrayton@btinternet.com.

- 20 Jan (17/02, 17/03, 14/04, 12/05, 09/06, 07/07, 04/08, 1/09, 29/09, 27/10, 24/11) Essex Business Opportunity Meeting at The Holiday Inn, Brook Street, **BRENTWOOD, CM14 5NF, J28 – M25**. 7.30 for 8pm start. Business Dress please. Everyone welcome, hosts Richard and Vanadis. EzeReach: 01206 804 635.
- 25 Jan 22/2, 22/3, 19/4, 17/5, 14/6, Business Opportunity Open Evening, Everyone Welcome, Supreme Inns, Bicker bar Roundabout, **BOSTON A17/A52 junction**, registration 7.30pm, £3 per person, Hosts:- Andy & Amanda Holland email:- a.holland075@btinternet.com Eze-Reach Number:- 01553 886597
- 27 Jan (every 4 weeks) Birmingham Open BOM. The Plough & Harrow Hotel, 135 Hagley Road, **BIRMINGHAM**. 7.45pm registration for an 8pm prompt start. Ample free parking, good reception areas & bar for team sizzles & meeting your guests. Unfortunately there is no wheelchair access to the room (upstairs). Only £3 per distributorship, guests free (bring loads & see your business grow). If you want 2010 to be your best year ever – don't wait till then – your 2010 business starts NOW. Hosts Gerard & Claire Tucker-Mawr (EzeReach: 0121 314 9785) and Geoff & Diane Owen (EzeReach: 0121 314 4870) www.birminghambom.co.uk.
- 28 Jan (25/02, 29/04, 27/05, 24/06, 29/07, 26/08, 30/09, 28/10, 25/11) Showcase Opportunity Briefing, Tottenham Green Leisure Centre, The Gold Room, First Floor, 1 Philip Lane, **LONDON N15 4JA**. 7.30pm. Registration for 7.45pm start. Special guest speakers each month. £3 per distributorship, guest free. Everyone welcome! Hosts: Gary Dixon and team. Contact 07973 712 425, I.T.S.113915, or email: garydiamonddixon@aol.com.
- 1 Feb (26/4, 21/6, 19/8, 11/10 13/12) **ELTHAM** open evening. We may have changed to Bi-monthly but we are still the only open evening in South London. Open to Blue and Red Groups. 7.30pm registration for prompt 8:00pm start, ends around 9:30pm, then relax for a drink and a sizzle in our own comfortable Bar & Lounge. Still only £3 per distributorship, guests free, dress code: smart casual. Eltham Conservative Club, 254 High Street, Eltham, London SE9 1AA. Contact Joyce & Pete Rowe on 020 8463 7133 or Ezereach 020 3393 2408 or email: jpr9@o2.co.uk
- 2 Feb (First Tuesday of every month) Business Opportunity Meeting. St Leonards Hotel, Ringwood Road, St Leonards, **RINGWOOD, Hampshire, BH24 2NP** 7.30pm for 8pm start. £2.50 per distributor. Guests Free! Business dress please. Hosts Bob Dalton and Sue Marshall on 01425 480675 or Ezereach 02380987429

THE NETHERLANDS

- 23 Jan (20/2; 20/3; 17/4; 15/5; 12/6; 10/7; 7/8; 11/9; 2/10; 30/10; 27/11; 18/12) Hotel van der Valk de Cantharel, Van Goisteinlaan 20, 7339 **GT APELDOORN**. Guest Speaker Michael Khatkar. 1pm – 3pm. Email Rita & Frank Kamsteeg at f.kamsteeg@home.nl.

Do you have any Training or Opportunity meetings in your area? Let us know, at meetings@kleeneze.co.uk and we will include them in our weekly meetings diary. DEADLINE FOR WEEKLY SUBMISSIONS 4PM TUESDAY.

