

ENTERPRISE

Kleeneze® BULLETIN
PEOPLE IN BUSINESS

12.03.10 Issue 09

SPRING INTO ACTION



The ice has melted and the warmer weather is here – hip hip hooray! All our Cape Town qualifiers are back on home turf and ready to help their teams qualify for Hong Kong – hip hip hooray! Now all we need is a fresh new catalogue to help boost those sales – profit, profit, hooray!

Right, let's give you a quick explanation of how the Spring

Special came about. Obviously, as with all our catalogues, publications and events, we take your feedback very seriously. And although you loved the products, the name 'Outdoor Life' wasn't really what you thought our spring and summer books are all about. Well, your wish is our command – introducing the Spring Special.

The 'Spring' part of the title is fairly self-explanatory, but let us tell you why we think this particular publication is so special...

Firstly, it has **36 pages**, jam-packed full of products. We've got **brand new lines** including the 3-Tier Greenhouse (page 8), the Tomato Planter (page 9), the Twist Cultivator (page 2) and **even more selections** of Solar Lighting (pages 14 and



15). In fact, over 30% of all the products in the Spring Special are **brand new** to Kleeneze.

Secondly, we know a formula for success when we see one (or sales rather!), so we've kept in products that we already know are true winners. There's the Lawn Edge Cutter, with a new and improved design on page 19; the Insect Door and Window Screens on page 19, the Garden Table and Chair Covers (page 6) and the Colour Changing Butterfly and Humming Bird Lights on pages 16 and 17.

Plus, we've kept four-pages of our very best-selling products from the environmentally-friendly Greeneze!

So it's very special to us and we hope you agree. If it has anywhere near the success that our current Main Book and Health & Beauty catalogues are getting, then we'll be happy enough!

Spring Special Catalogues (pack of 50):

UK code: 07447

ROI code: 07471

Price: £5.00/€7.50



Don't forget, it's a great time to replenish all your catalogues, especially as we're getting record sales from the current set - retail is booming, make sure your shop-window' is fresh and attractive.

Retail Kit:

UK code: 02623

ROI code: 02747

Price: £32/€38.40



Products will be live from 4pm, Monday 15 March.



560-071-08

Kleeneze®

30 SECONDS TO IMPRESS

Currently, we have one of the best qualification criteria there has ever been for a Destination. Hong Kong is open to everyone – even if you’ve only just joined the business. What a fantastic hook to sell your business on. But how do you really get this amazing opportunity across? After all, join this business and you could win cars and holidays, have more time with your family, pay off your mortgage, secure your pension and have a highly healthy income all at once!

Did you know the attention span of the average person is just 30 seconds? That means, you really have half a minute before their minds start wandering – so those first impressions really do count.

This week, we’re looking at the Lift Pitch. The Lift Pitch is a challenge – how you would explain your business if fate placed you in a lift with your dream prospect and you only had the time it took to get between floors to convince them they want to join your team.

THE LIFT PITCH

- Your pitch should be short and snappy – taking no longer than 30 – 60 seconds
- It should be clear – long words really don’t make anyone sound more intelligent and, at the worst, your prospect won’t understand you and the opportunity will be lost
- Use words that conjure up visions in your prospects’ minds. A picture paints a thousand words, after all
- Use your story. Stories sell! Plus, you always tell your own story with much more conviction
- Remember, different audiences will respond to different things, so you may want to do a couple of pitches that could appeal to others
- Make sure you have a goal in mind. What’s your goal here? Do you want them to pass the message on? Come to one of your meetings? Join on the spot? Make the outcome clear for yourself
- Use a hook. Hong Kong, income, time with the kids – make sure you use the wonderful opportunities in this business to hook your listener

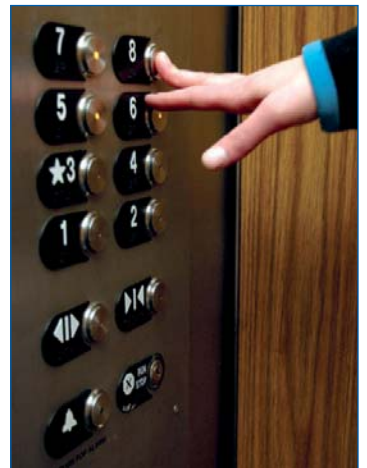
YOUR LIFT PITCH

- You need to be very sure of what you do. As Craig White told us in last year’s Enterprize Magazine: “With every industry and business you have a job title and a job description. I think sometimes people need that. You need confidence and pride in answering the question – ‘what is it that you do?’”

Write down what you do and write it several ways. Don’t hold yourself back, you can edit this later. This is for generating ideas and can be as outrageously funny, serious or conservative as you like

- Now write down your story. Tell people what you do for others. Illustrate what you’ve done with this business. Again, it can be as long as you want – you’ll edit it later
- Don’t enjoy writing? Record yourself instead. Most mobile phones have a voice recording device on them nowadays
- Now leave it. Come back to it a day or two later with fresh eyes (or ears, if you’ve recorded it!) and highlight the good stuff. Take a pen and circle the phrases that hook you with a clear message.
- Put your best pieces together. Edit it along the way until it’s as tight and concise as possible. Rearrange words, phrases etc until it all sounds just right
- Use your friends, family and team members to run your pitch by. Get feedback from people you trust
- Write down your final edit and memorise it. You want your pitch to slide off your tongue naturally. Over time, you’ll hear phrases from others that may make your pitch even better. Use them! Then test it out. Your goals and story will always change, so make sure your pitch does too.

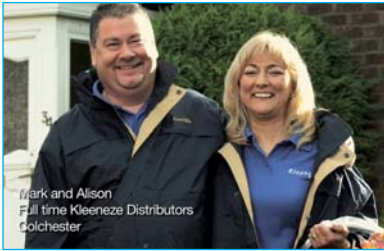
What’s your Lift Pitch? Do you have a pitch that works effectively already? Get together with your teams and work on your pitches. Then help everyone in the Network hone *their* pitches by letting EWB know yours! You can either write into us at ewb@kleeneze.co.uk or leave us a message on EzeReach: 01772977402.



NINE MORE WEEKS ON THE BOX



With the announcement that the TV campaign is being aired in Ireland for the very first time comes even more great news – it's coming back to UK screens too!



From **Monday 3 May**, the recruitment advert starring Chrissy Sykes, Phil Lowe and Helen Kolbusz and Mark and Alison Bird, is going to run for **nine more weeks!** That's going to hit people coming up to the summer holidays when graduates will be looking for work, mothers will be wondering what to do with their time as their kids fly the nest and others will be looking for some extra cash to spend on a holiday.



This year's campaign is worth a whopping £600,000, but it's up to YOU to capitalise on it. You have just over 7 weeks to ensure everything for your business (including yourself!) is branded and ready to go. Get extra catalogues in and do even more activity than ever before. When the TV advert hits, you'll then be in the perfect place to reap the rewards. Do not miss out.

Remember, from Monday 19 April until 17 May, the advert is due to reach almost 2 million adults in the Republic of Ireland too!

Spring/Summer Enterprize – out now!



Kleeneze's company magazine, Enterprize is now available to order. The magazine includes interviews with this year's trophy winners, a look at our TV advertising campaign, articles on pensions, mothers in Kleeneze and people who have chosen our business for lifestyle – rather than income – reasons. There are interviews with Citypress, our new PR company, and their tips on getting your story in the press and a look at how common objections to this business nearly stopped some successful Distributors from starting.

It's an ideal sponsoring tool, as it contains success, news, inspiration and, above all, credibility for your business. Oh, and it's only 50p! Order yours today – code 08117 only 50p / €0.75.

Remember, our FREE Enterprize Magazine offer is still available. The Summer 2009 edition of Enterprize is still relevant and contains fantastic training and motivational interviews. Place an order for the the Super 250 Plus (online only) and you'll receive a box of 50 Enterprize Magazines for free (worth £25).



Congratulations to Kleeneze's Michael Khatkar, who was surprised in Cape Town with the announcement that he'd been promoted to Director of Network Development!

BUSINESS BUILDING THE BELFAST WAY

Recently returned from Cape Town, **Vinny Tsoi** is our latest speaker at the Success Seminar in Belfast on Saturday 20 March. He'll be joining our inspirational line-up of speakers, including **Dave Birtwistle, Margaret Foster and Marcell Treanor** for an event that's going to help many build their businesses, qualify for Hong Kong and make lots of lovely income in the process!

This is an entirely new format from the previous Success Seminar and as such you must book your tickets through the Service Centre.

It is a FREE event, however, spaces are limited so you must have a ticket in order to secure your place. The Success Seminar takes place

on Saturday 20 March at the Park Plaza Hotel, Belfast International Airport. Phone to book your ticket on 0844 848 5000.



LEARN WHILE YOU EARN EVENTS

COMPANY SHOWCASES AND TRAINING DAYS

- 20 Mar Kleeneze Success Seminar, **PARK PLAZA HOTEL, BELFAST INTERNATIONAL AIRPORT**
- 4 Sept Kleeneze Xmas Showcase – **THE NIA, BIRMINGHAM**
- 11 Sept Kleeneze Ireland Xmas Showcase – **THE RADISSON BLU HOTEL, DUBLIN AIRPORT**
- 6-13 Nov Kleeneze Destination 2010 – **HONG KONG**
- 31 Mar (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.
- 7 Apr (5/5, 2/6, 30/6, 28/7, 25/8, 22/9, 20/10, 17/11, 15/12) **BRIGHOUSE BOM**, Brighouse Holiday Inn, Brighouse HD6 4HW. Dress Code - Business Suit. Host - Craig White 01733808670

TRAINING MEETINGS - 2010 COUNTRYWIDE

- 20 Mar (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.
- 21 Mar Titans Business Building Seminar The Cedar Court Hotel, Mayo Avenue, Rooley Lane, **BRADFORD** BD5 8HW Tel 01274 406606 off J26 M62. 11.30am - 5pm Top Line up of Speakers - Eamon Lynch & Maria Ryan (GOLD SED) Gary & Esther Watson (Platinum SED) Tracy Payne & Harvey Kent (Silver Exec) Knowledge is King will be present. £1 in the bucket money draw. Raffle and an Awesome Recognition Parade Across Pd12 2009 - Pd 3.2010 Only £10 per head. Book into this event by logging onto www.titans-seminars.co.uk No tickets are issued. Your name will be on a list on the door upon entrance. This is an open event for everyone. A Training Event not to be missed - www.titans-seminars.co.uk
- 28 Mar The Big 1 Event, in **NOTTINGHAM**, is now **FULLY BOOKED**. Thank you for everyone's support with this event, details of the next event in September will be published shortly.
- 28 Mar (30/5, 25/7, 19/9, 14/11) Gillian Nicholson's Wealth Events Training Thurrock Hotel, **THURROCK**, Essex. Registration 11:00 for prompt start at 11:30hrs. Finish 2pm. £4.00 per distributor - Guests free. Further information email: Gillian.Nicholson@wealthevents@btinternet.com Arrive ready to learn, leave ready to earn! Wealth of Income, Wealth of Knowledge, Wealth of Friendships.
- 4 Apr (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. Guest speaker: Gill Nicholson. 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.
- 18 Apr Move On Up Training Day 11:00 until 5:00 Whitwood Inn **CASTLEFORD** WF10 5TG junction 31 off M62 Michael Khatkar, Ram & Sylvia Laing and others Ticket only event £11. Including Buffet lunch Hosts Georgina & Graham Long 01757 268830 info@longsuccess.co.uk

OPPORTUNITY MEETINGS - NORTH/SCOTLAND

- 13 Mar (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
- 16 Mar (every four weeks) Glasgow Opportunity Express By Holiday Inn Glasgow, City-Riverside, Stockwell Street, **GLASGOW**, G1 4LW 8pm- 9pm. Contact Lynn Macdonald at lynn@lynnmacdonald.com or Tel: 01506 414456.
- 22 Mar (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.
- 24 Mar (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. Sue Phoenix 01642 918340 / Peter Neesham 01642 918258.
- 30 Mar (every four weeks) Edinburgh Opportunity Meeting, CHANGE OF VENUE - Premier Inn, Haymarket, **EDINBURGH**. 8pm 9pm. Contact Lynn MacDonal at lynn@lynnmacdonald.com.

- 13 Apr (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: all5kids@sky.com, Malcolm Bullough 01228 675553 e mail: malcolmbullough@hotmail.com.

SOUTH/MIDLANDS/WALES

- 15 Mar (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.
- 15 Mar (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.
- 17 Mar (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, Kirky 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.
- 17 Mar (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 Craig White. EzeReach: 01206 804 635.
- 22 Mar (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
- 22 Mar (19/4, 17/5, 14/6, 9/7, 6/9, 4/10, 1/11, 29/11) Westcountry Open 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, Training, Book Stall, Bids table, Testimonials, raffle and business related stands. Booking in starts from 7.00 p.m. with small group training from David Bibby. Presentation starts at 8p.m. Distributors £3 per person or £4 per couple. Guests FREE. Ample parking. Accommodation, meals, coffee and bar available. SPECIAL GUESTS FOR MARCH, MIKE AND AMANDA BIBBY! Contact Sheelagh & Paul 01392 462710 (Ezereach 01803 898592) or Nigel & Lucinda 01392 874412 (Ezereach 01803 898652)
- 24 Mar (21/4, 19/5, 16/6, 14/7, 11/8, 8/9, 13/10, 10/11, 8/12) Folkestone business opportunity evening at the Firs club, Firs lane, **FOLKESTONE**, CT19 4QF, J12-M20. 7.30 for an 8.00pm start. Business dress please. All welcome, hosts Chris & Emma Shafe, EzeReach: 01227 808744
- 24 Mar (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.
- 27 Mar (Last sat of every month) Announcing the new **PORT TALBOT BOM** at the Twelve Knights hotel Margam rd Port Talbot, South Wales SA13 2DB. £3 per person,

guests free. Starts 1pm till 3.30pm. Free parking, less than 1 mile from junction 38 of the M4. Host: Raymond Underwood. All welcome. Ezereach: 01792-824532, e-mail: raymondunderwood@btinternet.com

- 29 Mar (26/4; 24/5; 21/6; 19/7; 16/8; 13/9; 11/10; 8/11; 6/12; 3/1/2011. Bassaleg, **NEWPORT**, GWENT, Open Opportunity meeting at The Ruperra, 73 Caerphilly Road Bassaleg Newport NP10 8LJ. J28 M4. (www.theruperra.co.uk for directions) Doors Open 7pm Start 8pm. Admission £2.50 each, Guests Free. Dress code smart casual please. Comfortable surroundings to enjoy a drink and sizzle afterwards. For more details contact Nick Newham & Jeanette Legge on Ezereach 02920 007 637 or 07791 891 208
- 6 Apr (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
- 6 Apr (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.
- 6 Apr (4/5; 1/6; 29/6; 27/7; 24/8; 21/9; 19/10; 16/11; 14/12) Hemel Hempstead Opportunity Meeting, Holiday Inn, Breakspear Way, **HEMEL HEMPSTEAD** HP2 4UA. £3 per distributor, guests free. 7.30pm for 8pm start. Business dress please. Hosts: Rosina & Frank Pocock. Tel: 01442 256405.
- 26 Apr (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
- 29 Apr (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.

THE NETHERLANDS

- 20 Mar (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 Golsteinlaan 20, 7339 **GT APeldoorn**. 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.