

The Use of
Communication Tools
in Direct Selling:

Magazines





Tools Work

An effective communication tool shares your company's inspiring story in a compelling manner. It's a carefully thought-out, thorough, sophisticated and persuasive presentation of your business opportunity and products. The most effective recruiting tools include testimonials for inspiration and hard data figures for "just the facts" type mentalities. A careful balance between these two enables a tool to appeal to virtually every prospect's personality type. An excellent training tool not only gives "how to" information, but it motivates associates, too—affecting retention. Excellent training and recruiting tools have a positive bottom-line impact on revenue.

Since 2005, the tool making the most impact on the direct selling industry—in recruiting, retention and revenue—has been the third-party magazine. While there have been other magazines that addressed small or minor aspects of the industry, the publications created by VideoPlus address each of these challenges so completely that they have impacted the industry more than any other communication tool in history.

Tailored to the Marketplace

These magazines are available on national newsstands and are tailored to the marketplace—with the high quality photography, professional writing, national advertisers and the glossy paper of other popular, high-end magazines.

VideoPlus Publishing has created a family of magazines—*Success from Home*, *Empowering Women*, *Your Business at Home* and *Healthier You*.

Success from Home magazine has 132 pages showcasing the outstanding opportunities that direct selling provides for so many. Generally, this magazine is appropriate for larger companies with revenue of approx. \$1 million or more. It has been called the "greatest recruiting tool in history" by more than one CEO.



Your Business at Home magazine was created to meet the demands of direct selling companies eager to experience the results larger businesses are enjoying through being featured in *Success from Home*. This magazine replicates the components of that first publication, on a slightly smaller scale of 100 pages.

Empowering Women, at 100 pages, focuses on the party plan component of direct selling. With the same high-caliber production components and newsstand presence as *Success from Home* and *Your Business at Home*, *Empowering Women's* focus on the female perspective adds to its appeal.

Healthier You spotlights the features and benefits of individual ingredients. It's designed to meet the needs of direct selling companies that focus on helping people live longer, healthier lives. This publication includes articles on nutrition, exercise and dealing with stress. *Healthier You* focuses on the scientific and health aspects of a particular ingredient rather than a business opportunity available through a specific company. This approach allows distributors to offer comprehensive, third-party information to their prospective customers and recruits while abiding by the stringent FDA rules.

Why Magazines Work

These third-party magazines are effective in recruiting because they are easy and comfortable for associates to use. Their effectiveness also makes cost-per-team-member-acquisition very low. With 100-136 pages, these magazines are comprehensive; able to tell a variety of stories to interest virtually every prospect.

Third party magazines also offer the benefit of working well within a company with an established tools culture, as well as companies trying to implement tools into their business processes.

Companies with strong tools cultures found that they were able to increase revenue and recruiting significantly.

Company: Prepaid Legal, Inc. [First Company Featured in *SFH*]

The Challenge: In a company driven by tools, the challenge was to introduce new and exciting ways to tell the company story consistently.

The Background: PrePaid Legal needed all prospects to be able to see the potential of their opportunity, including those who weren't "natural salespeople." They wanted a tool that could convey information on products as well as the opportunity in a very personal way; demonstrating the enormous success associates have had through the PrePaid Legal opportunity. PrePaid has a strong tools culture, so associates were accustomed to using tools to introduce prospects to the opportunity, but they needed a tool that told the full story in a new, compelling way.

The Payoff: By making a self-liquidating investment in the most comprehensive tool available, *PrePaid saw a 100% growth in recruiting* in 9 months. Because of their strong tools culture, associates had "early buy-in," making the most of the initial enthusiasm associates had for the magazine.

Over the next 12 months, Pre-Paid Legal distributed over 7 million copies while driving the company to reach record recruiting numbers after over 30 years in business.

Since this amazing success, PrePaid has been featured in 3 other newsstand magazines and several custom publications. Prepaid adapted the tool in a big way and continues to focus on magazines as the key driver for their business.



Often, direct selling companies don't have a strong tools culture. Many of these companies have discovered that the simplicity of using the magazines helped them move toward establishing a tools culture, but also had a significant impact on retention by re-inspiring current consultants. Even party plan companies, which rarely have a significant tools culture, have discovered the recruiting, retention and revenue benefits of using the magazine in effort to begin to develop a tools culture of "be the messenger, not the message."

Company: BeautiControl

The Challenge: Enjoying strong recruiting, this company wanted to reinforce and strengthen the confidence of their consultants.

The Background: This party plan company did not have a strong tools culture; their growth had been driven by an ingenious marketing direction of “home spa” parties. Today’s busy women loved the idea of treating themselves to a ladies’ evening out in a spa atmosphere creating an opportunity to expose people to the full line of products available through BeautiControl.



BeautiControl execs knew that by strengthening “buy-in” the result would be stronger retention and increased loyalty. They decided the magazine, while considered the most comprehensive tool available, was right for their culture because of the strong success profiles as well as the business development articles it features. These factors would build up their existing associates, accomplishing their goal.

The Payoff: BeautiControl realizes that a new consultant receiving her kit is at her most vulnerable point. So now, included in the kit is the BeautiControl issue of Empowering Women—building her belief and her dreams and allowing her to spread the same excitement in a way not possible before.

Launch Notes: This company had perhaps one of the best planned launches to date. They kept the magazine a secret even from the consultants profiled in it, and said the cover shoot was simply for marketing purposes. Throughout the first session of their major event, speakers kept using the phrase “empowering women.” When the magazine was unveiled the response was huge.

Following the exciting announcement, consultants were taught where and how to introduce the magazine to prospects; establishing a consistent, effective approach that is well-suited to their culture. During that unveiling/training session, workers had been outside the conference doors, setting up huge displays of the magazine cover—the consultants responded with enthusiasm—even posing in front of the covers for inspiration.

Relaunch Notes: With the enormous response to the magazine, BeautiControl execs realized they could easily optimize results by relaunching the magazine. This would capitalize on the enthusiasm to those using the magazine, introduce it thoroughly to new consultants, and ignite consultants who hadn’t realized the results others were experiencing. Six months after the initial launch, BeautiControl relunched the magazine at an event. While the element of surprise was absent, consultants responded with even more excitement, due to the successful testimonials driven by the magazine that were given on stage.

Features

These magazines feature a different direct selling company in each issue. The focus company is highlighted on the cover and throughout the magazine, with about a third of the magazine focusing on the company's strengths and how it serves the public as well as the field.

Another third of the magazine is comprised of lifestyle profiles of top representatives. These articles are the ultimate testimonials. Incisive writing and four color photography of them, their homes and their families, is the dynamic human-interest appeal that draws the reader into considering the opportunity and products the company offers.

Companies who elect to use this comprehensive tool can select the associates profiled in the magazine. They can base inclusion on past performance, achievement level or even on their individual story. In their second magazine, PrePaid Legal, Inc. developed a unique method of selecting associates for profiles encouraging strong activity during a traditionally slow period. (*See case study "Activity, not Politics" on page 6.*)

Third Party Validation

In each issue, well-known financial experts such as David Bach, Robert Kiyosaki and Suze Orman talk about the validity and potential of direct selling opportunities. Nationally recognized authors and speakers (like John C. Maxwell, Rudy Guiliani and Stephen Covey) discuss personal development, linking it to the positive aspects of owning a business.

Each issue also includes familiar advertisers such as Dell, Chase Visa, Southwest Airlines, Travelocity and the Got Milk campaign; subtly reassuring readers this magazine is offering a solid third party look at the featured direct selling company. Since each issue focuses on a single direct selling company, no advertising competing with the featured company is found within the magazine.

The third party validation of and within the magazine clarifies and enhances the reputation of both the industry and the featured company.

High Tech Meets High Touch

Virtually all magazine packages include a custom or customized DualDisc or DVD that tells the company story, their way. The DVD explains the company opportunity and usually includes success profiles, also known as "long form testimonials."

This addition to the magazine creates an "added value" that is engaging as well as informative.

Because the optical disc is the only "company product" its presence is crucial. It allows the company to speak directly to the prospect, and to give a few specifics on their business plan.

The material on this disc, whether it's a DualDisc or a DVD, should give the prospect enough information to make them want to know more, but should not provide enough details that the prospect feels confident they know enough to make a "no" decision.

An audio CD is not recommended as an insert for the magazine, as it is not as compelling as the long form testimonials within a visual message.

Widespread Appeal

The familiar and easy-to-flip-through format make the magazines a natural for generating idle curiosity; the content then gives information that creates a lasting positive impression of the rewards of owning a direct selling business.

For even broader appeal, featured companies select diverse types of associates for their success profiles, to increase the chances readers will identify with a specific representative. Selecting a variety of originating professions and financial backgrounds helps to demonstrate how truly level the playing field of direct selling is.

Activity, Not Politics

Company: PrePaid Legal, Inc.

The Challenge: The challenge in this case was two-fold. Primarily, PPL leaders wanted to encourage business-building activity while preparing for the launch of a new magazine. However, as the company had already been through a magazine production process, the corporate team recognized that there are some politics inherent to selecting the associates profiled in the magazine—PPL wanted to eliminate these politics and reward business-building activity.

The Background: PrePaid had already experienced tremendous success with the magazine (100% growth in just 9 months). Now, they wanted a second magazine, and decided to reserve profile spots for those whose activity was highest during the last quarter of 2006. To keep the playing field level, they reserved spots for various levels, so even new associates could have a chance at being profiled in this issue.

The Payoff: With record growth for this final quarter, PPL recognized they'd not only inspired associates to new levels of activity no matter the circumstances (holiday and family commitments of both associates and prospects) but they'd also resolved the “politics” of the situation.

Finding the Right Fit

With the diversity of companies in the direct selling industry, the magazines aren't one-size-fits-all. Some magazines focus on “traditional” multi-level marketing companies, others on party plan companies or the health and beauty industry. There are also differing publication sizes, to serve mid-size to large companies. Each magazine type and size has garnered success for the featured companies.

The amount of success is largely dependent on the strategies the featured direct selling company adopts pre-launch, launch and post-launch.

After doubling recruiting figures in just 9 months, Harland Stonecipher, Founder, Chairman and CEO of PrePaid Legal said, *“In my 30 plus years at Pre-Paid Legal Services, this is the best recruiting tool I have ever seen. It's a magic wand.”*

Pre-Launch

Attitudes and Actions

Six months prior to the magazine launch, your corporate team should evaluate what is driving current growth. Is it force of personality, invitations to events or communication tools? This analysis is important, because it will help determine your company's goals and develop the magazine activity

strategies to reach them.

For example, if your goal is to create more buy-in with existing associates, you'll formulate different plans than if your goal is to establish strong recruiting habits.

One key strategy for stronger recruiting is training leaders to use tools for prospecting. This task is simple, because these associates understand that their success and income are based on duplicability. Once the leaders recognize that while not everyone can have a dynamic personality willing to risk rejection, everyone can hand a neighbor or acquaintance a communication tool and ask for their opinion, then follow through. The simplicity of this action makes it incredibly duplicatable—and increases the success of the associate.

A crucial element of this training is the reinforcement of a very common business principal—return on investment, ROI.

All business people, and most lay people, understand the concept that one must invest capital to see a return. Even “sweat equity,” in and of itself, cannot generate income without raw materials.

The raw materials of building a duplicatable and therefore limitless, direct selling business are communication tools. Therefore, any associate planning to create income should expect to invest in the most effective communication tools available. Associates will soon recognize that magazines, due to their appeal, also have a great “pass-along” potential that helps further justify the investment.

Again, it's important to stress to associates the “cost of the acquisition of a new team member” rather than the “cost per tool.”

For example, if a new associate is worth \$500 per year to the sponsor, and 10 magazines were handed out to recruit him/her, then the cost per new team member is about \$40. Clearly, the Return on Investment (ROI) is huge.

Prior to the magazine launch, associates should be thoroughly adapted to the concepts of ROI and duplicability, so that these are standard behavior.

Memorable Activity Plan

Within 60-90 days of launch, your corporate team should focus on creating a memorable activity plan. One industry standard plan is “2 a Day and 10 in Play,” but a custom plan can be even more effective. Usana's “2 a Day, Follow Up Will Pay” contains the critical elements of initial action, emphasis on follow up and also mentions reward. With a daily activity goal, associates have the means and the method to duplicate their way to a prosperous business.

USANA also planned ahead so their Autoship case number was based on their activity plan; “2 a day” for a 28 day business cycle equaled a case count of 56 magazines.

Memorable Activity Plan

Company: USANA

The Challenge: USANA needed a strong increase in recruiting as a base to build revenue.

The Background: Associates were accustomed to using tools, but were also used to a lower price point for each tool. Six months before launch, USANA created a “premium tool package” priced at what the magazine pack price would be. When the magazine launched, the premium tool package was discontinued, since this magazine was now their most comprehensive tool.



Usana also requested the magazines arrive in their warehouse 3 weeks before launch. They worked closely with a select number of active associates, and allowed them to use the magazines for a limited time prior to the launch. The results these associates garnered created testimonies used on stage during the launch.

After these testimonies, random associates were selected from the audience and called up on stage. They were given a post card, with a simple script printed on it:

1. *Hi, my name is _____ . (Holding out hand to shake.)*
2. *Have you seen this magazine? (Hand magazine to prospect.)
I'd like to get your opinion on it.*
3. *When is a good time for me to follow up with you?*
4. *How can I reach you?*

The selected associate rehearsed the script briefly while on stage, then was handed a stack of magazines, told to see if they could use the script and hand out the magazine, and finally, asked to return to the stage in 15 minutes.

Each associate returned to stage, with a handful of names and contact information. Leadership then offered them \$100 for every name they would be willing to give up. There were no takers on the offer; every associate realized the potential that name might offer.

On the postcard script's reverse side, the slogan was printed “2 a Day Follow Up will pay.”

The Payoff: After the first year of using the magazine as their primary tool, USANA's net sales increased 16.5% to \$99.8 million.

Pre-selling Magazines

By creating excitement prior to the launch of the magazines, you can pre-sell your initial first order. National Companies actually sold out of their magazine prior to its launch date.

Company: National Companies

The Challenge: Facing the largest tool investment National Companies had ever made, corporate leaders needed to build strong anticipation to create buy-in.

The Background: Angela Loehr Chrysler and her team did everything right during this magazine pre-launch. The magazine was announced several months in advance of the launch. Key field leaders were chosen for profiles, and excitement built throughout their organization.



Corporate selected the top tier of distributors for the cover, and flew them in for the photo shoot. The photographer pulled Ms. Chrysler aside to tell her that this picture simply wouldn't work for the cover, there were too many people. In no uncertain terms, she responded that it would work, because it had to work—she'd told them they'd be on the cover and it simply had to work. There was no way to differentiate all the distributors—they all worked hard to be there and deserved the recognition.

The photographer did the shoot, with several poses, and then proposed with the help of the art director that the shot be done as a centerfold, so that each person would be recognizable. When Ms. Chrysler explained this to these distributors, they agreed that they wanted the cover—which would be on national newsstands, to look its best, and the centerfold was a better idea.

Since National Companies is truly a family company, founded by Bill Loehr and in being passed onto his family, the cover is a picture of Bill and his daughter, Angela, who will succeed him as leader. This cover stresses how much National Companies values family and has family values, as well as lets prospects know that the financial future of the company isn't in jeopardy as the founder steps out of the arena of day to day leadership.

The Payoff: This cover situation resolved successfully, the buy-in of the field continued to grow, along with the buzz. Distributors began telling their friends and family, "The company I work with is being featured in a national magazine!" Anticipation of this tool, and the third party credibility it gives, was so high that the magazine actually sold out pre-launch.

After several months, as the enthusiasm for it waned, corporate began shipping a single free issue with every order, which reignited enthusiasm for the magazine and extends the success of the magazine investment.

Pre-Launch Field Contact

Several companies have had success building anticipation for the magazines. Vemma's pre-launch team advised associates to "Bring an empty suitcase" to the convention; others have requested the magazines be delivered to their warehouse 2 weeks before the launch, and gave them to their top field leaders to use during that 2 weeks.

National Companies let associates know that Success from Home magazine was going to feature the company in an upcoming issue, and the months before the launch were filled with excitement and anticipation, along with letting friends and family know about the future issue.

The decision of whether or not to let associates know about the magazine, or to withhold specifics, is not as critical as executing a plan that builds anticipation.

The key to creating and executing a plan that builds anticipation is corporate buy-in. Achieving your goals (increased recruiting, stronger retention, more revenue) with the magazine begins with each member of your corporate team fully understanding how the magazines are instrumental to attaining those goals.

To maximize the prospecting/recruiting potential of magazines, the corporate team must be committed to several key steps in the pre-launch, launch and post-launch stage. To neglect or under-utilize any of these steps is to minimize the potential growth resulting from the magazines.

An excellent way to establish their buy-in is to allow them to review the case studies that allow them to see the results other companies have achieved. At the end of this paper there are further studies of the results from variety of companies who used the magazines.



The Launch

Initially an Event, Ultimately a Business Practice

A key strategy to making the magazine a success is to make the magazine launch the primary event during a large conference. By creating excitement about the magazines' potential, your team is arming the sales force for success.

Company: The Limu Company

The Challenge: Create revenue momentum in a young company

The Background: This young organization was not yet a recognized name brand, but wanted to lay a solid foundation for fast and significant growth. Although the major annual conference had already occurred, Gary Raser, Founder and President, had seen the results Success from Home and Your Business at Home had garnered for others in the industry, and decided to make the investment in the magazine.

A special conference was scheduled, with a teaser that something big would happen. The conference was created solely for the purpose of introducing the magazine to their top leaders. It was an incredible opportunity to highlight these leaders and teach them exactly how to use the magazine.

The Payoff: The 500 associates at the conference purchased over 51,000 magazines in just 90 minutes, and the following month there was a 40% increase in sales. Clearly, the field responded to the tool and the company quickly realized a substantial ROI on this great tool.

Pricing the magazine is also important to a successful launch. While the magazine can be a self-liquidating investment, it's important to remember that the goal is to break even on the first order by selling all of it. Therefore, pricing the magazine to sustain sales for at least six months is important. This break-even pricing strategy has lead most companies to re-order, creating maximum exposure for the featured company.

Direct selling companies have launched their magazines with great fanfare. Some postcards printed on one side with the memorable activity plan slogan and on the reverse with the four step prospecting/recruiting method; some printed buttons, banners and pennants; one company literally gave the associates a song and dance. Each company experienced high excitement revealed by strong magazine sales at the event and higher recruiting numbers after the launch.

Testimonials sell, as the magazines have proven time and again. So your executive team will want to

brainstorm ideas for creating testimonials for the magazine launch. You will want people to experience success using the magazine as soon as possible, and share those success stories immediately. Some companies have requested early delivery of the magazines, and given them to select business builders; others have done an on-site demonstration by sending associates from stage into the field and back again. Take a look at your company climate and decide how to create testimonials that will work best for your sales force.

Simple Training at Event

The magazine is the ultimate prospecting/recruiting tool because, in addition to presenting an appealing image in a convenient format, using it is so simple even the newest recruit can begin sharing the opportunity immediately, as a stage demonstration can quickly convey.

Success can be taught with a system as easy as the 5 steps Usana teaches or the 2-a-day system. (*See case study “Memorable Activity Plan” on page 8.*)

As the associate becomes more familiar with the magazine’s contents, they can also suggest specific articles that may be of interest to the prospect—but the five steps above are simple and doable from the first day of the new recruit’s business.

Printing a post card with those steps is an affordable way to bring associates even further into the comfort zone of magazine prospecting.

That said; the single most important launch strategy is to remember that while the event of launching the magazine should be carefully planned and extensively hyped, it’s important for your executive team to keep in mind that the magazine will be most effective when it is viewed as a business practice rather than a single event.

Post-Launch

Post Launch is crucial to the recruiting/retention/revenue success of the magazine.

In this stage, corporate stresses to the field that this magazine, while launched at an event, is *not* an event but rather a process of making the magazine a part of the distributors’ everyday business activity so that they will be able to more easily recruit and more successfully retain, thereby creating more revenue.

This is done by:

- **Ongoing stimulation**
- **Continual training**
- **Consistent validation**

Creating ongoing stimulation is as simple as reminding associates of the effectiveness and success generated by using the magazine. This is created by having field leaders offer testimonies of the recruiting or retention success they are experiencing by using this tool. When each representative begins to experience the ease of being the messenger while the magazine carries the brunt of the message, and the recruiting resulting from that, they will become enthusiastic promoters of the magazine, too.

Establishing continual training will need to be stressed to make sure that, at minimum, there are only a few simple and short steps used to get the magazine into the hands of prospects. While these steps can be expanded on and refined, the following five steps are the foundation of a concise and effective technique: a greeting, an introduction to the tool, request for the prospect’s opinion and procurement of contact information along with an ideal time to follow through, and finally - and most important - the follow through.

If training is available by back office web promotion, conference calls and weekly meetings, then within a few months, virtually all active associates should be familiar with what the magazine is, and how to use it.

With ongoing stimulation to maintain excitement for the effectiveness of this tool, the lifespan of a magazine is 12-18 months. Because of the associates' familiarity with this tool, it's key to remind them the magazine is "new" to anyone who hasn't seen it. Continue to promote it and refresh the excitement about it.

The leaders' testimonies are the consistent validation that will motivate active and new associates to use the magazine to increase their recruiting and inspire them to move to the next level.

The purpose of validation, training and stimulation is *not* to increase magazine sales, but rather to build a distributor's business through the consistent use of this comprehensive communication tool. However, companies such as Pre-Paid Legal, Vemma, and YTB International have discovered that magazine sales are directly proportional to growth of recruiting, retention and revenue.

This simplified business system actually makes duplicability easy and obvious, eliminating the roadblock of "lack of ability."

Post Launch *planning* should actually be completed during the pre-launch planning. It's important to have a solid post launch plan framework laid out well in advance of the actual launch.

Post-Launch Pricing, Sales, Shipping

Pricing

To significantly increase recruiting numbers, the magazines must be utilized, and there for purchased, in large quantities.

While it's never wise to price tools to be a profit center, it's standard practice for the tools to be priced so they are "self-liquidating," paying for themselves. This holds true for magazines, too.

Of course, quantity discounts can boost activity levels even more; the discount is a corporate investment that pays for itself.

Most magazines end up between \$3.00 and \$3.50 each, sold in packs of 10 or more.

(See National Companies case study on page 9.)

Shipping Costs

Shipping costs on magazines are high compared to many other tools. Shipping magazines naturally costs more than shipping DualDiscs or DVDs. However, magazines have consistently proven to be more effective recruiting tools than DualDiscs or DVDs alone; and magazines with a DualDisc or DVD insert have proven time and again to be the most effective tool the direct selling industry has ever used.

As with any tool, make sure to provide volume-pricing discounts for those who are willing to invest in spreading the word about your company, and teaching others to use the same methodology.

Several companies have elected to boldly demonstrate their confidence in this tool by paying for all auto shipped magazines, often building in enough cost to recover much of the shipping charges. The message subsidized shipping sends to the field is incredibly motivating.

Autoship

Another significant strategy utilized in post launch and ongoing support is **Autoship**. By making this now-proven tool automatically available to your field, the results can become exponential.

Receiving the magazines every month by Autoship is a physical reminder of a distributor's prospecting goals. The associates know that their activity level will be automatically supported by Corporate's Autoship program of tools. This emphasizes the company's dedication to growth as well as sales of products.

Company: Your Travel Biz [From No Tools to the Ultimate Tools Culture]

The Challenge: YTB was a growing company looking to increase recruiting and their associates' commissions by encouraging consistent activity.

The Background: YTB's growth before utilizing the magazine was certainly respectable. They began the first quarter of 2006 with 22,300 associates, with steady growth to 27,400 by the end of that same quarter. Their revenue for the entire first quarter of 2006 was \$8.04MM. Corporate leadership recognized that the tools they were using weren't exceptionally strong, and weren't used consistently by the field.

Lloyd "Coach" Tomer and his team believed that the key to increasing consistent activity was to equip the associates with a tool that told the whole YTB story, as well as give them a visual reminder of their daily goals. They decided Autoship was the simplest way to do both. The corporate team made sure that the "price" of the magazines included shipping, so associates were able to budget easily for autoship.



The magazine was released in the first quarter of 2007, and was the only change to the business process of the associates.

The Payoff: The magazine increased consistent activity to the point that the number of new recruits for the first quarter of 2007, compared with the first quarter of 2006, quadrupled. Associates used over 1 million magazines to spread the word about YTB and its phenomenal benefits and opportunities.

The revenue—upon which commissions are based—increased greatly, also. The entire first quarter of 2006 brought in \$8.04 MM. January of 2007 brought in \$7.84MM, February brought in \$9.4MM and March brought in \$11.0MM, for a total of \$28.24MM. That's approximately 400% growth.

Noting the effectiveness of the magazine, and reviewing best practices of other companies featured in it, the YTB corporate team decided to add a new DVD to later reorders. This enhanced the message and also created additional ongoing excitement in the field. After 9 months, YTB is shipping in excess of 100,000 magazines per month while recruiting and revenue numbers continue to rise.

Since the 2-a-day program is so widely accepted, it is easy to consider shipping quantities of 50-60 to support that system. However, if 40 contacts per month are desired, that will be the most effective Autoship number. With a single Autoship order, associates will be able to meet the monthly goal. Offering an Autoship of 10 magazines doesn't promote the right behavior, as it's not enough to get through the month. It will also require new associates to justify ordering 4 or more Autoship packs to meet the monthly goal—a difficult decision for those just entering the business.

Box Drops

Many companies, such as Vemma, are discovering that including a magazine in every product box shipped for the first 30 days after launch helps to ensure that every representative and customer is exposed to the magazine and the opportunity it describes.

Plan this carefully as your product boxes may need to be enlarged slightly to accommodate the additional magazine.

The magazine can actually inspire some product loyalists to explore the business opportunity further. Compelling articles by nationally recognized, third-party experts can be key to this inspiration.

Post Launch details, when planned pre-launch, can create momentum that optimizes the recruiting and motivation the magazine offers to associates.

Relaunch

Planning a Re-Launch at major event approximately 6 months hence is an effective way to maximize the results of the magazine by capitalizing on the associates who've experienced significant recruiting (or motivational) results. Getting these “believers and doers” on stage will demonstrate the effectiveness of the magazines, establishing the magazines' ROI to the greater part of the field.

Vemma President B.K Boreyko stressed to his field to concentrate on “cost per acquisition of new recruit” rather than “cost per tool.” When leaders present their ROI with cost per acquisition at re-launch, it clearly demonstrates the effectiveness of the magazines.

Some companies have discovered that their re-launch produces more recruiting results than the initial launch, for the majority of their associates.

Conclusion

As you consider investing in a third party magazine, we know you'll find it easy to focus on it's effectiveness telling your company's and your associates', story in the most thorough way possible—with compelling copy, captivating photography and built-in third party validation.

We hope the information in this white paper will help you to consider the importance of thoroughly planning and excellently executing the elements that will help your magazine get into the hands of the millions who are looking for just such an opportunity.

At VideoPlus Publishing, we are confident we can help you achieve brilliance in each of the facets mentioned above. Call and speak to one of our experts—we're looking forward to hearing from you.

Please call VideoPlus at
1-800.752.2030 or visit
www.videoplus.com.