

Case Study - Vemma Featured in Your Business at Home Magazine



Client: Vemma

Challenge: Growing steadily, BK Boreyko— Founder and CEO of Vemma - and his team desired to strengthen recruiting numbers to take the company to the next level.

Background: Boreyko's first company, New Vision, understood the results of establishing a strong tool culture. In fact, New Vision utilized the audio Dead Doctors Don't Lie so effectively; the company set an industry growth rate record for that time period.

BK Boreyko, Vemma's founder and CEO, watched closely as his peers, industry leaders and newcomers, used third party magazines to vitalize recruiting. Boreyko was a strong believer in using tools to propel growth; but while the magazine successes were impressive, his main reservation was a concern that the initial investment wasn't a wise choice for his relatively new venture. Some of his peers said magazines wouldn't work Vemma; others insisted he was crazy *not* to utilize the third party credibility and comprehensive story-telling available through the magazine.

Noting that many companies were experiencing a self-liquidating effect with their magazine investment, Boreyko examined their practices. Prevalent practices of the most successful companies included strong corporate buy-in, a carefully planned and executed launch, and a consistent post-launch promotion.

Examining the option, Boreyko determined that Your Business magazine—slightly smaller in scope than *Success from Home* and with a lower initial cost—was absolutely doable for Vemma. He became convinced that with the right strategies, the magazine would help generate the growth his team was looking for.

Boreyko's first challenge was corporate buy-in, as the finance officers were strongly opposed to the initial investment required for a magazine. Having done his due diligence, Boreyko's faith in a well-launched and thoroughly promoted magazine as the answer to their challenge eventually forced buy-in from the doubters.

In order to optimize the investment, Boreyko met with VideoPlus for a strategy session to lay the foundation for a successful launch and design an ongoing utilization process.

One of the strategies the group chose was to create a two-sided DVD with video on both sides. One side was Vemma's chance to tell their own story—the only direct appeal to the prospect; the other side was the first 20 minutes of the inspirational best seller *The Secret*.

Another strategy was including a wide range of distributor types; from a cross-state partnership, to a widow, to a man who regained his family to a couple who literally came out of early retirement because of their belief in the company and the product.

The launch strategies were focused on demonstrating to the associates that the magazine allows everyone to share the opportunity without becoming an expert in sales, the product or prospecting.

The team developed a message that emphasized follow up, instructing reps to not only commit to follow up with each person but (during the magazine handoff) to commit to a specific time to either call or meet in person with each prospect. This simple step forces accountability in a comfortable yet effective way.

Following the enormously successful launch, Boreyko and his team launched their next strategy. They wanted to ensure that the distributors with lower buy-in, those who hadn't come to the event, as well as each customer, were exposed to the magazine. The team was convinced that the no other tool told their story as effectively as *Your Business at Home Magazine* with the bound-in Dual Disc. So each product shipment that went out to reps and customers (for the 30 days) included a single issue of *Your Business at Home*. The exposure to the great story provided the emphasis needed to excite and invigorate some of the less active product loyalists.

Payoff: Thirty days after launch, Vemma sales were up over \$900,000 for the month. The results continued to grow exponentially, and 90 days after launch company sales were up over \$1.5 million per month.

Boreyko is quick to point out that the magazine is the major reason for this growth. *Your Business* reinvigorated his already-steady sales force and gave the new recruits an easily duplicable method to grow their own businesses.