

Why we love Sunrider as a Business & How we Earn



- 1. Sunrider is a Business of Freedom & Personal Development:** Not just any business, but a business of Freedom to work when, where, with whom you choose. It's a business that leads you to freedom from illness, and an inability to function at your best. It's a business where you personally grow in all areas of personal development. The Sunrider Business is a Lifestyle of Freedom & a Lifestyle of continued Personal Development.
- 2. Word of Mouth Advertising:** Sunrider doesn't spend millions on advertising. They pay us for becoming a "product" of these incredible products. We get paid for spreading the word!
- 3. It's a great tax deduction:** Because it's a home based business, and you are your best calling card, what you eat and share to help others gain their health becomes a great tax deduction.
- 4. Franchise-Like Ownership:** Instead of an employer-employee relationship, the Chens chose a network marketing form of distribution to provide each individual with the SAME opportunity to succeed in health, beauty, fitness and financial freedom. With Sunrider, you can secure your financial income for a lifetime. Individuals can start with a \$100 and in less than a year be earning thousands of dollars a month if they choose. The opportunity to own your own business & the ability to increase your income is usually only for those who can invest millions. Like McDonalds, you never earn good money making and selling hamburgers; it is the corporation that owns thousands of individual stores that makes the millions. With SUNRIDER YOU can own thousands of individual "stores" as you have other business builders just like you. You are the boss of your own business, there are no employees. There are more millionaires in the networking industry than in any other form of business structure. The opportunity is endless.
- 5. Sunrider is a network marketing company with 37 years of success.** The Networking Business Model, is the fastest growing business model in the business industry. Unfortunately many new networking companies do not make it past 10 years and go bankrupt, leaving customers without products, you owing your business owners money, and losing the trust of



hundreds of people. The key is finding a company that is stable, has a track record of success, and products that you can enjoy working with for years to come, without getting board with them.

6. Sunrider is a Solid Investment for the Future. SR is the world's largest herbal food company, 37 years strong with offices in 50 countries and with 10 manufacturing plants worldwide, manufacturing over 400 unique to the market products, of food, beverages, weight loss and fitness, skincare and cosmetics, personal, dental and healthy home.

7. All SR products sold in the US are made in the US. Sunrider's food grade



herbs have been grown and harvested in the most pristine environments around the world, harvested at their peak of nourishment. They are then cleaned so thoroughly before entering the US, that the FDA does not require our herbs to be irradiated and fumigated before coming into the US, unlike most other imported herbs and foods coming into the US.

Every Product is Made in House: Sunrider makes everything in house and saves millions of dollars here. Sunrider never private label (allowing other company's labels on our products—a common practice).

8. Sunrider is positioned for a strong future. As the owners and founders, they are the experts in their fields. Dr. Tei Fu Chen is a world-renowned herbalist and his wife, Dr. Oi Lin Chen is a medical doctor. Together they lead a team of highly qualified PhDs in current research and development. Their 5 grown children have all come back to take Sunrider to the next generation as doctors, lawyers, PhDs, and business professionals. They are successfully handing over the expertise, vision and future to the next generation. SR is in great hands for the future.



9. Stability & Owner Investment: SUNRIDER is family owned from very humble beginnings to a world-wide company thru 37+ years of hard work. They're debt free and committed to generation after generation. They never invest in the stock market - no payout to stockholders. Dr. Chen invests in foreign property & is able to invest highly into the company with his personal income to give our research, development, & manufacturing the quality that we can trust.

10. Not only does SR do their own research and development but they are many years ahead of the market. They continue to maintain uniqueness in the market place because of their advanced research and development but also uniquely hold the manuscripts from the ancient Chinese Emperors who for centuries had their doctors meticulously write down what herbs, what foods keep the people well, so they can live long and die young. These doctors never studied disease, but were experts in wellness and how to keep their courtiers well. These ancient Chinese manuscripts form the basis of these very effective foods.

11. **The success of our business is based on building strong relationships of trust.** When



people see & experience that you care about THEIR success and not just YOUR success, people become loyal SRs. Even if someone loves a product but doesn't like or trust or feel personally supported by the person sharing the product with them, their continued SR experience is often cut

short before they experience the personal benefits themselves. The fortune is in the follow-up. This is where you build wonderful life-long relationships, where people feel your care and support.



12. **Sunrider consistently pays out high percentages on product sales back to its business builders using a Simple Stair Step Payout Plan:** The SUNRIDER'S fair & extraordinary stair step income plan, a marketing concept that is as old as time, that as your group grows in product purchases, you move up the ladder in income — never using a binary plan of paying you on your weak leg only and then sales on your strong leg going to the top. You earn on your work and on those you support and empower to succeed.



So HOW do we build a Sunrider Group?

1. Give the invitation:

- Invite your friends to do a 30-Day Vitality Challenge, Money Back Guarantee
- You listen for needs and offer to help. You tell them what SR has done for you.
- Your sponsor and business leader are here to help you with your new SRs
- Go thru in person or on the phone, the 30-Day Vitality Challenge with them and make them one of the beverages. I recommend the 72-food power drink or minimum a cup of Calli.
- Tell your story, build your group! Stories sell, facts just tell.
- You don't want to make them think you are an expert, simply say, "I don't know about all that, all I know is that this is what it did for me, and for others tell stories"



2. Help new Sunriders open their own Accounts:

- This helps people take personal responsibility for their own health.
- You become their support person vs. a salesman
- You can spend your time giving support vs. ordering and delivery
- You are still free at any time to help people by purchasing for them or helping them order, but the goal is to help people have their own accounts.
- Once people become IBOs, then they are in a position to earn rebate bonuses and to share with those they care about.

3. Build Slowly or with Momentum:



- You can build SR slowly, but the key is to keep sharing.
- Momentum builds you quickly so that you have an income quickly and is a great example for those under you....because it's people who help you be successful. Success is contagious.
- To really build momentum, Set a goal for sponsoring in and supporting for at least 30-Days, at least 1 person a week.
- Watch your income soar.

- Use a calendar to help you keep “on top” of activity. Work closely with your upline for great support and training.
 - Leadership goal: Ace Royal Approx \$1000+ plus a month
 - Career income: Hero Approx. \$3,000+
Icon Approx \$10,000+
4. Focus first on helping people STAY YOUNG AND WELL. Focus on one area to get people started and to build your group to leadership. Once you have a group, then start expanding their product experience. Help them get well if they are not, and stay well with a great breakfast and daily detox, by simply replacing products. Nourish! Balance! Cleanse! is a great way to begin!
 5. Money is never a real issue....people only think it is. Everyone is eating and drinking something...the question is, are they staying young and well? Simply begin by replacing 1 meal and their beverage with regenerative whole foods and let the body start getting stronger. Cooperate with good table foods and beverages for maximum success. Sickness is what is very expensive...lack of productivity, lack of work, drugs, doctor bills etc., or even cupboards full of isolated vitamins, and medicinal herbs, and people still don't have health and vitality. That's what's expensive!
 6. Everyone can afford something. Start where they are at, and what they can afford; they will purchase more as they see the value. Never assume people can't afford something. It's all about priorities. If they think they can't afford, simply saying, “ That's fine. Where would you like to start?”

So my friend, welcome to the privilege of being a Sunrider Business Owner where you live to make a difference in people's lives. In return, Sunrider is a rewarding business of Personal and Family Freedom while bringing that same gift to those you care about! You have a team of dedicated leaders also committed to your success. Give the gift that makes the difference! Yourself!

