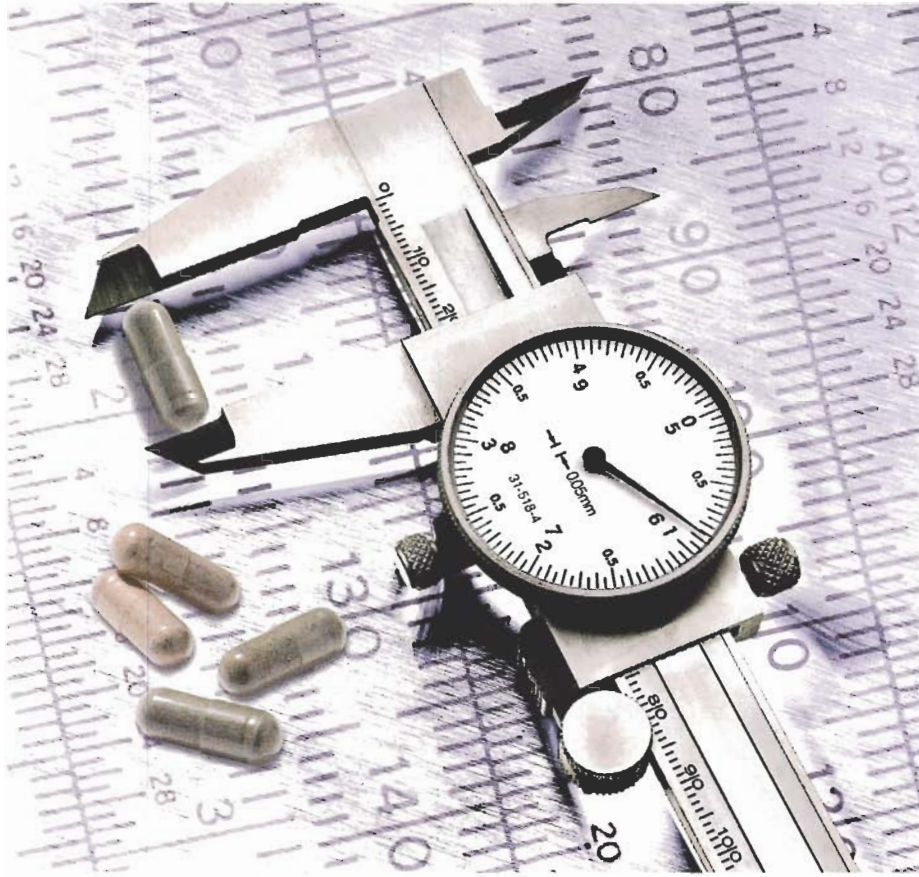


Sizing up the NSA Virtual Franchise®



by Ron Blue

As a financial planner, I am often asked about home-based businesses. What do you think of this or that business? Should I get involved?

Here are four questions that I use to evaluate a home-based business:

1. What are you being promised? Most people tell me that that the business they are looking at is a way to get rich quick: a business where you don't have to work very hard to make a lot of money.

2. What are you being compensated for? If you're being compensated for signing people up, it's not a "real" business. It's nothing more than a buying club.

3. Do you have to purchase inventory? This is undoubtedly one of the biggest abuses of home-based businesses: you're required to buy hundreds (or even thousands) of dollars worth of inventory to get into the business.

4. Does the product meet a real need? If it doesn't, your new business will go out of business very quickly.

NSA has answered all four of these questions the right way.

- The NSA Virtual Franchise® is not a get rich quick opportunity. It is a get rich slow opportunity. There is work required.

“Conventional wisdom says that you have to spend more money to make more money. That is not the case with the NSA Virtual Franchise®.”

- The NSA Virtual Franchise® is a real business, not a buying club. You make money by sharing Juice Plus+® with real customers, not just with other distributors who are trying to make money, too. Over 85 percent of Juice Plus+® is sold to customers who have no involvement in our business. That’s almost unheard of in the world of home-based businesses.
- There is no inventory to purchase with the NSA Virtual Franchise®. I have found that the primary reason that most businesses fail is a lack of sufficient capital. Most businesses require significant capital to get started and most are under-funded on the front end. The NSA Virtual Franchise® requires no investment in inventory; NSA ships directly to your customers. The only upfront capital that’s required is a \$50 distributor application fee.
- Juice Plus+® clearly meets a real consumer need. People don’t eat enough fruits and vegetables. Juice Plus+® is the convenient and inexpensive way to get nutrition from 17 different fruits, vegetables, and grains into your diet, every day.

When management consultants such as McKenzie and Company are asked to evaluate a company strategically, the first question that they pose also relates to consumer need: *Is there a market for the products or services that the company provides?*

What is the market for Juice Plus+®? The market is potentially everyone, because everyone needs more nutrition from fruits and vegetables. That’s more than 250 million potential customers in the United States alone. And the beauty of the Juice Plus+® business is that you don’t have to worry about this market disappearing five or ten years from now. Good nutrition is timeless, and the public is increasingly receptive to our preventive health message.

The next consultant question is: *What’s the big idea?* Does this company have a big idea, a unique

idea for tapping into this potential market, to meet this consumer need? Fruits and vegetables in a capsule is NSA’s big idea. You look at the health-care problems that we’re facing and then you ask, “Is there a big idea to help solve it?” Yes, there really is a big idea – Juice Plus+®.

Another question that consultants try to answer is: *What is the company’s strategy for getting their product to the market?* For us, that’s the NSA Virtual Franchise®, built from 35 years of experience.

The final consultant question is: *Does the company have the organizational capacity to succeed?* NSA is a 35-year-old company with an incredibly strong balance sheet, over \$5 billion in sales, and a talented and loyal leadership both in the corporate office and in the field.

So when I look at NSA from a strategic standpoint, it has the market; it has the “big idea” product to meet the market need; it has a unique strategy for getting that product to market; and, it has the organizational capacity to do so successfully.

Of course, many businesses look good on paper. What has made the NSA Virtual Franchise® so successful in the marketplace?

It starts with the product, of course: Juice Plus+®. Twelve years ago, Juice Plus+® was nothing more than a “big idea.” Today, it is a multi-million dollar brand, “America’s brand name for prevention.”

The NSA Virtual Franchise® is a business opportunity that is open to everyone. I think that it is an especially great opportunity for moms: single moms, stay-at-home moms, moms like my wife Judy where the kids are gone. One of the greatest things that I’ve seen with Judy is her growth as a business person. Today she talks to me about marketing, about consulting, about team building and leadership.

Another great thing about the NSA Virtual Franchise® is that it is a business built on relationships. Having started two businesses of my own

and observed countless others, I believe that the best businesses to be in are relationship businesses because you have the opportunity for customer loyalty. When I was in the financial planning business, we didn't automatically lose clients when the stock market turned down, because it was our relationship that our clients were counting on and measuring us by, not the short-term performance of the stock market. The Juice Plus+® business is built on relationships. That's a very good thing.

The NSA Virtual Franchise® offers a unique compensation structure. I examined this aspect of the business very carefully when Judy first shared it with me. What I found at NSA is a very fair compensation plan. About 40-50 percent of the sales price of the product goes to NSA's distributors, the Virtual Franchise owners themselves. Almost every business in America spends about 40 to 50 percent on sales, marketing and distribution. NSA simply uses person-to-person marketing – in lieu of advertising or mass merchandising – as its marketing vehicle of choice.

With the NSA Virtual Franchise® there is no ceiling on the opportunity. Anybody who comes into the Juice Plus+® business today can make as much money as anybody who has been in the business for 10 or 15 years. The reality is that your success is not limited by somebody above you. And you are building a business that has lasting value with real customers and an on-going revenue stream.

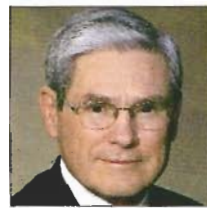
I recently spoke to the Financial Planners Association in Georgia. They asked me, "How did you build a business from scratch that grew to \$2.5 billion of assets under management, 14 offices, 200 employees, and 5,000 clients?" My answer applies to the Juice Plus+® business as well. Number one, I was mission driven, just as most of you are today. But the second thing was something that I learned early on: like franchises, like retail stores, like any big business, you need to make your business duplicatable or it's limited to just you. The NSA Virtual Franchise® is the most easily duplicatable business model that I have ever found.

Another thing that I love about the NSA Virtual Franchise® is its low fixed costs. The reason is simple: if my costs are relatively fixed, what happens when my revenue goes up? It's called profit. I'm an accountant, and I can tell you to the penny how much Judy has spent on the Juice Plus+® business

going back eight years. I can also tell you that while her business has grown many times over her costs have remained about the same for the last five or six years. They got to a particular level and they have pretty much stayed there. After establishing a Juice Plus+® customer base of her own, her business growth has come largely from duplicating her success with other people.

Conventional wisdom says that you have to spend more money to make more money. That is not the case with the NSA Virtual Franchise®. Like a traditional franchise, it offers a brand name product and a business system, complete with training and support. Unlike a franchise, however, it involves a very low investment, low overhead, no territorial restrictions, no employees, and – as a result of all of these factors – almost no risk.

In short, the NSA Virtual Franchise® is a totally unique, "tried and proven" business model unlike anything else in the marketplace today.



Ron Blue is a successful financial planner, a best-selling author, and a financial services entrepreneur. Upon receiving his M.B.A. from Indiana University, he joined the management group of Peat, Marwick, Mitchell & Co. (now KPMG), working with the firm in New York City, Dallas, and San Francisco. In 1970, Ron started an Indianapolis-based accounting firm that has grown to be one of the 50 largest CPA firms in the United States. He went on in 1979 to found Atlanta-based Ronald Blue & Company, a financial planning company that has grown to 15 offices managing almost \$2.5 billion in assets for over 5,000 clients. Ron has also served on numerous corporate boards of directors and counseled clients on literally thousands of other businesses.