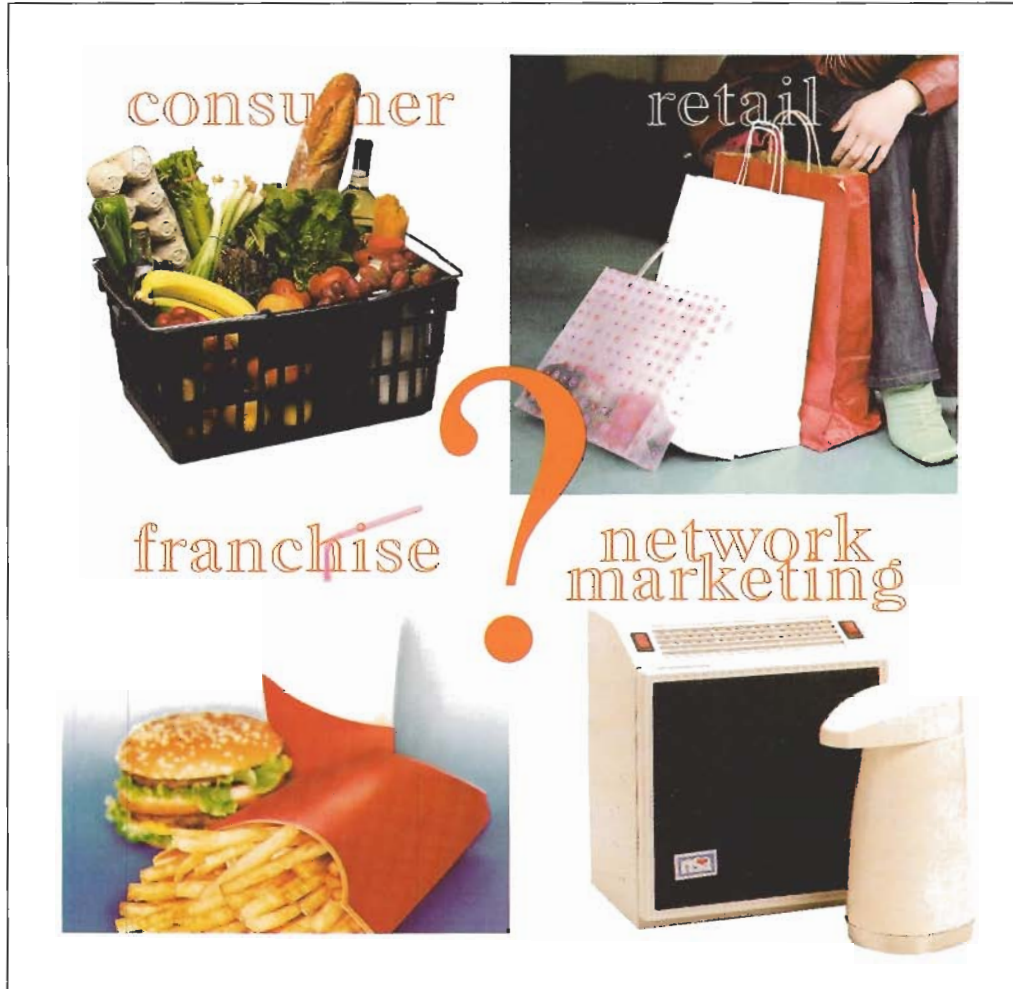


What is the NSA Virtual Franchise®?

Some people still think of NSA as a network marketing company. Jay Martin explains what they're missing about the NSA Virtual Franchise®.



There are many reasons behind our business success. It starts with the Juice Plus+® product, of course. Ask any NSA distributor whether Juice Plus+® is a vitamin and they'll respond, "Absolutely not." Every distributor in our organization **understands** the importance of positioning Juice Plus+® as being not a vitamin, but a **unique** whole food based nutritional product. We have successfully differentiated Juice Plus+® from traditional vitamin supplements and built a large and growing customer base as a result.

by Jay Martin

“The NSA Virtual Franchise® is a business that sells real products to real customers.”

Just as important as the product we offer is the business model that we developed to support it. Like our Juice Plus+® product, our business model – the NSA Virtual Franchise® – is truly unique. We built it by looking at other business models from a variety of industries – adopting aspects of some, while discarding others.

Unfortunately, because of our company’s network marketing roots, some people continue to describe NSA as a network marketing company. This clearly understates – and in some ways misrepresents – what the NSA Virtual Franchise® is all about. It also fails to differentiate us from the thousands of other home-based businesses out there.

Let’s start with the one thing that the NSA Virtual Franchise® does borrow from network marketing: the exponential dimension of our NSA compensation plan. Unlike traditional franchising, with the NSA Virtual Franchise® you are not only the franchisee but you are also the franchiser. That’s a big plus.

Our pay plan also solves two problems associated with sales organizations in most businesses. The first is geography or territory. I spent the first 10 years of my sales management career trying to solve disputes over territory: either you had too much territory and the powers-that-be cut back your geography (and opportunity) or you had to literally relocate to a new territory to get ahead. The NSA Virtual Franchise® solves that problem by avoiding predetermined sales territories.

The other problem that our compensation plan solves is that of hierarchy, especially with regard to the people who are above you in the organization. In traditional sales, you are stuck with the person above you, even if you are not happy with them. That person has to die or retire – or you have to move – before things can get better. In our business this is not the case. The people above you cannot limit your success and you can always find someone up line to support you.

But the fact that we have a network marketing based pay plan does not mean that we should describe the NSA Virtual Franchise® as network marketing. That’s very much like describing Juice Plus+® as a vitamin. It totally misses the uniqueness of what we offer. It also creates misperceptions that can scare people away.

For example, network marketing has fallen into the trap of appealing only to people who are interested in a business opportunity. That is diametrically different from what our business is about. The NSA Virtual Franchise® is product-driven: we lead with the product, not the business opportunity, and we never mix the two at the initial point of sale.

If you have a hundred people on your memory jogger, all one hundred of them should at least be receptive to the idea of Juice Plus+®, but only 5 to 10 of them are going to be interested in starting their own businesses. Why would you want to turn off your other 90 to 95 prospects by bringing up the business at the initial point of sale, as network marketers do?

This is a problem not just on the front end of the sales process, but on the back end as well. In network marketing, if the business side of things doesn’t work out the product baby gets thrown out with the opportunity bathwater. The NSA Virtual Franchise® gets the vast majority of its distributors from existing customers who love the Juice Plus+® product and want to share it with others. If our business doesn’t work out for them, they still love the product.

Another major difference between the NSA Virtual Franchise® and network marketing is our focus on a single product. We are so lucky to have one message. It simplifies the point of sale. It makes training and developing new distributors easier. And it really does set us apart from the competition: they’re trying to tell 30 stories; we’re trying to tell one.

Our focus on a single product makes a big difference in another way, too. It means that, if you follow our “tried and proven system,” you’ll get repeat customers. Creating repeat customers – not recruiting new distributors – is the foundation of our business and what drives our opportunity. Most of the income of our experienced distributors is already in the bag – not just for the next month but for the next six months – because it’s based on repeat customers.

In short, the NSA Virtual Franchise[®] provides the one big advantage of network marketing – an exponential, non-territorial compensation plan – without all of the exaggeration and hype that usually accompanies it. We discarded all of the other things that have made network marketing such a negative concept to so many people.

We liken ourselves more to franchising. Like franchisers, we offer people the opportunity to build a small, profitable business behind a brand name product, using a tried and proven system. Of course, the NSA Virtual Franchise[®] is very different from traditional franchises because there is no need to invest or spend a lot of money, no fixed costs, no labor costs, and hence no financial risk involved.

But we’re really not franchisers any more than we’re network marketers. We offer a truly unique business model called the NSA Virtual Franchise[®].

We have also adopted (and adapted) elements typically associated with other more traditional businesses. For example, we offer our National Marketing Directors a comprehensive benefits package that includes one of the best medical insurance programs in America, dental insurance, an expense allowance covering up to \$36,000 a year in expenses, college tuition, and a holiday bonus.

Something that we have borrowed from consumer marketing is the development of innovative marketing programs such as the Juice Plus+[®] Children’s Health Study and the Professional Support Program (PSP) – programs that don’t fit the traditional direct sales model. Today almost 10 percent of our business comes from Children’s Health Study families, while the PSP has helped us attract thousands of busy health professionals to the Juice Plus+[®] business. Neither of these programs could

occur in a network marketing environment since both are fueled by customer acquisition.

So what is the NSA Virtual Franchise[®]? It is a unique model for a home-based business unlike any other. We think it is the best part-time opportunity around for a person who is serious about starting his or her own business. It is a business that sells a real product to real customers. Most people don’t like the “get rich quick” hype that they associate with network marketing anyway. People want something credible; they want something that they can see is attainable.

Here’s what we tell people: with the NSA Virtual Franchise[®], you need to work the business – part time but consistently – for at least two years. You make a couple of hundred dollars the first month, you add an additional hundred dollars a month or so thereafter, and at the end of two years you’ve built not just an additional income of \$25,000 a year, but a real business that will last.

That’s not the “get rich quick” message you hear from network marketers, of course. But that’s because – just as Juice Plus+[®] is much more than a vitamin – the NSA Virtual Franchise[®] is much more than network marketing. The more clearly we make this distinction to people, the more successful we will be.



Great leaders lead by example. President Jay Martin – the creator of the NSA Virtual Franchise[®] – has provided our company great leadership for almost 35 years. A long-time marathoner and golfer, he “walks the walk” of the healthy Juice Plus+[®] lifestyle. He built NSA with the same focus and consistency of effort that he expects of its distributors today. He resists the temptation to deviate from or tinker too much with a business model that is working so well. And he does it all with an honesty and integrity that is reflected throughout the NSA organization.