

TEAMtalk

Issue 1
October 2011

Page 24

**Another chance to
win a Mini First**

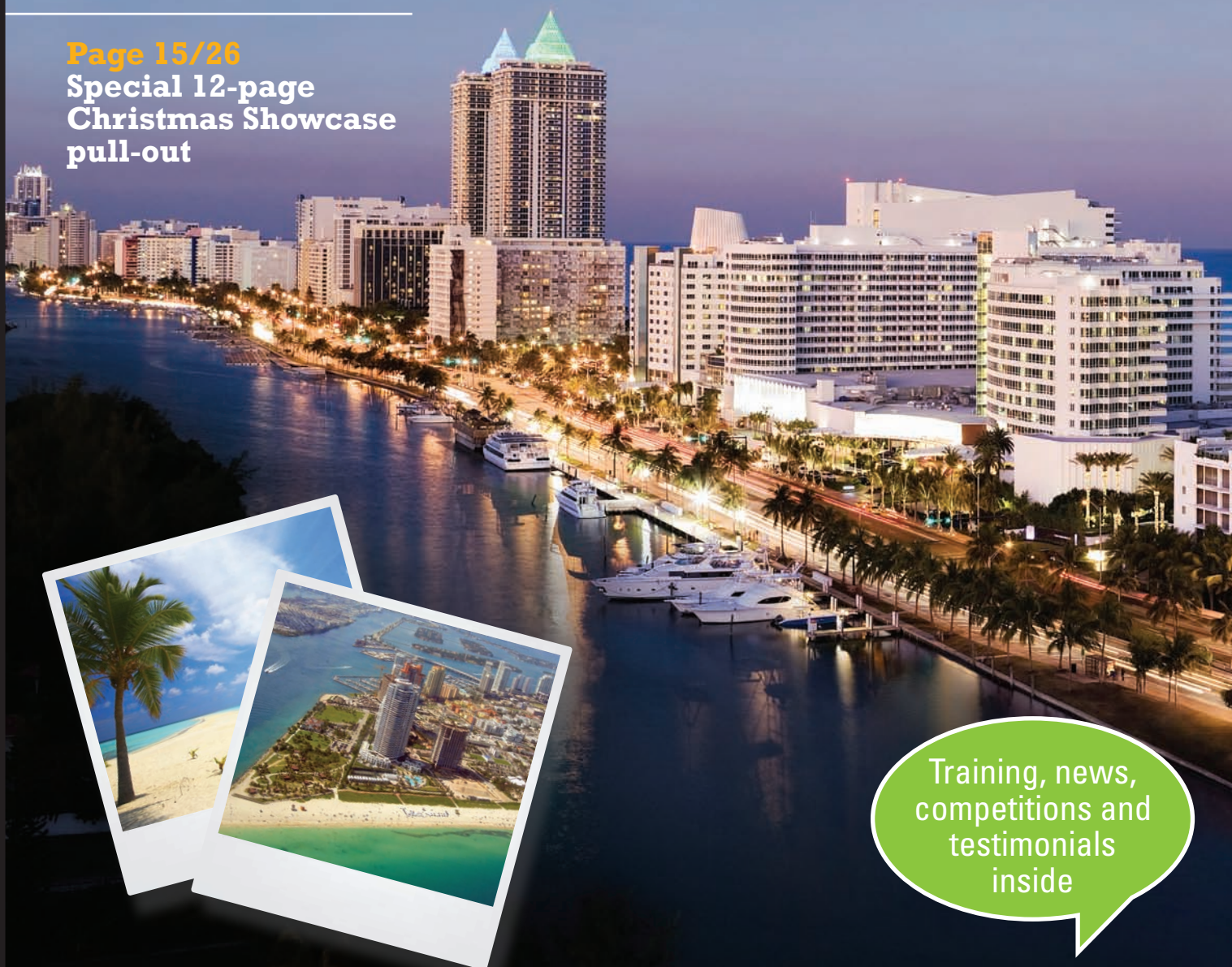
Page 28/29

**Kleeneze gave me
the family I always
dreamed of**

Page 15/26

**Special 12-page
Christmas Showcase
pull-out**

MIAMI 2012
November 8th - 13th



Training, news,
competitions and
testimonials
inside

**Kleeneze Destination 2012 Find out how you can be soaking up
the sun in Miami come next year**

Kleeneze

Editor's note

Welcome to our very first issue of Team Talk magazine! Our inaugural bumper issue is a whopping **40 pages** long and we've worked hard to pack in as much motivation, inspiration and newsworthy articles as possible, while crossing our fingers and praying that we're done in time. And if you're picking this magazine up sometime in October 2011, it means that we've succeeded – hooray!

In all seriousness, though, I personally love this time of year and all the changes it brings. I think it may stem back to my childhood, when I'd be in possession of a shiny new pencil case with pencils that didn't have small teeth-marks adorning the end, a blank notebook waiting to be scribbled in and a novelty pencil sharpener.

Ever since those golden days (and they weren't that long ago, honest), autumn has been my new year. As soon as I smell that first bonfire and see the first leaf change colour, I sense it's the beginning of something good. I'm like Pavlov's dog when it comes to this season – minus the drooling bit, you understand.

Remembering my back-to-school days, it wasn't just me who fell in love with fall either. My mother also seemed to have a certain glow when the last name tag had been stitched into my PE kit and I was headed out the door. I'd like to believe that her delight had something to do with me gaining an education, but fear it was more borne of relief that she'd have a few Xenia-free hours a day to get on with non-mother duties.

It's not a coincidence that we see a rise in **mums** joining the business at this time of year. A combination of needing flexible hours that fit in around school and earning an extra income makes Kleeneze an ideal opportunity. In this issue of Team Talk, we caught up with **Sandra Roper**, who started with Kleeneze just for this reason. We also talked to one mum, **Alex Tuesley**, who credits Kleeneze for even having her family.

In the Kleeneze calendar, of course, autumn is always the start of something very good – the countdown to Christmas. Traditionally, sales rocket at this time of year and with incentives like **Miami** to work towards it seems that everyone has caught the 'new pencil case' bug.

Many of you walked away from the Showcase in September clutching a copy of **Darren Hardy's Design Your Best Year Ever**. We've already started here in HQ with some fantastic new tools – like our new product range, **Ezespa** and the changes to our new starter incentives and **EzeReach** system.

Yes, without a doubt, this is the best time of year to grab that second chance to complete your resolutions. Team Talk has a whole host of Distributor ideas, training and motivation, as well as news and competitions to kick-start it all. So enjoy it and let us know of any new beginnings or fresh ideas that you are embarking on this month.

I can't wait to hear your thoughts on the new magazine and see your submissions for the future.

Best wishes for a very productive autumn.

Xenia Poole

Xenia Poole, Editor in Chief
Xenia.poole@kleeneze.co.uk

PS. If you haven't yet, be sure to join us on Facebook (www.facebook.com/kleenezeofficial) or follow us on Twitter (www.twitter.com/KlzeWB) for some mid-month motivation!

Without a doubt,
this is the best time
of year to grab that
second chance



Page 4 Simply Spa-vellous!

Our new Kleeneze spa range is out now. Get hold of our special launch offer while you can

Page 6 Will we N.Y.C. you there?

The countdown to New York is on. Find out top tips from those who are going to be a part of it

Contents

Page 8 Take the first major step on the Kleeneze ladder

It's all about getting to Gold and showing others how to do the same. This month's featured training comes from Distributor of the Year, Craig White

Page 12 Half of working mothers need a second job

Mother of three, Sandra Roper needed a way to earn an income while still having time for her family. Kleeneze provided her with a solution



Page 14 Kleeneze gets saucy

Celebrity chef, Nigel Smith's quick and easy recipes for tasty pasta sauces



Page 15 Christmas Showcase pull-out special

All the news, pictures and gossip from the event of the season in our special 12-page pull-out



Page 27 Stories sell

10 chances to win 200 copies of The Daily to give your sponsoring a boost this season



Page 28 Kleeneze gave me the family I always dreamed of

A heart-warming story of one Distributor who used her Kleeneze income to help her have a family

Page 30 If we can make it there

One couple's journey from catalogues to New York



Page 33 Everyone's talking about... Christmas!

The countdown is on, but how can you make sure you maximise your Christmas income?

Page 34 Recognition

Recognition just got better, because we've come up with some brand new categories that will recognise the achievements across the Network

Kleeneze®

Simply spa-vellous!

Ever found yourself gritting your teeth, while simultaneously trying not to shout at an unruly infant/rude cashier/irritating colleague? **Welcome to modern life.** It's jam-packed full of these little stressful situations, which on their own are perfectly manageable, but built up over the course of a day, week or month can affect your whole well-being.

Kleeneze has now launched its own brand of spa products; a range that can help melt all the stress away and keep you feeling energised and rejuvenated.

eze
spa

Ezezpa is a collection of **17 products**, all containing **natural, organic essential oils** to bring both tranquillity and energy to your life.

The ezezpa product ranges:

Joint Health

Use these wonderful products to help maintain healthy cartilage, encouraging comfort to hips, knees and all joints with Black Pepper, Eucalyptus and Wintergreen



Muscle & Joint Gel and Bath & Shower Wash

Lavender

Relax, unwind and calm the mind with our exclusive Lavender products



Purely Lavender Soothing Gel, Hand Cream and Hand & Body Wash

Vitamin C

Refresh your skin and increase radiance with our collagen forming Vitamin C range, encouraging a brighter, more even skin tone



Vitamin C Hand & Body Wash and Infusion Butter

Foot Care

Enjoy happy feet with our herbal foot care range



Peppermint Soothing Foot Softening Cream, Herbal Infused Foot Pumice Scrub and Peppermint & Tea Tree Foot Soak

Wonderrubs

Our miracle creams work wonders on the skin and digestive system



Manuka Wonderrub and Digestion Wonderrub

Rescue Rollerballs

These easy to apply rollerballs contain essential oils and are blended in grapeseed oil. Apply to pulse points and inhale the effective aroma

Calming Rollerball
Easy Breathe Rollerball
Energy Rollerball
Sleep Well Rollerball
and Travel Rollerball



Perfect gifts - just in time for Christmas!

October will see us launch our own very own branded spa range, ezezpa. I am so excited by the potential of these products and the extra sales you will be able to attract in the run up to Christmas.

These richly concentrated and luxurious products are highly consumable, so your customers will be delighted by the quality and will order time and time again.

These are perfect products to offer your special customers the opportunity to host a small get-together in their home with their friends and sample the beautiful products. Especially with Christmas around the corner it's a great way to gather everyone for a fun night in.

Why not offer your hosts **£5 of free product for every £100 you sell?** It will cost you less than £4 and you will be earning over £20 for every £100 you sell. Typical party sales often exceed £250, so for a couple of hours work you could be earning over £20 an hour.

If you just did this just once a week in the run-up to Christmas then that's **an extra £500 to spend on your family this Christmas** and this is on top of your income from your normal catalogue drops. How would that change your 2011 Christmas?

These luxury products also make amazing gifts and you may like to offer your own gift wrapping service for orders over a certain level.

Ezezpa also make fantastic doorstep demonstration products, you can offer your customers a small amount from the bottle to sample - **the quality and aroma of the products will do the selling for you** and you are sure to find your customers wanting to add to their order.

Let us know what you think of the products and please send us your customers' feedback so we can publish in future issue to teamtalk@kleeneze.co.uk



Lisa

Lisa Burke,
Sales Director

LAUNCH OFFER

Be amongst the first people in the country to have this fabulous range to show your customers.

This new range is available now so take advantage of our exclusive offer which means you can order the whole range and 100 catalogues for a **reduced price of £69** (saving £67) with a 40BP value on offer code 07730.



Order these brochures NOW in packs of 100 using code 83097 for only £2.50/€3.00 to help you start selling this exclusive range to your customers.

Will we N.Y.C you there?

New York City — arguably the world's most vibrant and sprawling metropolis, where anything can happen. Backdrop to some of Hollywood's most renowned films, New York has exerted a considerable impact on everything from global commerce, finance and technology to media, fashion and entertainment.

From 10 November 2011, this incredible cultural capital of the world will also be home to our Destination qualifying Distributors!



Congratulations to all our qualifiers so far!

(in alphabetical order)

Top Qualifiers

Martin Bell & Caroline Roberts
Andy & Sue Boswell
Mike & Jean Day
Adele & Jaime De Caso
Doug & Sandra Roper
Steve & Debbie Roper
Stephen Smith & Dennis Chamberlain
Bob Webb & Albina Zolotareenko
Peter & Myrna Wellock
Craig & Magdalena White
Peter & Jackie White

Main Group Qualifiers

Peter Allan
Jennifer & Martin Amos
Peter & Angela Bach
Lorraine & Ian Balcombe
Paul Bate & Thomas Johnson
Karen & Scott Boardman
Jackie Bower & Stuart Bower
Sandra Brown
Luisa Byrom & Andy Newton
Jane & Andrew Connor
Dean & Flora Copson
Sharon & Craig Davis
Teresa Divers & Bryony Hayward

Steven Harding & Narissa Mather
Stuart Heard & Robyn-Lee Heard
Stephen & Rebecca Gilbert
Robert & Marianna Grinev-Branch
Lee & Fiona Henshaw
John & Shelagh Irving
Steve & Jude Joyce
Sakuntla Kalyan & Richard Lovesey
Julie & Anthony Martin
Jill & David Mason
Veronica McDonald
John & Lesley McNally
Paul McNally & Stacey Paterson
Arthur & Maureen Nicholl
Anna & Nicholas Padfield

Stuart Richards & Susan Munandu
Kevin Rider
Justin Rowe & Tracy Bell
Nick & Grace Sassanelli
Graham Taylor & Simon Selfridge
Paul Tonkin & Joanne Heeraman
Phillip & Karris Torkington
Michelle & Paul Tucker
Judit Ugrin
Chloe West & Elvin Bailey
Ian Williams & Sally Mellor
Terry & Diane Williams
David Wilson & Julie Knight
Paul & Helen Wilson
Stephen Wilson & Marie Bell
Bridget White & Stan Pary
Mark Wright & Emma Frain
Toni Yates & Martin Webb



New York 2011 Qualifiers



For everyone looking to qualify for Miami 2012, it all starts with desire

We're going to be a part of it!

You just need to believe in yourself and what you are doing

"I joined Kleeneze in March 2010, like a lot of people, to earn an extra £50 a week around other commitments. I was happy plodding along earning what I was earning, but then I went to the Kleeneze Christmas Showcase.

It blew me away when I saw people going on stage for recognition and I decided then and there that I wanted to get to Gold.

I was scraping by at 10% at this point, but by Period 13, with the support of my sponsor, Kevin Rider, I reached Gold. Then people started telling me I was in qualification for New York. To be honest, the thought of flying terrified me! Other than a ferry crossing to France, I had never been abroad. Add to this the fact that I had never earned above £1,000 in a job before, I didn't feel I was worthy of either the salary or the trip. So I took my foot off the gas and soon slipped back, averaging between £3000 and £4000 team turnover a month.

It was then that I discovered personal development. I started to read Jim Rohn and Dale Carnegie and listened to MP3s of Tony Robbins and Kleeneze Distributors in my car. Suddenly, I started to realise that I was worthy of more money and found myself able to finally set myself some goals to work towards.

I got back up to Gold in Period 7, maintaining it in Period 8 and 9, and have steadily increased it month on month. I have now qualified for New York and, although the thought frightens me to death, I'm 50-years-old now and it's a trip of a lifetime – I'm really going to step out of my comfort zone and go for it.

Anybody new coming into the business can achieve what I have done you just need to believe in yourself and what you are doing."

Karen Boardman, Gold Distributor



"We came back from the Christmas 2010 Showcase with our team where the desire to qualify for New York had been lit.

Our downline, Julie and Tony Martin were at the 15% level, but had the desire to qualify for New York. We made a step-by-step plan, we monitored it weekly and the required action was taken by the entire team to move the business forward.

In Period 11, just 10 weeks after making the decision, Julie and Tony hit Gold and we hit Senior. From that moment there was no rest and the result of all the consistent activity is that we will be sharing the plane to New York with Julie and Tony in November.

So if you are serious about qualifying for Miami, make the decision, make the plan and act now make sure you're on track for the next amazing destination. We are so excited about New York. For everyone looking to qualify for Miami 2012, it all starts with desire."

Steve and Rebecca Gilbert, Senior Distributors



Take the first major step on the Kleeneze ladder...

Gold is the first major step on the **Kleeneze ladder** and with the new **Miami** criteria out there, we're more excited about this level of the **Sales Plan** than ever before.

This month, **Team Talk** decided to track down someone who had the most team members in the **Network** qualifying for **Hong Kong**, as well as the most **trophy winners in his team in 2010**. Read on to find out what our **Distributor of the Year**, **Craig White** had to say about the journey from new **Distributor** to **Gold Distributor** and beyond.



Q

Why is reaching Gold Distributor level so important?

Achieving Gold is very important. It's the first major step on the ladder towards financial freedom. When you hit Gold, you should be earning between £12,000 to £16,000 a year with some people earning much more.

At the same time, though, it proves that it's something that you can do and therefore coach others to do too. Our business is all about leadership – once you've learnt how to do something, you can teach others to do it too. Plus, when others see you reach this level, it helps them believe that it is achievable.

Q

Is it just the financial side of your business that changes once you reach Gold?

I think obviously the financial side is important; people join the business to get that extra income. However, from a business growth point of view, people in your team will feel a part of something and feel stronger because they're part of a successful business. From then on, you'll have the confidence, because you've done it.

Q

Is Gold the first thing you should aim for when you join?

No, I think that your first goal should be to get into profit. You'll then be in a position of having a self-financing business. You should never have to take money out of your own pocket for the business ever again, because the profit from the business is what you should be using to grow the business.

You should be working towards the goal you joined the business to achieve. I don't think many people join Kleeneze to go Gold! However, once you're in Kleeneze, and see someone go Gold, see their income increase, see them qualify for a Destination – sometimes then your eyes start to open to that opportunity and you'll naturally gravitate towards it.

Q

Should you wait for your team members to come to you to ask about getting to Gold then?

No, I think that we should be looking to inspire people and install the belief in them that anything is possible from the start, though.

I don't think you should wait for people, but do go to them and tell them about things like Miami. Let them know you'd like to work with them and help them qualify for it. Whether people will follow through, you don't know, but don't think it's not for them. It's not for you decide. They may think they have only joined to retail or do a certain number of hours a week, but still let them know what's available.

We should be looking to inspire people about Miami right now. A lot of groups throughout the network are already having Miami meetings and sizzles. Get everyone together to discuss how anybody and everybody can qualify if they do the right things right.

Q

How long should it take to get to Gold?

I think, if they make the decision to and are inspired to, they can become a Gold Distributor reasonably quickly. Some people will do it sooner, for others it will take longer to get their mindset in the right place.

Q

Sales always increase at this time of year. Does that mean it's easier to get to Gold during this time too?

I don't think it's necessarily easier. You've still got to do the same things in order to get to Gold. From a coaching point of view, because the volume's going to be increased, it should make our role of supporting new Distributors a little bit easier. It's less unlikely, for instance, for someone to have a bad pick-up at this time of year. It's not going to be easier, but the results should be stronger.

Q

What happens once you hit Gold Distributor status?

If you're focused on reaching Gold alone, when you get there, it's human nature to celebrate that success and take your foot off the accelerator. If you're looking to build a business, though, you want to be looking past Gold Distributor.

Hitting Gold can give you great rewards – the income, qualifying for Miami – but you need to look past that. You need to ensure that you have ever-evolving goals. It's that reaching for the moon philosophy.

With Miami on the horizon, the prize is even greater and there's even more of an incentive to maintain it. Gold should be the first goal, but the true goal should be strengthening it, maintaining it and moving forward. With Miami on the horizon, the prize is even greater and more of an incentive to maintain it.

When you and your team sell more than £9,000 of product sales per period

When do you become a Gold Distributor?

>>>

Mind, body and soul.

To become a **Gold Distributor**, you have to be there **mind, body and soul**, says Craig. If you want to be earning **2k a month**, you need to be acting like you're already earning it and not say things such as *"when I'm earning 2k a month, then I'll work for it,"* or *"when I'm a Gold Distributor, then I'll invest in newspaper advertising,"* or *"when I'm a Gold Distributor, then I'll contact my warm market and attend meetings."*

It's actually all these actions that are going to get you to Gold in the first place.

Here's Craig's explanation on why your **mind, body and soul** all need to **come together** in order for you to **achieve Gold**.

MIND

Become a Gold Distributor in personal development. Plug into every event, be a sponge for information.

You need to think to yourself, what would a Gold Distributor do? If it's Thursday at 9pm and you're speaking to a team member and want to sit down and do a planning with them, but think it'll be next week before you'll have time. Try thinking: What would a Gold Distributor do? They would find time to do it Thursday or Friday – even if they slept an hour less.

BODY

Take action. It's doing the right things right. People are either doing the right numbers or they're not.

The business isn't forgiving. If you're doing the right numbers, your business will do great. Even if you're a few numbers down, your business is going down. You're either above that line or below.

When things are going great – do more. When things aren't doing so great – do more.

SOUL

It's all about your self-belief and that comes through the power of association. Through increasing your earnings, through watching others' success, through listening to network trainings and through working on yourself. The activity has to be there, but you need to do this alongside developing yourself. As you achieve more, you're going to have more self-belief.

Take the first
major step
on the
Kleeneze
ladder...



Michael Khatkar, Director of Network Development

While I was over in **Miami**, filming the Destination DVD, I thought here is a custom-made location for **Kleeneze**. The luxury of the hotel, the amazing nightlife, the incredible wilderness – it was a whole bunch of experiences in one city.

Nothing worth having is ever going to be easy and **Miami is definitely yours for the taking!** All you need to do is follow the guidelines – such as the ones Craig has spoken about – speak to your Upline about creating a plan and have total focus with that end goal in mind.

Think, feel and live Miami. After all, they say the pictures in your mind are a preview of life's coming attractions.

Having stood there on that beach, under that sunny sky, I imagined over **200 Kleeneze Distributors** standing there experiencing it. **Wow!**

If you need any guidance or have any questions regarding the criteria for Miami, email me at Michael.khatkar@kleeneze.co.uk

YOUR TIPS ON GETTING TO GOLD

The key thing has to be consistency with retail and activity. Don't forget to follow up and combine this all with regular contact with your Upline.
Lorraine Balcombe,
Senior Distributor

It's all about your frame of mind and making that decision. Once you have really decided it's what you are going to do, you need to live it and breathe it!
Grace Sassanelli,
Gold Distributor

Sit with your Upline, make a plan and put it into action. Adjust that plan as necessary as you go along and keep tracking your results. Remember, personal development is key!
Amanda Holland,
Silver Executive Distributor

Adopt the attitude of 'I will do whatever it takes' and you will make it to Gold. When we did this, we were Gold within 2 months!
Michelle Marshall,
Senior Distributor

Focus, dedication and, more importantly, action. It's no good having a plan if you don't take action.
Scott Keable,
Gold Distributor

Be personally responsible for £250 retail every week and talk to everyone you know about your great extra/part-time income.
Lesley Davies,
Gold Distributor

Make a plan with someone credible, work with them and don't make excuses!
Martin Webb,
Senior Distributor

Track what you are doing and just get out there and do whatever it takes to get to Gold. Then you can say 'hello' to the Miami sunshine in November 2012, while the rest moan about the terrible weather in the UK!
Ian Cooke,
Senior Distributor

Half of working mothers need a second job.



A recent survey of working mothers across Britain has shown that over half of them are considering taking on a second job or jobs to help meet rapidly rising living costs.

These struggles that working mums face in juggling home and work commitments is reflected in the rise of numbers who are joining Kleeneze in order to find that work life balance, as well as keep their finances afloat.

"I'm not surprised about the survey results at all," says Sandra Roper, Silver Executive Distributor and working mother. "As a mum, you're constantly under pressure to want to get something extra for your child. You feel guilty as a working mum – there's quite a pressure to get the latest thing for your child, because everyone likes to treat their children."

The survey, conducted in August of this year, found that 54% of working mothers reduced their employment hours after having children, reducing their income on average by £7,929 a year.

"I was a physiotherapist and actually gave up work when I had the children," said Sandra, mother of three. "I had about six or seven years out until my youngest, Luke, was about to start school. It was then I decided it was time for me to start to contribute back into the household budget. Obviously not having worked for a few years, we'd lived off savings and had to reduce our lifestyle."



"However, I couldn't find a physio job that would fit in around the children, their school hours and the holidays, which is why I was then looking for anything that was flexible enough. I wanted to spend time with them once they were back at home – not be working all the time. When we came across a Kleeneze advert in a newspaper, I just thought this is the answer, because I choose the hours that I work."

"It put me in control and I liked the fact that the work that I did, was the work that I was rewarded for. I knew I could make it work. It would fit in with my priorities and I was really excited about it. I found it much easier working for myself than I thought it would be."

Sandra, who is now a well-known leader in the Kleeneze network, finds herself constantly coming into contact with people just like her, who are looking for a way to increase their income while still keeping their family a priority.

"I've spoken to a lot of mums who needed to go back to work, but just found childcare costs too much," she explains. "They work for someone else just to pay the childminder just so they can go to work – it's a vicious circle! I also have friends who went back to work in order to be able to afford to treat the kids, but after childcare costs, they don't have the extra to do that anyway."

Of course, it's not all about the money. Many mums who took part in the survey cited being more unhappy in their employment now due to having less time to spend with their families.

"Before children, you work in a certain way," remembers Sandra. "Once you've had children, you work to different priorities. Work doesn't always fit in as a top priority anymore. I went back to work part-time for about three months when the kids were small, but I found that the job I left wasn't the job that I went back to. It just wasn't the same and my motivation to be there wasn't the same, because I wanted to be with the children."



Like many, Sandra had her misgivings going from employment to working for herself. Fears that she wouldn't be able to motivate herself ran alongside generally not knowing what would be expected of her. She soon found out that it was the best move she could have made, both for her and for her family.

"I hadn't had any experience other than working for an employer, so really didn't know how well I would manage working for myself. I found it's simple, though, because you decide when you're going to work. Because you've made the decision, you're motivated to do it. It was my choice."

"This life change didn't just benefit me either. I've always done Kleeneze when the kids were at school, but in the summer holidays, they could come with me. They learnt about numbers and counting that way, they were out in the fresh air with me, they did the banking with me, counting money, learning about money, how to speak to people etc. It's been a great experience for all of us."



Visit the DSA to see our full report on working mums and download our sponsoring flyer.

A third of working mothers are less happy in their employment than they were before having children. The main reasons for this are cited as the lack of flexibility around working hours and being unable to spend enough time with their family

Just 22% of working mothers are happy with the traditional 9-5 office hours

54% of working mothers reduced their employment hours after having children. On average they work 13 hours less per week, reducing their income on average by £7,929 a year

84% of working mothers don't believe that their income is rising in line with the increasing cost of living

54% are considering alternative employment that better fits around their family needs

Kleeneze gets saucy

Pasta has topped a global survey of the world's favourite foods and with good reason. It's not only quick and simple to make, it's incredibly versatile and great for those on a budget too.



Pasta

With this in mind, we took Kleeneze's best-selling Pasta Magic to our award-winning celebrity chef, Nigel Smith, with a brief to come up with three different pasta sauce recipes.

So here they are. Three deliciously, mouth-watering recipes that will help you and your customers create the most aromatic and nutritious dishes in minutes.



PASTA MAGIC

Simply fill the Pasta Magic with pasta and boiling water, secure the thermal wrap to preserve the heat, and leave until ready. Once cooked, the water drains away through the lid. Fantastic for cutting down on washing up!

Recipe 1 Conchiglioni Pasta

Conchiglioni pasta, Garlic, Shallots, Red Peppers, Asparagus, Courgettes, Tomatoes, Olive Oil, Parmesan to taste

Peel and chop garlic. Slice peppers, asparagus and courgettes and toss in a little olive oil - grill until golden. Chop garlic and shallots and cook with tomatoes in a pan. When soft add seasoning and a little sugar to taste - blitz with electric blender to a smooth coulis. Coat pasta with coulis, leave a little back to spoon onto plate then layer vegetables and pasta.



Bruschetta

Recipe 2 Pesto Tagliatelle

Tagliatelle Pasta, Basil Pesto, Sun Blushed Tomatoes, Spinach, Parmesan to taste

Cut tomatoes in half and lay on oiled baking sheet. Season with sea salt and chopped garlic. Roast in moderate oven until soft and skins slightly blackened. Wilt the spinach in hot pan with a little olive oil. Stir tomatoes and spinach into warm pasta and add basil pesto to taste. Sprinkle with parmesan and serve.



Funghi

Recipe 3 Spaghetti Carbonara

Spaghetti, Cheese Sauce made with white sauce (flour 25gm, 1 pint of milk, butter 25gm, salt and white pepper) and cheddar cheese, Wild Mushrooms, Chopped Parsley, Parmesan to taste

Sauté mushrooms in a little oil, add parsley and stir into cheese sauce (made with white sauce and cheddar cheese). Season. Gently fold into cooked spaghetti and add parmesan to taste and serve.



Frutti di Mare

CHRISTMAS SHOWCASE 2011

It's scorching!

RED HOT training, news
and launches from the day



GET YOUR BUSINESS IN GEAR

Another chance to
win a Mini First

SPOTTED!

Were you snapped
at the Showcase?

SHOWGIRLS AND MOJITOS!

Relive the
Gala Dinner Night

“Today is the beginning of your Kleeneze journey. One that can take you wherever you want to be.”

We promised you a day of red hot training, launches and news and for thousands of Kleeneze Distributors, that's just what the Christmas Showcase on Saturday 3 September provided.

The Kleeneze Christmas Showcase 2011 was a massive success. The launch of Miami, training from Darren Hardy and someone winning a Mini were just some of the highlights of the event. There was a huge amount happening throughout the day, but if you missed any of it, don't worry – you can catch up over these next pages.



“Over the years, we've been around the world from Australia to Rio; from Cannes to the Caribbean... and now Destination 2012,” opened Managing Director, Jamie Stewart. “Not just a fantastic destination, Destination 2012 forms part of our strategic plan over the next year, and Gold Distributor level is the key to everything.”

Throughout the day, this message was repeated.

“If you haven't started yet – get going!”



“Nothing worth having is easy,” said Michael Khatkar on the day. “However, with effort and determination, it can be achieved.

If you've ever been at the Gold level, it's your job and your responsibility to help and encourage other people to do what you've already done. For everyone else, your goal is to get to Gold by the end of Period 12.

“This will increase your income, set your foundation and help, not only give you the Christmas you deserve, but the best possible start to 2012.”



“The strength of any direct sales company is always in its people – followed by proposition and product. In Kleeneze we

simply have the best of it all,” said new Sales Director, Lisa Burke. “Kleeneze has a heritage to be very proud of and one that will propel us into an amazing future.”



Chris Mason-Paull

Giving your new Distributors the best possible start in Kleeneze

“You need 300 catalogues if you're going to attack the retail side properly. Lead from the front. Put them out twice a week. That will produce a company average of 85p per catalogue – non customer base, meaning sales of £2,240 in a Period. Giving you an income of £650 – what kind of difference would that make to your household?”

“When I started I was doing 200 catalogues in the morning before I went to work. Was it hard work? Yeah. But you know what? It was incredible fun.”



Gavin Scott

Why follow up? Reach out and build your team

“Imagine you were locked into a newsagent with a lottery ticket machine that offered a free go. You press the button once and get a ticket. It offers you another try. You're stuck there all night and tickets keep on coming out. Would you not check every single one to see if you had won?

“Kleeneze is the same – it's just a numbers game.”



Jason Leigh

The Kleeneze Blend – Developing your online shop

“Just last week, I started a new Distributor up with her webshop. Less than 24 hours later, she had her first online order and that's without promoting it at all. It was simply that someone had searched to buy a Kleeneze product and she was the closest, activated webshop Distributor.

“If you haven't yet started – get going!”

“Nothing worth having is easy.”



Kevin Rider

Christmas retailing – building your business

“It is far too early to put Christmas catalogues out in September! As for demonstrating a product – I didn't join Kleeneze to do that. I joined Kleeneze to put a catalogue out and run away!”

“Some of you in the audience today will be thinking that. Others will be out there, doing it and making a fortune. It's ego versus bank account. Which would you rather have come Christmas – the inflated ego or the inflated bank account?”



Craig White

Design your best Kleeneze year ever

“Kleeneze can change your life. It changed mine. This business has taken me from nothing to something. It's taken me from no income to a six-figure residual income. It's taken me from no car to the choice of three cars. It's taken me from no holidays to 15 trips of a lifetime.”

“You could, if you wanted to, guarantee yourself a 5-star trip every year for the rest of your life.”

Listen to all the trainings again on our YouTube channel – www.youtube.com/kleenezehq

Showcase Launches RED HOT BUSINESS NEWZ

The months leading up to the Christmas season are always busy ones for Distributors. That's why, at this Christmas Showcase, Kleeneze launched some **brand new tools and incentives** to help you make the most of the retail season.

eZereach One of Kleeneze's most powerful communication tools has changed!

There is now only one EzeReach service available. Simply called 'EzeReach', it's the current 'Pro' service but with added benefits.



However, all new Distributors will get an automatic upgrade to the new service for their first three Periods absolutely free.

New features include:

- A free missed-call screen, where you will see the numbers of people who don't leave you a message end (this only works if the number isn't withheld)
- A free conference calling facility, so you can have team meetings over the phone – ideal if your team members are too far to travel
- There will also be some optional premium services available to you. Such as 'follow me', which allows your mailbox number to be forwarded to your landline, eliminating the need to dial into your mailbox all the time
- There will be collaboration available with YUUGUU which will give you the facility of screen sharing, web conferencing and remote access, which will allow people remotely to access your PC to complete forms and enter sensitive information such as credit card details. There will be a free 3 month trial available to all subscribers

"We all know the importance of getting back to prospects as soon as possible, but even in this modern age some people are reluctant to leave a message on an answering machine."

"The new 'missed call' facility on EzeReach is a great enhancement to the system, and we recommend that everyone should check it regularly throughout the day so you can call back potential prospects that didn't leave a message whilst they are still 'hot'!"

We also wanted to comment on the conference call facility. We all know that conference calling is a great tool to connect up with team regardless of geography, and the EzeReach conference calling tool is so easy to use. We found the instructions very clear, and love the fact that it has all the essential features such as muting, roll call and total number on the call, as well as a locking facility when the conference call is underway.



We would recommend that everyone sets up a call to trial the system with some of their team, and let's use these fantastic enhancements to drive our businesses forward."

Geoff and Fiona Webb, Silver Senior Executive Distributors

"We've always phoned back the numbers of those people who didn't leave a message. We never pre-judged, as I was a person who was reluctant to leave a message on an answer phone!"

Now with the new 'missed number' section on the website, we can even capture the numbers of the people who did not stay on the line long enough to register as a 'did not leave a message'.

Give them a ring – what have you got to lose?!



It is also fantastic news that the EzeReach Lite package has been bought in line with the Pro package. This enables everyone to have the instant email alerts when messages come in. Better to have a hot lead than a cold one!"

Geoff and Diane Owen, Gold Executive Distributors

To upgrade or to register with the EzeReach system, call the Kleeneze Service Centre on 0844 848 5000.

RAPID START BONUS



Taking the place of the Fast Start Bonus, the Rapid Start Bonus programme has been designed to help you develop your retailing from day 1. In the first 16 weeks of your Kleeneze business, a new starter could receive up to 500 catalogue packs (10 full Income Kits), worth £340 for FREE and earn extra bonuses along the way.

The Rapid Start Bonuses are split into four Phases:

PHASE 1: Weeks 1 to 4 (Days 1 to 28 from start date) – for every 150BP (approximate retail value £180.00/ €216.00) ordered (cumulative orders allowed) you will receive 25 catalogue packs to a maximum of 5 times = 125 catalogue packs.

E.g. 150BP = 1st set of 25 catalogue packs, 300BP = 2nd set of 25 catalogue packs, 450BP = 3rd set of 25 catalogue packs, 600BP = 4th set of 25 catalogue packs and 750BP = 5th set of 25 catalogue packs

PHASE 2: Weeks 5 to 8 (Days 29 to 56) – for every 250BP (approximate retail value £300.00/ €360.00) ordered (cumulative orders allowed) you will receive 25 catalogue packs to a maximum of 5 times = 125 catalogue packs.

PHASE 3: Weeks 9 to 12 (Days 57 to 84) – for every 350BP (approximate retail value £420.00/ €504.00) ordered (cumulative orders allowed) you will receive 25 catalogue packs to a maximum of 5 times = 125 catalogue packs.

PHASE 4: Weeks 13 to 16 (Days 85 to 112) – for every 450BP (approximate retail value £540.00/ €648.00) ordered (cumulative orders allowed) you will receive 25 catalogue packs to a maximum of 5 times = 125 catalogue packs.

See the DSA for full details and to download the Rapid Start Bonus tracker.

Warehouse Schedules



We've extended your retailing day, giving you **an extra two hours** to retail before you place your order! The order cut-off point has now moved from 1.15pm to 3.15pm.

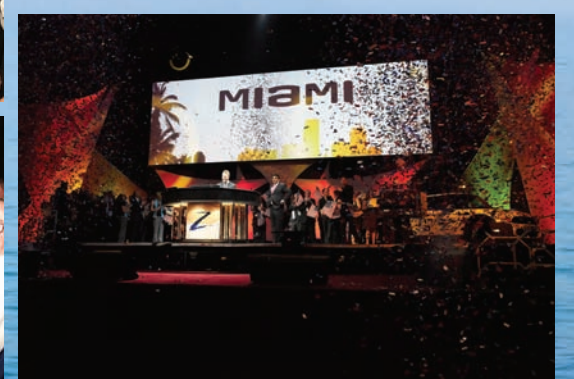


break free

In March we said we would run Break Free until the end of the year. However, given the huge success of this initiative, at the Christmas Showcase it was announced that Break Free is here to stay!

SHOWCASE 2011 IN PICTURES

Showcase
12-page special



WERE YOU SNAPPED
AT THE SHOWCASE?

You can see more photographs
from the Showcase on Flickr at
www.flickr.com/photos/kleenezehq/

Vice and eze

THE KLEENEZE DESTINATION 2012 IS MIAMI! LIKE YOU HADN'T HEARD ALREADY! THE BUZZ IN THE NETWORK SINCE THE REVEAL OF THIS DESTINATION IS HUGE! AND IT'S WITH GOOD REASON!

FLORIDA'S FIRST CITY IS WHERE THE CELEBS COME TO BE SEEN. THE CITY MAY HAVE A HEDONISTIC REPUTATION, BUT LOOK BEHIND IT AND YOU'LL FIND SOME OF THE MOST FABULOUS RETRO-ART, WORLD-CLASS BEACHES AND IS A PARADISE FOR MULTI-ETHNIC CUISINE.

MIAMI 2012
November 8th - 13th



You'll be staying at the famous Fontainebleau Hotel on Miami Beach. It's one of the most historically and architecturally significant hotels in Miami, located on the oceanfront Collins Avenue in the heart of Millionaire's Row. The 1504-room resort offers 11 restaurants, two nightclubs and luxury poolside areas – and that's just the start of what we have lined up for you!

There'll be beach sports on the spectacular Miami South Beach with a special guest appearance from the Miami Heat Dancers and then later on you'll see them in action when you're whisked away to watch a Miami Heat basketball game and get the full VIP Kleeneze experience!

You'll be dining in the finest fashion in places such as Gloria Estefan's Bongos Cuban Café. You'll also spend a day of adventure when we take you on a day trip to the famed Everglades, where you'll experience an airboat ride and alligator wrestling!

All in all, it's a trip not to be missed. Make that plan, speak to your Upline, follow in the footsteps of those who have already tasted the incredible experience that is a Kleeneze Destination.

www.miami2012.co.uk

Showcase
12-page special

DESTINATION 2012 – MIAMI THE QUALIFICATION CRITERIA

Qualification period is Period 10, 2011 to Period 9, 2012 inclusive. The first step in Sales Plan success for both routes must be achieved by Period 12, 2011

ROUTE 1

- Sales Plan success (for the first-time), to a MINIMUM of GOLD Distributor (by period 12)
- Maintain the new level for a further three periods
- Any Distributorship achieving Sales Plan success (for the first time), to BRONZE EXECUTIVE or above will qualify for the 'TOP QUALIFIERS GROUP' (All SEDs and Premiers that qualify for Miami will be in the 'Top Qualifiers' group)

ROUTE 2

- For existing Seniors, Executives, SEDs and Premiers
- Break a FRONTLINE Gold Distributor that goes onto qualify for Miami via Route 1 of the criteria (by period 12)

Minimum personal Requirements for all qualifying Distributors:

- £3000 Retail - £1000 needs to be done by the end of Period 12, 2011
- 9 Activations @ 250BP (includes downline initiations) - Activations need to be achieved by the end of Period 12, 2011
- All qualifying Distributorships at the levels of GOLD, SENIOR and BRONZE EXECUTIVE must demonstrate positive year on year growth, compared to the same period in the previous year.

Premiers and SEDs - Alternative to the RETAIL personal Requirement:

- 40 Activations @ 250BP (includes downline initiations)

REQUIREMENTS/NOTES FOR ALL QUALIFIERS:

1. A Distributorship can ONLY qualify for a particular destination ONCE (multiple qualifications do not automatically qualify a distributorship for the next destination the following year). This rule also applies to trophy winners and new Premier Distributors.
2. In order to qualify, a new partner on a Kleeneze distributorship should join the business before the distributorship begins qualification.
3. The programme commences at the point of departure of the international flight. Domestic flights are not included (except from Ireland and the Channel Islands). Travel insurance, airport accommodation and car parking must be arranged by the Distributorship.
4. Due to limitations at the destination we reserve the right to offer an alternative if qualifiers exceed 250.
5. There is no cash alternative available
6. Attendance is by invitation only and will be subject to the usual company verifications.

GET YOUR BUSINESS IN GEAR



There were many reasons to attend the Kleeneze Christmas Showcase, not least being that if you'd gone up the Sales Plan in the months preceding the event, you'd be in with a chance to win a Mini First.

The audience were on tenterhooks throughout the day, as in true Kleeneze fashion they were made to wait until the very last minute! It was all worth the wait for one Silver Distributor, though.

We caught up with our latest Mini First winner, Boguslawa 'Joanna' Bakalarz to find out all about it.

Here's how Boguslawa 'Joanna' gave herself 5 tickets in the draw, more chances than anyone else and won that Mini:

- > Put out 350 catalogues per day
- > 7 days a week
- > 9am to 9pm
- > Then also presented to new areas and asked if they knew of anyone else who would be interested in a catalogue
- > Networked the catalogues to friends and family

Do you want to win a Mini First?

We'll be awarding another lucky Distributor a Mini at the New Year Launch on Saturday 7 January at the NIA in Birmingham!



"I got involved with Kleeneze about two years ago," she told us. "My mum had been diagnosed with cancer and I really needed something to keep my mind busy. Kleeneze was the first company I came across.

"Although I really enjoyed being self-employed, I wasn't progressing fast enough. I didn't stick with the system, I was messing around and I think I made every mistake possible. Ironically, my excuse was that I didn't have a car!"

Boguslawa left her Kleeneze business. But then two months ago, she decided to rejoin and this time to do it right.

"I decided to treat Kleeneze as if my life depended on it," she explained. "I always knew that it was me that failed the first time around and not the business. I really wanted to prove to my family that Kleeneze works, but most of all, I wanted to prove to myself that I can succeed.

"My Upline (Joanne Skinner) showed me the magic of numbers and how she achieves such a huge personal retail (around £6,000). She became my mentor and my friend. I truly believe that without her help and support I wouldn't have won the Mini.

"I had 5 tickets in the draw, after jumping to 21% in my first month. As soon as I read about the Mini competition I said to my team mates how wonderful it would be to win and also what a positive impact it would have on my work.

"Having a vehicle would be a vital step in assisting me in progressing with my Kleeneze business."

For those who were at the Showcase, you'll remember that the moment of tension on revealing the winner's name was made a little longer by the name itself!

"I knew as soon as I heard Michael and Jamie struggle with the pronunciation of the winner's name that it was me! I stood up and didn't know what to do next. I had no idea what was going on around me! I don't know how I ended up on stage, with our Premier Group scarf holding a USA flag! It was like a dream!

"This was my first Showcase and it was amazing. I loved it. I keep listening to all the trainings on YouTube over again. I do believe that it was a life-changing experience for me – and I'm not talking about the Mini."

So what's next for Boguslawa? Well, first on her list could be driving lessons!

"I'm definitely going to learn to drive now," she laughs. "I can't wait to drive this precious Mini!"

"My next goal is to keep on working on my customer base, focus on team building and start using my Kleeneze website more. I finish my day by planning the next one. It works amazingly! I do believe that this is the right path to my biggest goal this year – Miami!"



EXAMPLES:

You're at the 10% level at the start of the competition, but move up to 13% by the end. **You'll have 10 tickets in the draw!**

You're at the 10% level at the start of the competition, but move up to 15% by the end. **You'll have 20 tickets in the draw!**

Remember, you need to be at the New Year Launch in order to win that Mini! You can order your ticket online, using code 00027 or contact the Service Centre on 0844 848 5000.

Will you choose the hamburger...



...or the salad?

SUCCESS MAGAZINE PUBLISHER AND EDITORIAL DIRECTOR, DARREN HARDY HAS A VERY SIMPLE MESSAGE: IT'S THE LITTLE CHOICES THAT WE MAKE EVERY DAY THAT DETERMINE WHETHER WE GET A GOOD RESULT OR A BAD ONE.

"At the time, they won't seem important," he explained. "But success is the result of small, seemingly innocuous choices. Will you order the hamburger and fries for lunch? Or the salad? One simple meal – it's not going to make a difference at the time. But over time, these choices add up to big, outstanding, extraordinary events.

"Every single successful person I've interviewed went through hardships, failures and bloodshed to get there. It's not heroic feats, grand acts of bravery or a quantum leap that got them there. There is no silver bullet. There is no magic pill. There is no secret. Success is earned only by hard work."

Distributors left the Showcase confident that they'd never make a choice subconsciously again.

The attendees also received a copy of **Design Your Best Year Ever**. This workbook outlines the specific plan that Darren developed for himself to design, execute, stick to and achieve big goals.



See next month's Team Talk for your best year ever designs!

DARREN HARDY - THE HIT OF THE SHOWCASE!

To download his slides from the day:

1. Visit <http://darrenhardy.success.com/about/>
2. Go to bottom of the page where it says **Kleeneze-TCE** and 'right-click' on link to download.
3. While you are there, register for email updates from **Darren's blog!**

GALA DINNER TURNS UP THE HEAT

Red hot entertainment, red hot dining and red hot cash prizes – it could only be a Kleeneze Gala Dinner.

It all started with a Mojito and a meet and greet from some rather glamorous Miami Showgirls! Then it was on to a sumptuous three-course meal, plenty of laughter and networking and a night at the Kleeneze Casino.

The winner of the night was Senior Distributor, Julie Knight, who walked away £500 richer!

There were also some £50 spot prize winners in the form of Silver Distributor, Julie Brame; Gold Distributor, Ian Slade; Gold Distributor, Helen Kolbusz; Gold Executive Distributor, John Webb; and Bronze Executive Distributor, Peter Dutton.

"The Gala Dinner was fabulous – the food, the music, and, obviously, the casino! I was playing Spin the Wheel with Martin Amos and we were having such a laugh (even though we didn't really know what we were doing!). We just kept on winning and then the croupier told me I had a lot of chips and should cash them in.

"I was amazed to win £500. It's paid for an advert for 12 weeks in our local paper, so will help towards continuing to build our great team and take us to Miami! Thanks Kleeneze. What a ball!"

Senior Distributor, Julie Knight,



"FACTS TELL STORIES SELL"

You may have heard the phrase 'Facts tell, stories sell' while you've been in Kleeneze. Never a truer word has been spoken! Although most people like to hear the facts and figures, almost everyone loves a story.

Stories work really well when it comes to sponsoring, because it's a powerful way to communicate the features and benefits of the business. They give your prospect evidence, based on the experience of others and, with such a diverse Network, Kleeneze has an amazing story database for you to use!

You only need look at the media coverage for the business, to see how well our stories really do sell. Kleeneze has been making headlines across the UK, helping more people learn about the opportunity to earn an income from home and create a business that fits around your needs.

The Daily is Kleeneze's In the Newz publication, featuring stories from across the Network that will inspire and inform your prospects.

You can now buy the Kleeneze Daily in packs of 100. It's a great tool to help you with your sponsoring. Remember – stories sell! The Daily (pack of 100), code 82120, price £5/€6.



"We make use of The Daily wherever we can: in our information packs; we leave a copy when we do a face to face appointment; we put them in delivery bags and draw our customers' attention to them; we keep spare copies in the car and use it as a networking tool; and anywhere else we can think of!"

It's laid out in an eye-catching, newspaper style that's easy for people to read, and the headlines, mentioning different people e.g. 'single mum'; 'factory worker'; 'students' etc, will naturally draw people to read the particular story pertinent to their own particular circumstances. Seeing photos of the Distributors concerned and hearing their stories helps readers to believe 'if they can do it', I can too, because they can see they're all just normal, everyday people, from a wide range of backgrounds. The short articles reminding or drawing people's attention to the challenges that so many people are experiencing in today's recession hit world are timely and informative.

We love these publications - they really do make excellent sponsoring tools!"

Maria Longwright,
Gold Executive Distributor



WIN 200 copies of The Daily

We're giving 10 Distributorships the chance to win two packs of The Daily. To be in with a chance, simply answer this question:

Which celebrity owns Bongos Cuban Café in Miami, where you could be dining on day three of the incredible Kleeneze Destination 2012?

A Gloria Gaynor B Gloria Estefan C Gloria Hunniford

Send your answer along with your Distributor account number to teamtalk@kleeneze.co.uk by Friday 28 October, using The Daily Competition as the subject title.

See the DSA for full terms and conditions.

Kleeneze gave me the family I always dreamed of...

Alexander Tuesley had always dreamed of having a big family, but her only hope of making that dream a reality was through IVF. Luckily, Kleeneze provided her with a lifeline to afford not only the expensive treatment, but the luxury of time to get through the stressful situation.

"I used to work as a project manager at Legal & General and started Kleeneze when I got married, just for a little extra income really," explained Alex. "After we got married, we decided we wanted to start trying for a family straight away. I'd always wanted to have a big family ever since I was young, but I never dreamed that my vision of the future would be anything other than easy."

After a year of trying, Alex and Sean decided to go for tests, but the doctors couldn't find a single thing wrong with either of them.

"Apparently our only hope of conceiving was through IVF," said Alex. "Over the following year, we had the treatment four times, spending what must have been getting on for about £15,000."

"At the same time, I left my job at the insurance brokers and got a part-time job. After six months, in what I felt was a boring, dead-end job, I decided to do Kleeneze full-time. Part of it was because we needed to get the money together. Trying to earn it in one year just wouldn't have been possible, but with Kleeneze you can make it happen through putting in the work. The business became a life-saver for us."



*Miracles do happen!
Alexander and the boys*

"Sean was still in full-time employment at the time, so while the Kleeneze income was paying for the IVF, we weren't having to cut-back and could continue living a normal life."

The money, though, turned out to be only a little of the life-changing opportunity for Alex. As the year went on, with each failed attempt, Alex became more and more depressed.

"It was an extremely stressful time," she remembers. "I was even having panic attacks, so not having to go into an office environment was great right then."

However, the fifth treatment worked and the couple were overjoyed to hear that they were having twins. Two weeks later, though, and Alex knew something was wrong and her midwife sent her straight for another scan. However, there was an unexpected turn to Alex feeling so rotten – she was carrying triplets!

"I was extremely careful while I was pregnant," remembers Alex. "I think more so than if I'd conceived in the 'usual' way. We qualified for Malaysia at that time, but I didn't go, because at that point I had to stay in bed at home. If I'd stayed doing my regular job instead of Kleeneze, there's no way I would have been able to have all that time off."

The fact that Alex had flexible hours with Kleeneze turned out to be even more important when, at 10 weeks, she began to have complications with her pregnancy. By 23 weeks, she had to go into hospital for complete bed-rest to stop the triplets being born too soon.

In June 2002, at 33 weeks pregnant, Alex was taken down to theatre to have a Caesarean section. Eliot was born first weighing in at 4lb 4oz, followed by Jake at 3lb 13oz and finally Ben arrived weighing 2lb 2oz. However, Ben was immediately whisked away to a resuscitation table.

While the Kleeneze income was paying for the IVF, we weren't having to cut-back and could continue living a normal life.

"Finally, after 20 traumatic minutes, a midwife brought Ben over to me and placed him in my arms. She didn't need to say anything, because I knew immediately that he wasn't going to take a breath. It broke my heart."

"Over the next five weeks, I willed my Eliot and Jake to grow stronger, while still grieving for Ben."

The boys were eventually discharged with Alex and they were all back at home. Over the next 18 months, Alex and Sean delighted in their boys. However, it seemed as though the treatment had kick-started something and in September 2005, Stanley was born after a completely natural conception. Then, two years later, baby Ted came along! The big family Alex had dreamed of was finally a reality.

"I think it's awful that women have to go without this treatment due to costs," she sympathises. "Without Kleeneze, of course, we wouldn't have been able to afford it. It's changed my life. It was a tough, tough thing not to have children. Everywhere you go, you see children running around. Every time I switched on the TV, I'd see baby adverts, it was heartbreaking."

"Of course, my great sadness is that Ben isn't with us, but I still carry him in my heart. At every milestone of the kids' lives, I remember him. My youngest, Ted, will be at school from September next year and then I'm getting back to working my business full-time."

"With the four of them running around now, Kleeneze has become more important than ever. I can pick it up and put it down as needed. It's a fantastically flexible opportunity."

Trying to earn that kind of money in one year wouldn't have been possible, but with Kleeneze you can make it happen throughout putting in the work.

With the four of them running around now, Kleeneze has become more important than ever. I can pick it up and put it down as needed



**Your story
Kleeneze gave
me a family**

Has Kleeneze provided an unexpected lifeline for you or for your family? Let us know your story at teamtalk@kleeneze.co.uk.

'If we can make it there'

Q&A

When Dean (45) and Flora (44) Copson joined Kleeneze in September 2007, they wanted to earn a little extra cash and get away from sitting in front of the TV in the evenings.

The couple certainly got their wish, because come November they'll be 3480 miles away from their TV in Slough and living it up in the Waldorf Astoria in New York!

We caught up with them to find out how they managed their full-time jobs alongside their Kleeneze business and qualified for New York in the process.

Did you know about the incentives that Kleeneze put on when you joined?

We did know, from the presentations that these incentives were available, but we certainly thought they were out of our reach.

Did you have a goal to go Gold anyway or was it New York that you were aiming for?

We really strived to get to Gold last year but got to 21%. Although disappointed, we made it our goal to get there this year. We went on holiday to Orlando last year in October for our daughter's 10th birthday and used our Kleeneze business to make that dream happen. We retailed most of the cost of the holiday and our spending money. We had a fantastic time, but on the way we had a two-hour stopover at JFK and then we decided that we wanted to come back and visit the city. Talk about what you think about you bring about!



Dean & Flora

What were your first steps after hearing the reveal of New York?

The first thing we did was to look at the qualification criteria with our Upline Rob and Marianna Grinev-Branch. As they are seasoned Destination qualifiers they knew what we had to do. As we were at 21% already we just needed that extra push to get us there.

Did you make a plan? What sort of things did you include?

We met up with Rob and Marianna and went through a plan with them focusing on the activity we needed to do to get the activations in the bag. We have a very strong customer base that we had built up in the first 12 months in the business, so the retail was a piece of cake. We normally retail 13% (£1,560) each period with no effort at all. This is around our full-time jobs and our 10-year-old.

Did you find it difficult to execute your plan alongside your full-time job?

What we did know was that this really works and if we needed any extra cash, we just needed to put out more catalogues. If you have a plan, you must stick to it and not say to yourself I will do it tomorrow. If we had not met our target for the day we would roll it over to the next day and make it up so we did not miss the target.

How did you stay on track? What kept you motivated?

We are very self-driven people anyway and have a massive belief in the business, as we know that it works. When we were out there picking up catalogues in the snow and rain we both looked at each other and thought of that massive juicy steak from Gallaghers. We also want to see Michael [Khatkar] eat a whole New York cheesecake to himself!

Once you'd qualified at Gold, how did you ensure that you maintained that level?

Getting to Gold was absolutely fantastic as Rob and Marianna drove a round trip of over 130 miles with a bottle of bubbly. It is very easy to say to yourself that you have made it, but you should take the glory and then get right back down to it again as this business can take it back again. You should enjoy the recognition and then start again to reach the next goal. The next day, the plan kicked in again!

How did you feel when it was confirmed that you'd qualified?

We had confirmed with our Upline that we had met the qualification criteria and had tracked it all the way. We had left it until the last Period to get the final Gold qualification, so we got up at 4.30am to make sure. The next day was the Christmas Showcase, which was fantastic as we went across the stage as Gold Distributors which had been on our goal board.

We went on to the Gala Dinner in the evening and around 10.30pm, we spotted Michael in the distance and decided to remind him to check our qualification! (How cheeky were we?). He then said to us that we had qualified for New York and asked if our Upline was around. We took Michael to Rob and Marianna and he then announced that they had also qualified. Wow, what an evening we had then!

What are you most looking forward to in New York?

We are so looking forward to staying at the Waldorf Astoria and eating that fantastic steak at Gallaghers that kept us going. We are over the moon that our sponsors will be with us and we are so looking forward to spending time with them. We also want to be able to pay our respects to everyone who lost their lives at Ground Zero.

Now you've qualified for one, has it made the idea of qualifying for Miami more believable?

We are already focused on getting to Miami and we have a few team members that are fired up and want to get there. Now that we know what it takes we are right behind them to make that dream come true.



In the spotlight
Dean and Flora
Copson



What were your friends/family/co-workers reactions to the fact that you've won this incentive?

Our work colleagues are over the moon for us, but some of them really do not understand the opportunity or the dedication we have put into our business. Flo's sister is so excited for us as she has the pleasure of coming down from Scotland to look after Anna, our daughter, whilst we are in New York (she booked months ago and either had the belief that we would make it or is a very canny Scot!)

Who is in your team now who helped you get to New York?

We have some great team members that have helped us along the way, Most of them only wanted to earn an extra £50 the same as us. Our outstanding retailers and team builders are Jo van Staden (60), who cares for her mum full-time alongside her business.

There's also Patrick van Staden, Jo's son who retails in the region of £2200 per Period and Dave Baron who hits 10% on a regular basis.

What would be your top tip for people who now want to qualify for Miami?

Our top tips to qualify are, make sure you make a plan with you Upline, track your progress, get excited and, above all, believe that you will be there.

Q&A

We increased our sponsoring activity to match our plan, as well as running a newspaper ad. We put out about 300 catalogues each week, which gave us 13% each Period. If we needed more, we just put out more.

Dean and Flora's Kleeneze week

Dean and Flora organise their business around their full-time jobs and their daughter's schedule. Here's their weekly planner showing how Kleeneze can work alongside your 'full-time' job.

	MON	TUE	WED	THU	FRI	SAT	SUN
7am - 8am							
8am - 9am							
9am - 10am			Activity				Catalogues Out
10am - 11am			Activity				Catalogues Out
11am - 12am			Activity				Catalogues Out
12am - 1pm			Activity				Catalogues Out
1pm - 2pm			Catalogues In				Deliveries
2pm - 3pm			Catalogues In				Deliveries
3pm - 4pm			Catalogues In				Deliveries
4pm - 5pm			Catalogues In				Deliveries
5pm - 6pm			Deliveries				Deliveries
6pm - 7pm	Stragglers	Pick up	Stragglers	Catalogues In	Catalogues In	Catalogues In	
7pm - 8pm	Activity/Calls	Stragglers/Calls	Calls	Calls	Calls	Calls	
8pm - 9pm	Orders ON	Activity		Activity	Activity		
9pm - 10pm	Put Catalogues together	Put Catalogues together	Put Catalogues together	Put Catalogues together	Put Catalogues together	Put Catalogues together	
10pm - 11pm							

Everyone's talking about Christmas!

Hot topics
Christmas

All prize winners will be drawn at the **New Year Launch 2012**. For full terms and conditions, see the DSA.

People don't want to miss out!

Given that, at the VERY LEAST, you're going to make £3.10 on every set of Starlight Angels you sell, here's how many you'd have to sell in order to treat yourself to some of these this Christmas:

All I want for Christmas is...	I'll have to sell this many pairs of front cover products...
Apple iPad 2	(£399) 129
Kindle	(£111) 35
Espresso Maker	(£169) 54
Chanel No 5, 100ml	(£86) 28
Tag Heuer Formula One	(£605) 195
Mongoose BMX Bike	(£155) 50
Playstation 3	(£160) 52



More to the point, everyone's talking about our front cover product. We're still three months away from the big day and yet you've already sold a whopping 27,325 front cover products!

If you haven't experienced a Kleeneze Christmas yet, you may be wondering why this product is talked about so much more than all the others. Let us explain.

The Starlight Angel decoration is one of the best for showing your customers at the doorstep. It's a pretty good eye-catcher and it's this way that Distributors are upping their orders – sometimes by hundreds of pounds – every Christmas season.

Starlight Angel Competition - Part 2

Runs from **Friday 16 September 2011** to **Friday 15 December 2011**

- Top 10 sales of Starlight Angel (pairs), will each win 3 Income Kits and 2 tickets in the Showcase Mini draw
- Every sale of the Starlight Angel (pairs), will be entered into a draw (one pair = one ticket) – the top 25 will each get 1 Income Kit and 1 ticket in the Showcase Mini draw.



Tim Pace
Senior
Distributor

TOP TIPS

to help you increase your sales

1. Take the front cover product to the door when delivering your order.

"If you have a minute can I just let you have a look at this?"

2. Take the Starlight Angel out

"We're actually taking orders for this tonight"

3. Switch it on

"It looks lovely doesn't it?"

4. Pass it to the customer

"It looks so much better in real life doesn't it; it just doesn't do it justice in the catalogue does it. It is only £15 for 2; they're completely safe, take normal standard batteries. Would you like me to order a box?"

5. If the customer says they've got loads of Christmas decorations, tell them:

"They're great gift ideas for family and friends aren't they?"

NEW

Recognition

In this business, you will be recognised for your achievements every step of the way from pins, certificates, cars, cheques and foreign cars to, for many, the ultimate — taking to the stage in front of over 5,000 Distributors at the NIA in Birmingham.

Now recognition just got better, because we've come up with some brand new categories that will recognise the achievements across the Network.

From our top retailers to those who have reached 15% for the very first time, over the next few pages, you'll find the names of those whose achievements are very much to be shouted about!

Personal Retail TOP 3



1st £12,429
Susan Coleman & Robert Holdford



2nd £9,008
Paul Tonkin & Joanne Heeraman



3rd £8,648
Melissa Squires & Ian Slade

Personal Sales Group TOP 3



1st £20,798
Christine Sykes & Aidan Fisher



2nd £18,638
Vincent Tsoi & Lorraine Lawlor



3rd £17,693
Ann Coe & John Coe

New Business Sales TOP 3



1st £11,589
Karen Young & Neil Young



2nd £11,119
Stephen Wilson & Marie Bell



3rd £9,054
Stephen Smith & Dennis Chamberlain

Top 50 Period 9



Personal Retail



Personal Sales Group

This figure will not include break-away Gold Distributors or non-qualifying Gold Distributors (includes all adjustments).



New Business Sales

This figure include all new initiations plus their sales from Period 7-9.

No.	Distributor Name	Sales	Distributor Name	Sales	Distributor Name	Sales
1	Susan Coleman & Robert Holdford	£12,429	Christine Sykes & Aidan Fisher	£20,798	Karen Young & Neil Young	£11,589
2	Paul Tonkin & Joanne Heeraman	£9,008	Vincent Tsoi & Lorraine Lawlor	£18,638	Stephen Wilson & Marie Bell	£11,119
3	Melissa Squires & Ian Slade	£8,648	Ann Coe & John Coe	£17,693	Stephen Smith & Dennis Chamberlain	£9,054
4	Daniel Davies	£8,242	Stuart Heard & Robyn-Lee Heard	£17,228	Joanne Bleach & Vince Bleach	£8,735
5	Vincent Tsoi & Lorraine Lawlor	£7,914	David Rhodes & Christine Rhodes	£16,634	Joanne Skinner	£8,406
6	Mauro Vieira	£6,908	Norman Grundy & Joanne Grundy	£15,992	Stuart Heard & Robyn-Lee Heard	£8,297
7	Jane Mousley & David Mousley	£6,779	Derrick Longwright & Maria Longwright	£15,867	Christine Sykes & Aidan Fisher	£8,052
8	Margaret Foster & Ian Foster	£6,495	John Gavin Scott & Bonnie Arapes	£15,681	Toby Acton & Donna Gold	£6,818
9	Patrick McKenna	£6,421	Abigail Colclough	£15,621	Richard Chantler & Clare Chantler	£6,571
10	Steven Divito	£6,365	Marie Simmonds & Jeremy Simmonds	£15,595	Kevin Rider	£6,303
11	John Morgan & Gilly Mc Crone	£5,997	Janet Mitchell & Andrew Mitchell	£15,539	Christopher Pagett	£6,100
12	Mark Wright & Emma Frain	£5,949	Mikaela Brown & Andrew Brown	£15,173	Veronica McDonald	£6,053
13	Judit Ugrin	£5,892	Stephen Wilson & Marie Bell	£15,128	Stuart McKibbin & Gail McKibbin	£6,020
14	Tracey Payne & Harvey Kent	£5,838	Susan Coleman & Robert Holdford	£15,096	Daniel Marshall & Michelle Marshall	£5,963
15	Lorraine Collins & Mark Collins	£5,749	Debra Pusey & Oliver Pusey	£14,834	Debra Pusey & Oliver Pusey	£5,889
16	Dana Jundi & Mathew Mellenchip	£5,740	Julie Cotton & Neil Tomkinson	£14,771	Melissa Squires & Ian Slade	£5,722
17	Gillian Barry & Jonathan Barry	£5,675	Stacy Beck & Jonathan Beck	£14,734	Peter Wellock & Myrna Wellock	£5,549
18	Stuart Backner & Rachelle Backner	£5,592	Heather Oneil & James Oneil	£14,609	Ivan Darch	£5,548
19	Peter Savidge	£5,545	Adam Swire & Deborah Heron	£14,311	James White & Jane White	£5,497
20	Nick Sassanelli & Grace Sassanelli	£5,545	Melissa Squires & Ian Slade	£13,926	Gail Drew & Darren Drew	£5,456
21	John Hurd	£5,454	Clive Currier & Beverley Currier	£13,803	Gerard Tucker-Mawr & Claire Tucker-Mawr	£5,405
22	Kira McKibbin & Andrew Thomas	£5,362	Denise Neal & Stephen Neal	£13,685	Karen Boardman & Scott Boardman	£5,251
23	Philip Torkington & Kerris Torkington	£5,349	Tracey Payne & Harvey Kent	£13,667	John Gavin Scott & Bonnie Arapes	£5,237
24	Richard White & Kim White	£5,241	Justine Giergiel & Steve Giergiel	£13,508	Clive Currier & Beverley Currier	£5,147
25	Ian Saville & Anita Saville	£5,184	Georgina Goodger & Will Goodger	£13,400	Steve Roper & Debbie Roper	£4,931
26	Zoe Climpson & Will Joseph	£5,170	James White & Jane White	£13,244	Helen Walsh & Andrew Walsh	£4,822
27	Brian Carroll & Jean Carroll	£5,139	Sharon Bird & Andrew Bird	£13,007	Lynne Trowell & David Trowell	£4,821
28	Ian Hickton & Rachel Hickton	£5,132	Susan Walton	£12,896	Rick Molyneux & Trisha Gemmell	£4,660
29	Anna Padfield & Nicholas Padfield	£5,075	Adam Humphrey & Coleen Humphrey	£12,851	Robert & Marianna Grinev-Branch	£4,649
30	Alice Lloyd & Geoffrey Lock	£5,057	Peter Allan	£12,847	Martyn Regan & Verity Antcliff	£4,556
31	Lynda Buchan & David Buchan	£4,889	Gail Drew & Darren Drew	£12,771	Joseph Brame & Julie Brame	£4,518
32	Marie Simmonds & Jeremy Simmonds	£4,825	Jane Mousley & David Mousley	£12,523	Graham Carter & Lorna Carter	£4,436
33	Jean Sidhu & Antony Watkins	£4,731	James Curtis	£12,519	John Beesley & Karina Beesley	£4,396
34	Mark Oreilly & Sue Oreilly	£4,723	Richard Chantler & Clare Chantler	£12,305	Shoukran Sharaf & Mohamed Gaber-Amin	£4,366
35	Chris Woodward & Joanna Mchaffie	£4,704	Mark Law & Diana Searle	£12,156	Jonathan Masfield & Corina Masfield	£4,298
36	David Bond & John Watkins	£4,587	Mark Walsh & Debbie Walsh	£11,951	Andrew Boswell & Sue Boswell	£4,251
37	Michael Jones & Ann Jones	£4,554	Peter Wellock & Myrna Wellock	£11,927	Paul Dean & Karen Dean	£4,219
38	Mark Hunt & Jean Marie Hunt	£4,551	Karen Boardman & Scott Boardman	£11,883	Hayley Thirkettle & Craig Thirkettle	£4,189
39	Ian Wightmore & Deborah Wightmore	£4,549	Peter Abrahams & Angela Abrahams	£11,873	Mike Gough & Dawn Gough	£4,143
40	Paul Dean & Karen Dean	£4,509	Ivan Darch	£11,538	Terry Hodge & Jane Hodge	£4,120
41	Alex Langler & Kathleen Langler	£4,454	Robert Dolan & Jacqueline Dolan	£11,500	Andrew Buxton & Laura Kelly	£3,933
42	Karen Jordan & Kenneth Rooney	£4,451	Jude Joyce & Steve Joyce	£11,417	Deborah Dewar & Allan Dewar	£3,885
43	Anthony Mervin	£4,400	Johanna Peuleve & Stuart Peuleve	£11,376	Adam Humphrey & Coleen Humphrey	£3,872
44	Louise Down & Lee Down	£4,359	David Bole & Lynn Bole	£11,354	Paul Blaxall & Carolyn Blaxall	£3,861
45	Arthur Cuthbert & Susan Cuthbert	£4,343	Richard White & Kim White	£11,249	Stephen Geldard	£3,795
46	Jeffrey Margrave	£4,343	Craig White & Magdalena White	£11,233	Mariya Dimitrova & Mitro Dimitrov	£3,752
47	Helen Walsh & Andrew Walsh	£4,318	Alex Langler & Kathleen Langler	£11,104	Georgina Goodger & Will Goodger	£3,719
48	David Prew & Lisa Davis	£4,315	Stuart Richards & Susan Munandu	£10,953	Elaine Edwards & Tony Leonard	£3,694
49	Margaret Morris & Alan Morris	£4,288	Graham James & Christine James	£10,923	Teresa Divers & Bryony Hayward	£3,645
50	Jennifer Jacobs & Paul Jacobs	£4,285	Doug Roper & Sandra Roper	£10,913	Mike Bibby & Amanda Bibby	£3,642



Kleeneze® Bulk Sales

Recognition
Top 500

See the back page for our **TOP 100** achievers

No.	Distributor Name	Sales	No.	Distributor Name	Sales	No.	Distributor Name	Sales	No.	Distributor Name	Sales	No.	Distributor Name	Sales			
101	Amanda Holland & Andrew Holland	43172.82	168	Ian Clarke & Agnieszka Clarke	21560.78	235	Stephen Gilbert & Rebecca Gilbert	14154.27	302	Georgina Goodger & Will Goodger	11007.19	369	Johanna Peuleve & Stuart Peuleve	9129.79	436	Beryl Wynter & Aaron Smalling	7961.33
102	Abigail Colclough	43097.42	169	Stuart Heard & Robyn-Lee Heard	21558.07	236	Michael Wallace & Janet Wallace	14080.74	303	Michael Godwin	10980.53	370	Alex Langler & Kathleen Langler	9075.99	437	Samwise Garrard	7956.14
103	Sharon Bird & Andrew Bird	41950.97	170	Ivan Darch	20781.6	237	Sandra Brown	13961.63	304	Jeffrey Toppie & Frances Toppie	10980.53	371	John Caton & Jenny Caton	9068.88	438	Jill Mason & David Mason	7954.01
104	Teresa Divers & Bryony Hayward	39496.71	171	Laurence Wiseman & Rosemary Wiseman	20601.74	238	Darryl Allen	13961.63	305	Paul Tonkin & Joanne Heeraman	10978.15	372	Samantha Rushton & Dean Worrall	9046.93	439	Raymond Satchell & Lorraine Satchell	7933.41
105	Roger Green & Barbara Green	38848.27	172	Sakuntla Kalyan & Richard Lovesey	20583.9	239	Christopher Young & Helena Edwards	13907.65	306	Carole Sunter & James Sunter	10935.54	373	Michael Tolton & Julia Tolton	9046.05	440	Philip Torkington & Kerris Torkington	7929.2
106	Gabrielle & Paul Broadstock	38263.75	173	Mark Law & Diana Searle	20399.45	240	Gareth Jones & Jeanette Jones	13907.65	307	Richard Roberts	10764.5	374	Terry Card	9029.25	441	Tom Forbes & Kathryn Forbes	7902.2
107	Sunil Popat	38146.97	174	Norman Grundy & Joanne Grundy	20036.14	241	James Dale & Claire Daniels	13868.07	308	Elizabeth Pope & Jason Hardy	10746.08	375	Peter Abrahams & Angela Abrahams	8995.98	442	Ann Stapleton & John Stapleton	7894.37
108	Paul Tawn & Clare Bason	38146.97	175	Linda Stanley & Ian Stanley	20028.95	242	Colin Sadler & Charlene Sadler	13723.04	309	Alison Thomas & Kevin Thomas	10718.07	376	Kenny Liggett	8981.84	443	Lorraine Collins & Mark Collins	7891.34
109	Graham Hyde & Catherine Hyde	36520.89	176	Christine Foster & Jim Foster	19708.53	243	Douglas Hamilton & Kirsteen Hamilton	13668.47	310	Bill Caddy	10652.43	377	Bob Goulding & Diane Goulding	8963.38	444	Martyn Regan & Verity Antcliff	7886.44
110	Andrew Buxton & Laura Kelly	36353.22	177	John Beesley & Karina Beesley	19698.95	244	Gareth Duffy & Gil Duffy	13576.81	311	Roger Mantle & Simon Mantle	10623.6	378	Isobel Orr & James Orr	8939.06	445	Simon Luckett & Cristina Simoes	7855.3
111	Martin Bell & Caroline Roberts	36244.62	178	Debra Pusey & Oliver Pusey	19509.36	245	Janet Mitchell & Andrew Mitchell	13522.76	312	Susan Walton	10620.24	379	Joe Croll	8900.25	446	Katie Johnson & Mark Johnson	7845.54
112	Tracy Sheehan & David Sheehan	36188.78	179	Georgina Gale & Phil Gale	19382.71	246	Pierce Hartley & Janet Hartley	13400.43	313	Trevor Rawding & Janet Rawding	10587.37	380	Stuart Richards & Susan Munandu	8860.03	447	Emma Colley	7843.74
113	Debbie Gee & David White	35454.54	180	Elaine Spafford & Martin Spafford	19346.08	247	Nichola Walmsley & David Walmsley	13359.05	314	Keith King & Veronica King	10572.09	381	Sharon Allsop & David Allsop	8860.03	448	Anna Padfield & Nicholas Padfield	7835
114	Christopher Reay & Lesley Coan	35094.66	181	Tony Fasulo & Julie White	19011.33	248	Maria Treanor & Shane Treanor	13284.25	315	Kodwo Anderson	10572.09	382	Robert Young & Clare Mears	8839.49	449	Emma Mackelden & Mark Mackelden	7826.88
115	James Curtis	34932.16	182	Robert Wellock	18991.84	249	Clive Lennard & Pamela Lennard	13199.22	316	Elizabeth Hyams & Ian Hyams	10500.98	383	Bridget White & Stan Parr	8830.75	450	Peter Savidge	7826.83
116	John English & Wendy English	34821.51	183	Steven Harding & Narissa Mather	18985.61	250	David Rhodes & Christine Rhodes	13195.75	317	Adam Humphrey & Coleen Humphrey	10487.46	384	Graham James & Christine James	8809.11	451	Kim Atherton	7824.19
117	Richard Houseago & Vanadis Fox	34784.4	184	Cindy Brown & David Brown	18823.22	251	Pamela Jarvis	13122.14	318	Sharon Bullock & David Taylor	10374.81	385	Ryk Downes	8806.8	452	Mark Wright & Emma Frain	7819.75
118	Belinda Clarke & Peter Clarke	34598.29	185	Robert Dolan & Jacqueline Dolan	18690.16	252	Tim Sandom	13020.05	319	Coleen Batchelor & Stephen Batchelor	10360.92	386	Kenneth Thomson	8803.42	453	Alan Larner & Rebekah Larner	7818.9
119	David Birtwistle & Angela Tonkin	33678.33	186	Mikaela Brown & Andrew Brown	18485.77	253	Gerry Melanephly & Maureen Mcloughlin	12881.66	320	Gail Drew & Darren Drew	10336.79	387	June Love & David Love	8761.91	454	Wendy Fielding	7810.76
120	Denise Neal & Stephen Neal	33383.53	187	Keith Faulkner & Teresa Faulkner	18483.86	254	Omran Zaman	12806.29	321	Jane Mousley & David Mousley	10254.94	388	Gavin Thomson	8749.25	455	Dean Copson & Flora Copson	7794.18
121	Alexandra Tuesley	32403.63	188	Ann Coe & John Coe	18417.87	255	Allan Ledwidge	12805.7	322	Peter Allan	10225.37	389	Paul Blaxall & Carolyn Blaxall	8747.04	456	Ann Ashley	7781.43
122	Su Bains & Jas Bains	32052.75	189	Angela Macleod & James Macleod	18378.15	256	Paul Wilson & Helen Wilson	12674.99	323	Terry Hayden	10207.97	390	John Greenwood	8713.2	457	Julie Martin & Anthony Martin	7771.12
123	Eamonn Roe & Anne Roe	31805.02	190	Conor Treanor & Linda Treanor	18330.37	257	Lyn Davies & Tony Davies	12524.75	324	Tony Vallerine & Wendy Vallerine	10205.75	391	Antony Gunn & Aileen Gunn	8710.37	458	Michael Prior	7753
124	Melanie Wilson & Andrew Wilson	31776.15	191	Paul Meikle	18304.94	258	Susan Coleman & Robert Holdford	12471.54	325	Joanne Powell	10203.32	392	Andrew Williams & Cheryl Williams	8701.71	459	Chloe West & Elvin Bailey	7705.51
125	Steve Johnson & Rosemary Rowntree	31673.27	192	Harold Fulton & Minnie Fulton	18250.11	259	Stephen Wilson & Marie Bell	12467.53	326	Richard Fallowfield & Ranti Fallowfield	10200.51	393	Veronica Nixon	8691.74	460	Paul Mcnally & Stacey Paterson	7673.95
126	Keith Sandland & Helen Sandland	31595.87	193	David Pope	18029.56	260	Caroline Harvey & Simon Harvey	12373.08	327	Sara Eyres & Christopher Burras	10198.33	394	Ian Parker & Carol Parker	8684.66	461	Michelle Tucker & Paul Tucker	7665.5
127	John Webb & Kathryn Price	31327.32	194	John Smith	17998.04	261	Paul Melville	12311.25	328	David Luke & Elaine Luke	10187.13	395	Stephen Shepherd & Laine Shepherd	8683.9	462	John Orr & Anita Orr	7654.38
128	Toby Acton & Donna Goda	30959.27	195	Iain Swanston & Jackie Swanston	17983.24	262	Brian Mooney & Sharon Treanor	12277.79	329	Shirley Pere & John Barnes	10184.64	396	Louise Lewis & Paul Lewis	8681.46	463	Seamus Gallagher	7654.38
129	Michael Laydon & Sandra Laydon	30416.34	196	Joseph Odonnell	17966.7	263	Christopher Marshall & Lynne Marshall	12246.92	330	Leslie Harris & Moira Harris	10184.29	397	Nigel Le Long	8678.27	464	Mervyn Baxter	7654.38
130	Ron Speirs & Judy Speirs	30254.59	197	Karen Jordan & Kenneth Rooney	17784.86	264	Kevin Sands	12108.46	331	Stuart Hill	10184.29	398	Tammy Mullins & Simon Lanning	8654.4	465	Graham Carter & Lorna Carter	7650.43
131	Gary Cooper & Jackie Norris	29709.16	198	Jillian Griffiths & Peter Griffiths	17773.82	265	Christine Lappin & Simon Place	12073.2	332	Fay Roe & Andrew Roe	10103.72	399	Gareth Rickhuss & Janette Pyne	8649.82	466	David Flannagan & Heather Flannagan	7640.44
132	Alan Meldrum	29664.13	199	Marie Simmonds & Jeremy Simmonds	17732.78	266	Peter Neesham & Caren Neesham	12035.38	333	Andrew De Caso & Vicky De Caso	10100.75	400	Kate Lee & Nicola Spence	8596.63	467	Diana Schuch & Alan Ward	7631.79
133	Jay Singh	29630.81	200	Phil Curtis	17731.05	267	Angela Wallace	11996.32	334	Alex Dewar & Lucie Hannah Marcus	10076.41	401	David Bole & Lynn Bole	8592.65	468	Daniel Davies	7621.4
134	Rhian Jones & E Anthony Jones	29441.33	201	David Byatt & Janet Smith	17706.65	268	Martyn Cunningham	11952.88	335	Neil Maclean & Susan Maclean	10057.42	402	Robert Annan & Rosemary Annan	8576.37	469	Gavin Grainger & Rebekah Grainger	7618.51
135	Tom Hingley & Bernadette Hingley	29427.99	202	David Wilson & Julie Knight	17630.07	269	Julie Cotton & Neil Tomkinson	11887.8	336	Harry Hancock	9990.52	403	Keith Glass & Margaret Holvec	8466.13	470	Catherine White & Geoffrey White	7616.73
136	Derrick Longwright & Maria Longwright	29416.29	203	Mark Wildman & Sarah Wildman	17475.11	270	Rosemary Day & Christopher Day	11837.08	337	Glyn Thomas & Rose Rees	9852.18	404	Derek Matthews & Elaine Matthews	8442.06	471	Stuart Backner & Rachelle Backner	7606.91
137	Andrew Ridley & Louise Lee	29308.63	204	Timothy Pace & Tina Pace	17475.11	271	Adam Swire & Deborah Heron	11835.53	338	Karen Boardman & Scott Boardman	9839.16	405	Roger Coupe & Gillian Coupe	8440.43	472	Daisy Fickling & Richard Fickling	7606.1
138	Caroline Thompson & Philip Thompson	29242.69	205	Sharon Davis & Craig Davis	17434.71	272	Stacy Beck & Jonathan Beck	11799.96	339	Bev Townsend & Dave Townsend	9830.48	406	Ann Searle & Philip Linsey	8432.62	473	Janet Bowen & Roger Bowen	7598.2
139	Stuart Mckibbin & Gail Mckibbin	28607.45	206	Julian Pike & Karen Pike	17387.65	273	Arthur Bennett & Irene Bennett	11744.92	340	John Cleave & Kath Cleave	9829.32	407	Sharon Agnew & Steve Agnew	8431.81	474	Albert Berry & Caroline Berry	7595.03
140	Peter Dutton & Sheryl Dutton	27630.13	207	Christopher Conroy	17325.3	274	Linda Charles	11723.12	341	Catherine Lord & Stephen Lord	9815.15	408	Paul Smith & Angela Solomon	8431.65	475	Lesley Whittington & Gordon Whittington	7591.83
141	Jennifer Amos & Martin Amos	27618.38	208	Lorraine Balcombe & Ian Balcombe	17325.3	275	Karen Marriott & Kevin Marriott	11681.37	342	Stuart Chantler & Claire Garrod	9804.17	409	Veronica McDonald	8424.39	476	Karen Glew & Steven Glew	7571.98
142	Helen Walsh & Andrew Walsh	27431.93	209	Steve Chambers & Cathy Chambers	17108.77	276	Barry Bradbury & Cecilia Bradbury	11655.06	343	Vivienne Washington & Richard Washington	9779.7	410	Lesley Davies & Wendy Meddelton	8393.47	477	Nick Sassanelli & Grace Sassanelli	7552.28
143	Gill Sepe & Donato Sepe	27168.56	210	Colin Turnbull & Sarby Turnbull	17072.65	277	John Mcnally & Lesley Mcnally	11586.56	344	Mark Walsh & Debbie Walsh	9778.38	411	Barry Mitchell & Nina Mitchell	8392.56	478	Judit Ugrin	7550.57
144	Lesley Burroughs	26467.54	211	Linda Gower & Tony Gower	16769.82	278	Bernie Klinger & Barbara Klinger	11558.5	345	Tony Brown & Julie Brown	9744.75	412	Christopher Pagett	8373.85	479	Suzanne Woolven & Richard Woolven	7544.21
145	Barbara Ann Peachey & Alan John Peachey	26466.76	212	Gloria Davies & Clive Davies	16707.46	279	Justin Rowe & Tracy Bell	11558.18	346	Seamus Houghton & Clare Houghton	9744.67	413	Anthony Peacham & Susan Peacham	8344.83	480	Katrina Hawker & Ian Hawker	7540.78
146	John Halsall & Janice Halsall	26294.4	213	Gill Evans & Tim Evans	16491.44	280	Gerard Tucker-Mavr & Claire Tucker-Mavr	11548.62	347	Clare Haines	9676.66	414	Marion Homer & Anthony Homer	8312.22	481	Norah Bohan	7539.43
147	Graham Long & Georgina Long	26148.77	214	Yvonne Coffey & Jonathan Coffey	16192.9	281	William Burgess & Agnes Burgess	11505.86	348	Sue Phoenix	9639.04	415	Paul Dean & Karen Dean	8292.57	482	Ian Williams & Sally Mellor	7532.66
148	Seph Oconnell & Sarah Watson	26119.37	215	Louise Wellock & Nathan Sylvester	16123.49	282	Sheila Fowler & Nigel Fowler	11495.71	349	Chris Evans & Nicky Evans	9635.74	416	Ian Saville & Anita Saville	8283.96	483	Sara Smith & Steven Smith	7523.41
149	Brian Manchester & Julie Templeton	25941.37	216	Richard Peuleve & Helen Peuleve	16070.9	283	Melissa Squires & Ian Slade	11480.29	350	Mary Hession & Geraldine Twamley	9592.69	417	Craig Lomas & Linda Lomas	8267.36	484	Sarah Philp & Timothy Philp	7514.28
150	Karim Karmali	25268.42	217	Daniel Marshall & Michelle Marshall	15996.65	284	Geoffrey Davey & Berenice Davey	11463.08	351	Susan Green & Graham Green	9553.54	418	William Greaves & Helen Greaves	8256.33	485	Raymond Kirkland & Susan Kirkland	7422.58
151	Christine Sykes & Aidan Fisher	25215.33	218	Alnashir Ratanshi & Yasmin Ratanshi	15746.44	285	Kira Mckibbin & Andrew Thomas	11458.82	352	Henry Crosby & Diana Crosby	9551.8	419	Gerard Coste	8229.52	486	Tavis Taylor	7383.51
152	Trish Fisher & Lee Fisher	24999.35	219	John Clements & Sophia Clements	15746.44	286	Jane Connor & Andrew Connor	11437.67	353	Charlie Whittton & Gillian Whittton	9500.94	420	Jacqueline Akhurst & Steven Ellis	8202.87	487	John Oneil	7284.25
153	Michael Allsop & Jennifer Allsop	24168.27	220	Diane Owen & Geoff Owen	15647.5	287	Louise Puttick	11383.5	354	Julie Golding	9490.14	421	David Notman	8197.57	488	Christine Richards & Geoffrey Richards	7277.01
154	Andrew Meldrum & Ann Meldrum	24152.41	221	Paul Flintoft	15507.71	288	Christine Brennan & Ian Brennan	11378.17	355	Robert Gould	9474.1	422	Ted Farrar & Rose Farrar	8193.43	489	Douglas Hack & Theresa Hack	7213.46
155	Kerry Stonall & Paul Stonall	23647.77	222	Terry Hodge & Jane Hodge	15370.09	289	Toni Yates & Martin Webb	11365.74	356	Gerwyn Duggan	9474.1	423	Zoe Climpson & Will Joseph	8170.67	490	Kelly Elliott & Steve Elliott	7207.08
156	Karen Flitton & Peter Flitton	23512.47	223	Jackie Bower & Stuart Bower	15327.67	290	Steven Mee & Jacqueline Mullings	11292.8	357	Mira Herman & Natalie Lofthouse	9445.78	424	Darren Simmons & Christina Simmons	8157.53	491	Peter Legg & Cathy Legg	7083.1
157	Martina McGrath & James McGrath	23508.35	224	Gordon Davidson & Patrick Davidson	15235.28	291	Lee Henshaw & Fiona Henshaw	11227.8	358	Richard Brownridge & Greta Brownridge	9440.06	425	Margaret Jarman	8150.14	492	Frederick Mason & Karen Mason	7057.54
158	Stephen Clark	23359.96	225	Vincent Tsoi & Lorraine Lawlor	15102.36	292	Clive Currier & Beverley Currier	11223.29	359	Kimberley Sunter	9402.87	426	Kathleen Watson	8148.79	493	Gavin Conway & Trish Conway	7016.84
159	John Gilham & Wendy Nimmo	23331.6	226	Amelia Mchard & Hannah Mchard	14944.16	293	Tracey Payne & Harvey Kent	11208.05	360	Robert Clifton & Jennifer Clifton	9395.28	427	Javid Khan	8148.79	494	Paul Bate & Thomas Johnson	6993.57
160	Chantele Travis & Barry Travis	23092.96	227	Amy Varrington	14904.73	294	Peter Bach & Angela Bach	1118									



VP - 15%

Mark Aston & Liz Aston
Paul Gallagher
Andrew Bayes & Andrea Bayes
Robert Haines
Marcin Weglarz
Barbara Anderson
Andrew Sheppard & Max Robinson
Gerry Moriarty
Jerin Thareparambil George
Jane Vickers
Andrea Morris & John Morris
Russell France
Jonathan Gulliver & Kelly Gulliver
Karen Hall & Robert Evans
Ashleigh Bibby & Roxanne Golding
Steven Brown & Alison Brown

VP - 18%

Philip Westmoreland
Christine Watkins
Emma Richards & Antony Richards
Jonathan Masefield & Corina Masefield
Chris Brenner
Patricia Eckford
Jill Brown & Pete Brown
Steve Vickery
Kathryn Shaw
Kenneth Blake & Julie Blake
Louise Down & Lee Down
Lynne Trowell & David Trowell
Elizabeth Cook & Matthew Cook
Kym Mackay & Ricky Mackay
Chris Wright & Annette Wright
Mark Kerr & Yvonne Kerr
Stephen Gibson & Kim Elburg
Lauren Nell

VP - 21%

Janet Watts & Colin Watts
Mark Hunt & Jean Marie Hunt
Patrick Mckenna
Adrian Russell & Leah Symons
Jasper Brawn & Helen Brawn
Michelle Fox & Stephen Fox
Oswald Elrick
Lorna Elliott & Jason Elliott
Richard Scott
Stephen Jessop
Mark Domoney
Alexander Martin & Leigh Hughes
Ian Ball & Lynne Ball
Josie Twiddy
David Middleton
Cedric Marr & Lea Marr
Vicki Titterrell & Bernard Robert Titterrell
Sean Tuesley
David Arapes & Paula Arapes



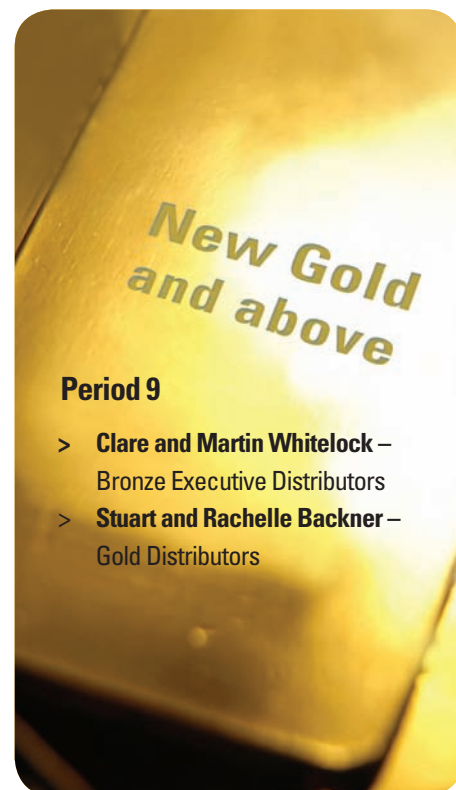
As launched at the Christmas Showcase, we're introducing something that's never been done in our Network. Our Directors' Club in an exclusive recognition scheme and it's open up to the entire Network – whatever level you are at.

As a Directors' Club qualifier, you will be entitled to two free tickets for the Christmas Showcase and Gala Dinner 2012. There will be full on-stage recognition and reward pin. You will attend a VIP pre-Gala Dinner Champagne reception with Directors from HQ and receive a special gift.

In qualifying for the Directors' Club, it will highlight and reward your efforts in pushing, developing and growing the business.

Qualification criteria:

- Qualification Period runs from Period 10, 2011 to Period 6, 2012
- Personal retail of £2,700/€3,240 (2250BP) in at least 8 out of the 10 Periods
- Top ten Distributorships on new business sales
- SEDs – qualify 5-wide in at least 8 of the 10 Periods
- Premier Distributors



Period 9

- > **Clare and Martin Whitelock** – Bronze Executive Distributors
- > **Stuart and Rachelle Backner** – Gold Distributors

TEN ACTIVE WIDE - YTD

Gerard Tucker-Mawr & Claire Tucker-Mawr
Steve Roper & Debbie Roper
Irene Wilson
Craig White & Magdalena White
Heather O'Neil & James O'Neil
Abigail Colclough
Claire Rea & Peter Rea
Michael Day & Jean Day
John Gavin Scott & Bonnie Arapes
Bob Webb
Stephen Smith & Dennis Chamberlain
Doug Roper & Sandra Roper
Marie Simmonds & Jeremy Simmonds
Stuart Heard & Robyn-Lee Heard
Christine Sykes & Aidan Fisher
Vincent Tsoi & Lorraine Lawlor
Allan Moffat & Billie-Dee Moffat
Rob Forster & Ray Aziz
Lindsay Gonsalves & Danny Young
Andrew Boswell & Sue Boswell
Antonio Briffa & Katharine Briffa
Sue Marshall & Bob Dalton
Mike Gough & Dawn Gough
Adele De Caso & Jaime De Caso
Mike Bibby & Amanda Bibby
Andy Stephenson & Claire Stephenson
John Mckie & Sarah Mckie
John English & Wendy English
Peter White & Jackie White
Karen Young & Neil Young
Rosina Pocock & Frank Pocock
Alf Bell & Carol Bell
Peter Wellock & Myrna Wellock
Janet Mitchell & Andrew Mitchell

Jamie Stewart

Jamie Stewart
Thank you

This month I'll be celebrating my fifth year with Kleeneze and I can't believe how far the business has come in that time. Thanks to your hard work, dedication and steadfast commitment to the business, some of the huge changes we have put in place have strengthened and improved the whole organisation.

It's certainly a different business to the one I first saw back in 2006. We now have access to more customers than ever thanks to the advent of online shopping. A worldwide recession has caused recruitment numbers to shoot up; its effects can still be seen within the business. All-in-all, 2011 sees us in a fantastic and enviable position within the Direct Sales industry and continuing to win industry awards.

With all these new tools in place, this year is all about leadership. The qualification criteria for our next spectacular destination is all based around getting to Gold. Every leader within our business has at some point been a Gold Distributor – it's the foundation for creating a strong a profitable business.

Many of you will be working to help a team member get to the Gold distributor level, others will be striving to reach this level for the first time. Either way, you can count on the full support of everyone at HQ. Over the last two years, we have been making some very significant investments into Kleeneze specifically to grow your incomes. Now is the time to capitalise on this infrastructure.

It's great to see so many of these pages dedicated to our new recognition section. Here lies the proof that this business really does work and is changing people's lives for the better. In less than a month, many of you will be jetting off to New York on a Kleeneze trip of a lifetime. I'd like to see double, even triple that amount of Distributors on Miami Beach come 2012!

If you attended the Christmas Showcase this year, you will have been privileged to hear Darren Hardy speak and to take away a copy of Design your Best Year Ever. I'm personally working through this book and know that, if you do the same, it will be the difference between goal setting and goal achieving over the next year. Make sure you continue to use it – day-by-day – and you'll soon see the compound effect of it all.

Now we're entering the midst of the Christmas season, there are even more opportunities for you to achieve the income goals you desire. Rest assured we will continue to provide you with all the tools, support and inspiration possible to ensure that you reach these goals.

I hope our new magazine will go some way to show those who do not quite have that belief yet that anything is possible when it comes to this business and reinforces that belief for the rest of you.

Thank you and happy fifth anniversary from all of us here at HQ in Accrington! Without you, this business would not continue to be the incredible success it is and to change the lives of so many.





Kleeneze®

Bulk Sales

No.	Distributor Name	Sales	No.	Distributor Name	Sales
1	Nasko Ratchev	1971443.28	51	Jill Corlett	79976.03
2	Lynn Macdonald	1970247.57	52	John Holden & Jenny Holden	78161.61
3	Gavin Scott & Bonnie Arapes	1946113.51	52	Karen Young & Neil Young	76343.31
4	Bob Webb	949893.28	54	Andrew Boswell & Sue Boswell	75653.88
5	Allan Moffat & Billie-Dee Moffat	938972.47	55	Andy Cooper & Carolyn Cooper	75438.9
6	Freda Fenn & Heather Summers	804882.85	56	Peter Wellock & Myrna Wellock	73977.38
7	Margaret Moore & Carren Arscott	801293.81	57	Chris Norton & Julia Norton	73656.23
8	Muriel Judson & Tony Judson	777473.21	58	Stephen Nell & Debra Nell	73326.15
9	Terry Carr	769009.8	59	Eamon Lynch & Marie Ryan	71264.06
10	Rob Forster & Ray Aziz	768859.44	60	Steve Roper & Debbie Roper	70863.99
11	Gillian Nicholson	749642.87	61	Trevor Mitchell	69485.41
12	Glyn Hobden & Elizabeth Hobden	638361.09	62	Alf Bell & Carol Bell	67397.14
13	Peter White & Jackie White	630153.1	63	Irene Wilson	67351.91
14	Chris Mason-Paull & Wendy Mason-Paull	617763.95	64	Stephen Smith & Dennis Chamberlain	65976.03
15	John Hawkes & Jeanette Hawkes	518577.66	65	Deborah Dewar & Allan Dewar	65025.17
16	Sue Marshall & Bob Dalton	360059.78	66	Rosina Pocock	63279.69
17	Stephen Bourne & Anne Binks	335232.39	67	Anthony Greeves	62237.53
18	Mike Bibby & Amanda Bibby	318354.61	68	Carole Morris & Benny Morris	61932.08
19	Margaret Japp & Roy Japp	265561.8	69	Olivera Toner & Justin Toner	60465.97
20	Gary Watson & Esther Watson	255571.32	70	Dave Horton & Susie Horton	59312.22
21	Craig White & Magdalena White	242528.58	71	Lauren Jackson & Peter Jackson	58798.11
22	John Sharp & Steven Sharp	207320.22	72	Susan Darton & David Darton	58657.39
23	Gordon Seldon & Judy Seldon	205538.39	73	Doug Roper & Sandra Roper	58165.16
24	Hazel Stephen & John Noble Stephen	200070.83	74	Angela Campbell & Norman Campbell	57960.04
25	Robert Gibbons	168224.05	75	Andrew Walkinshaw & Carolyn Walkinshaw	57888.65
26	Melvyn Mortimer & Lucy Mortimer	163465.14	76	Ramon Laing & Sylvia Laing	57876.06
27	Andy Stephenson & Claire Stephenson	157310.21	77	Gaynor Morgan	57560.85
28	Michael Day & Jean Day	148185.87	78	Marcell Treanor & Joanne Treanor	57043.9
29	Claire Rea & Peter Rea	140835.06	79	David Bibby & Rosie Bibby	56613.11
30	Judy Jodrell	138523.21	80	Glenn Royston & Caroline Royston	54993.33
31	Stephen Geldard	130488.0	81	Richard Chantler & Clare Chantler	54335.27
32	Philip Warrington & Jean Warrington	127462.22	82	Stephani Neville & Bill Neville	53243.31
33	John Mckie & Sarah Mckie	120619.05	83	Caroline Harris & Craig Cox	52908.5
34	David Pemberton-Smith & Anne Pemberton-Smith	117131.33	84	David Branch & Samantha Branch	52105.4
35	Raymond Turnbull & Miriam Turnbull	116200.01	85	Michelle Kennedy	51685.09
36	Robert Higgins & Mary Higgins	111165.22	86	Mike Gough & Dawn Gough	51592.93
37	John Donaldson & Anne Donaldson	110775.24	87	Craig Hawkes & Mary Hawkes	50185.69
38	Sylvia Hood & Jack Hood	110460.21	88	Christopher Brown & Louise Brown	49439.7
39	Geoff Webb & Fiona Webb	107043.86	89	Robert Grinev-Branch & Marianna Grinev-Branch	48849.1
40	John Prosser & Christine Prosser	104924.83	90	Eve Branch & Norman Branch	48849.1
41	Michael John Pirie & Susan Pirie	99990.37	91	Nuala McDonald & Ronan McDonald	48098.47
42	Sue Ferguson & Steve Ferguson	99520.85	92	Helen Allgood & Paul Allgood	47811.76
43	Helen Lambert & Richard Woods	96413.4	93	Jane Dunkerley & John Dunkerley	47178.09
44	Malcolm Ashmore	88198.71	94	Brian Harwood	46972.16
45	Adele De Caso & Jaime De Caso	88198.71	95	Carol Simpson & Douglas Clark	46863.12
46	Heather Oneil & James Oneil	86156.69	96	Stanley Stewart & Roy Stewart	46317.39
47	Sue Burras & Geoffrey Burras	85140.06	97	Martin Gardner & Allison Butterworth	44823.2
48	Vie Robertson	84853.8	98	Julie Collier & Peter Richards	44500.96
49	Victor Brown & Una Brown	83775.66	99	Lindsay Gonsalves & Daniel Young	44172.47
50	Antonio Briffa & Katharine Briffa	79997.51	100	Clare Whitelock & Martin Whitelock	43718.63

Contact details. Kleeneze Ltd Express House Clayton Business Park Clayton Le Moors
Accrington, BB5 5JY Website: www.kleeneze.co.uk +44 (0)844 848 5000

TO ORDER
EXTRA COPIES
USE CODE
83321

