

TEAMtalk

Issue 2
November 2011

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**Maximise your
Christmas profits
this month**

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**We couldn't afford
Christmas this year**

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**Design your best
year ever**



Training, news,
competitions and
testimonials
inside

Kleeneze steps in to help Britain's jobless generation

Kleeneze[®]

Editor's note

Something strange has happened to me since I started working at Kleeneze HQ. Pre-Kleeneze you would have found me joining the masses in (ironically) heated debates about the cost of gas and electricity. I'd shake my head in disbelief that the days of being able to afford an annual holiday have long gone and tut loudly at the weekly shopping bill.

However, and I'm yet to pinpoint exactly when this happened, post-Kleeneze me has cast aside her tutting, head-shaking, disbelieving ways and is now a self-proclaimed solution seeker. (Let's keep this between ourselves, though, as there are still people out there who continue to insist that I'm more problem-maker than solver for some reason.)

Every day, I'm in the incredible position of receiving emails that show me how Kleeneze has helped with day-to-day gripes about bills to incredibly serious issues and it just confirms to me how unique this business really is.

My new solution-seeking-self now hears of people who are worried about how they're going to afford Christmas this year without going into debt and answers: "make the money beforehand with Kleeneze". Sat under three blankets, wearing a pair of mittens in the dark, because you fear the hiked-up utility bill prices this year? "You can earn the extra money through Kleeneze," I point out. Absolutely can't be doing with another Monday morning at the office? "Durr – Kleeneze!" (Well, I did say I was a solution seeker, not a mature one.)

Of course, many of you reading this will happily point out to me that this revelation is about as startling as saying that fast food is bad for you, but I still continue to be astounded by how this business changes lives.

This month's magazine focuses on **students and young people**, who are getting the rough end of the stick at the moment. Lack of jobs, higher fees and impossible house prices has led to a very disillusioned Generation Y. We've found the anomalies, though! This group of young people within Kleeneze are paving a new way for themselves and defying the statistics.

We're also counting down to the big day! Anyone who follows me on Twitter knows that I will cheerfully announce 'only 364 days 'til **Christmas**' on Boxing Day. And can I take this opportunity to thank those who continue to follow me given this sometimes-not-too-well-received statement. Hopefully, everyone has caught my Christmas bug by now, because it's sales galore at this time of year and on page 4 you'll find some extra ideas to help you maximise your income even more.

What about **New York**, I hear you cry. Well, seeing as you asked...

As you receive this, nearly 200 Distributors will be winging their way to the Big Apple. To qualify for New York is an immense achievement, but follow their tips and stories on the New York site and you could find yourself qualifying for the next Destination – **Miami!**

Keep those stories coming in and best wishes with all your November goals!

Xenia Poole

Xenia Poole, Editor in Chief
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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!





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Sales Director, Lisa Burke on how to market yourself effectively this season

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With thousands of people going in to debt in 2011 in order to pay for Christmas, one mum has used a few hours a week to start her own Kleeneze business and save up for the season

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Design your best year ever

If you want to have your best year to date, there's only one place you need be

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Making a stir!

The annual Macmillan Coffee Morning is always celebrated throughout the Network and this year we had more Distributors registered than ever before!

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From the top 50 in Personal Retail to the top 50 New Business Sales, you'll find all the top movers and Network stars here!

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It's been sales galore this Period. Check out where you've come in the chart

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A round up of this Period's news, stories and successes from Kleeneze's Managing Director, Jamie Stewart

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Bulk Sales – Top 100

The back page is the place to be! Congratulations to our Top 100 in Period 10

Maximise your income this Christmas

'Tis the season that sales shoot through the roof, but every successful Distributor knows that you can sit back, relax and reap the profits as the Christmas buying frenzy kicks in.

Instead of waiting for the profits to roll in, they use these weeks leading up to Christmas to maximise their income and ensure that their business is in a stronger position than ever before come 2012.

Here's how you can take advantage of this profitable season.



Cheryl and Benet Houkes, Silver Distributors

Go catalogue crazy

It stands to reason that the more catalogues you have out there, the more sales you will generate. If you were at the Showcase in September, you may have seen our on-the-day kit offer. **Silver Distributors, Cheryl and Benet Houkes** decided to take it up and by having more catalogues out there, upped their retail by a whopping 167.72%!!

"We really wanted to grow the business and we believed that having loads of catalogues would do that," Cheryl told us. "Having the extra kits meant that we could expand the area we retail, put more catalogues out and retail every day."

"We took up the Showcase offer and were also lucky enough to win some Income Kits through the Front Cover Competition. Being large retailers, we normally run with at least 500 catalogues in stock at any time, but with these extra kits we decided to run some competitions within the team.

"We ran retail incentives within the team and the results were incredible. Not only has it created huge success for the individual team members, it's also given us a dramatic increase in turnover in a short time.

"In fact, it's been so successful, that the increased business rocketed us up the league tables for New York and we went on to qualify! Having those extra kits has been the best investment we ever made."

Melissa Squires and Ian Slade, Gold Distributors



Melissa Squires and Ian Slade, Gold Distributors

Use the extra tools to hand



**Winter flyers
(pack of 100)
UK code: 82740
ROI code: 83283
£1.50/€1.80**

UK Income Kit, code 02623, £34

ROI Income Kit, code 02747, €30.80

UK Income Kit x 2 (no handling), code 02356, £68

ROI Income Kit x 2 (no handling), code 02437, €61.60

SPECIAL OFFER!

We've dropped our Business Builder 250 price (UK – online only) to £185 from £193. Plus, until 24 December 2011, we've increased the credit limit for anyone joining with this Kit to £750/€900

There are so many tools out there at the moment that will give your retailing an added boost. Make sure you're taking advantage of seasonal additions, such as the winter flyer, and you'll soon notice an impact on your orders like these Distributors who recently

tweeted: "Mega Winter Flyers! £125 orders from the first drop and I've not picked up the stragglers yet!"

Sylvia Green, Gold Distributor

"I've just received £37 of orders from the new Winter Flyers and it's only the first drop. They've paid for themselves already!"

Pete Stanley, Gold Distributor

Do little things to create a big income

Customer service is so important for the health of your business, but how do you compete with others out there? Well, from the stories that we've heard, it seems to be the little things that give you the edge.



This year, try something different. Offer a free gift wrapping service to your customers, give them a small Christmas gift or simply post a card. It's the seemingly unimportant things that will give you an edge and customer loyalty that will last the length of your business.



"We have been involved in Kleeneze for 10 years and every Christmas we give all our customers a Christmas card. We always use the Kleeneze cards, as the customers then get to see the products in action. Also another fantastic tip is to buy a tin of chocs and staple one to the order form as a thank you. It's a little thing that your customers will love. We have done this for years. It's these little things that make the big things happen,"

Sylvia Laing, Silver Senior Executive Distributor

Try before you buy

The new range of Kleeneze spa products is already out with your customers and causing a bit of a storm! Twitter and Facebook are awash with great feedback and it's proving to be a very profitable addition to your Kleeneze tool belt.

"We took the products from the Showcase pre-launch offer and have started a 'try before you buy' campaign with our customers. I think with any new product like the ones on ezespa, people are a little unsure, so allowing them to try them puts them at ease.

"On the first Friday, I took the customer deliveries and some ezespa catalogues to give them. I quickly introduced it as our brand new catalogue and then mentioned that I had a sample of the handcream with me and would they like to try it. I left it with them,



ezespa brochures
(pack of 100) code
83097, £2.50/€3

saying if they wanted anything, they could order it online or give me a call.

That weekend, we received £60 worth of ezespa orders and we'd really only touched on a fraction of our customer base."

Lee Henshaw, Senior Distributor

Party 'til the profits roll in!

If you've never hosted a party before, then Christmas is often the best time to start. With so many people looking for gift ideas and a chance to get together before the madness of the season begins, in just a couple of hours you could be paying for your Christmas!

"Six years ago, I began hosting parties around Christmas time and, as time went on, carried them on through the rest of the year – giving them themes and so on.

"I first started with residential homes. I phoned up and asked whether I could, booked a date and went around. I normally





start off with a few party games, to get everyone relaxed and talking. Then I hand out the catalogues and, while they're browsing, pass around the products. It makes such the difference for the customer to be able to touch, feel, and even smell the products.

"I usually take the Cabouchon products to the parties, but now with ezespa, I'll be taking that too. I host a free raffle on the day, with

something small out of the catalogue like the Cubic Zirconia stud earrings, and all orders taken on the day have a 10% offer. I take everyone's details, as this is a new customer base now, and ask the home whether I can pop around every six weeks with the catalogues.

"Recently, I've started visiting offices too. I went to a call centre, asked to leave the catalogues and had a postcard made up with my online shop details too. It's been a fantastic way to get leads as well – you can spread the message out without any form of hard sell.

"I host around two parties a week and take approximately £600 in orders over 2 hours. It's great fun too."

Sandra Laydon,
Gold Executive Distributor

People don't want to miss out

Time after time, it's been seen that demonstrating a product can give you that extra order. With the Front Cover Competition still on and a Mini First up for grabs, what have you got to lose?

"Going up to a door still terrifies me a little, so when the Christmas Front Cover competition came around, I wasn't entirely sure about it! Then, my husband Nick challenged me and we started competing to see who could sell the most.

When I was delivering my orders, I'd go up to the door, but have the product switched on and dangling by my side.

99% of people would ask me what it is and I'd say: 'Oh, it's for Mrs Smith up the road. Do you want me to put one aside for you?'

People don't want to miss out!"

Grace Sassanelli, Gold Distributor



Mini Competition

At the New Year Launch in January 2012, we will be giving away a fabulous MINI! Yes, one Distributorship will be leaving the NIA as the owner of new car and it could be YOU.

There are 2 ways to get tickets into the draw:

RETAILING THE FRONT COVER PRODUCT

Runs from 9.16pm, Thursday 15 September 2011 at 9.16pm to 9.16pm, Thursday 15 December 2011

By retailing the fabulous Starlight Angels, you could get tickets into the draw. Everyone who sells a minimum of 25 pairs of Starlight Angels during the incentive will receive a ticket in the Showcase Mini draw. Plus, an extra bonus ticket for every extra 25 pairs sold.

So, if you sell 25 pairs you'll get 1 ticket in the draw
Sell 50 pairs and you'll have 2 tickets in the draw

The 10 Distributorships who retail the most pairs of Starlight Angels during the incentive will each win 3 Income Kits too.

SALES PLAN SUCCESS

Runs from 9.16pm, Thursday 15 September 2011 at 9.16pm to 9.16pm, Thursday 15 December 2011

The second way to get tickets is by moving up the Sales Plan.

Every time you move up a percentage level you will receive 10 tickets in the draw.

If you are on 10% bonus at the start of the promotion and move up to 13% by the end, that will be 10 tickets in the draw.

If you are on 10% bonus at the start of the promotion and move up to 15% by the end, you will have a whopping 20 tickets in the draw!

Remember, you have to be there on the day to have a chance of winning. You can book your ticket on code 00027 or by contacting the Service Centre on 0844 848 5000.

Don't miss out on this fabulous change to increase your chances of winning a sparkling new car which is yours to keep for life – plan your retailing and marketing plan goal today. The more tickets you have in this fabulous draw the more chance it could be you driving away with a brand new MINI in January.



Are you marketing yourself in the most effective way?

Wow, what an exciting month. With momentum at an all time high, I hear so many inspiring stories everyday of ordinary people with extraordinary successes.

'People buy into people', so now in the best-selling season of the year, are you selling and marketing yourself in the most effective way?

Yes, the catalogue does the selling and you don't have to be a sales person to be successful in Kleeneze; but by promoting yourself effectively you will see your business grow.

You only need to watch the X-Factor (yes, one of my guilty pleasures, as Kelly would say). Every week we see talented people leave the show in favour of contestants that have 'sold themselves' to the general public. Interestingly, they haven't done it by being clever with words or speeches but by being natural, friendly, likeable and genuine.

So how does this help you in your business? I strongly believe by introducing the catalogue and putting a face to the pack this has tremendous benefits including:

- **Higher sales return per catalogue**
- **Higher retention of catalogues**
- **Regular repeat business**
- **Sponsoring of customers**



Find a few short words that you feel comfortable with, practice, and very soon it will come naturally.

It takes 21 days to break a habit - so if you currently always blanket drop, you may feel uncomfortable for 21 days with a different approach.

The good news is after 21 days your sales will have increased, your income will have increased, your confidence will have increased and approaching new customers will now come naturally.

So what should you say? Find the words most comfortable for you, but I would say something like:

'Hi there, I was just passing by and wondered if you had seen a Kleeneze catalogue lately.' ...

And wait for the response

I would keep it as brief as that. People hate being "sold to" and much more as an opening statement could disengage them. So just a couple of sentences to open and enough to get a response

If they say 'no, I haven't',

Answer... 'Oh brilliant, well you probably don't know we now sell fantastic cookware, health and beauty and have a fabulous Christmas range too. I would love to leave this copy with you to look through and will pop back for it on xxx if that's ok with you?'

If they say yes,

A... 'for your convenience just pop the pack out for me to collect on x. There's an order form inside for anything you may like to order and you don't pay a penny until I deliver it the following x'. Either way I would really appreciate it if you could leave the catalogue outside.'

If they say 'no I'm not interested'

A... 'no problem, thank you for your time anyway.'

Delivering Product

What a fantastic opportunity to increase sales when delivering product. The Christmas front cover is another Kleeneze winner and the attention it is getting on these darker evenings, it's selling itself. Just have one lit at the door and it is sure to catch your customer's eye.

They may ask you 'what's that you have there?'

A... 'I thought that might catch your eye. Isn't it beautiful? They are our exclusive Christmas Angels and on special offer'.

That will probably prompt a question of: 'how much are they?'

A... 'You actually get 2 for £15 - just £7.50 each is fantastic value. Many of my customers are keeping one for themselves and giving one as a present - they are made from hand blown glass just so different. There is still time for me to get you a pair in for Christmas'.

They will either answer yes or no.

If they don't remark on it, then I would ask for their attention by saying something like 'what to do think to this year's front cover special offer? I thought I would bring it along and show you as I thought you would love it'.

This should take you back to the question from them of 'how much are they?'

If your customers have already seen the Christmas Angels then why not introduce them to the new ezespa range

Say something like:

'I can't wait to show you a fantastic new range of products we have just launched'. Hand them the Vitamin C body butter and say: 'feel free to try some, it smells amazing'. They make great Christmas gifts too and I am offering a free gift wrapping service for orders over xx' (this is obviously optional).

Customers are falling in love with ezespa so why not increase your sales by offering group parties upto Christmas... try saying the following:

'you know what would be a great idea now coming up to Christmas, I could bring the whole range of ezespa products over to you, you could invite a few friends along and we could have a great night in trying all the products for free and it's a great excuse to get everyone together before Christmas'.

On the DSA you'll find a party game section, which you can use as great ice-breakers at product parties. You can also watch my YouTube training at www.youtube.com/kleenezehq with hints and tips on the ezespa range.

So enjoy this fabulous time of year and keep all your good news flying in.



Loads of love,

Lisa

Lisa Burke,
Sales Director

Taking a bite of the Big Apple

Period 10 came to a very exciting end, as both parts of the New York qualification criteria finished. Anxiously everyone waited to hear if they had done enough to secure their place on this once-in-a-lifetime trip, while Michael (Khatkar) picked up the phone to inform the well-deserving qualifiers.

Team Talk caught up with two of the latest New York qualifiers, **Georgie and Will Goodger**. In the League Tables, the couple bagged first place with a staggering growth of 610.58%!

"I was a full-time student at college studying Business Studies when I first started Kleeneze," explained Georgie. "I started mostly because it was flexible hours meaning I could fit it around my course. However, I also liked the idea of having no boss and the potential to earn really good money with the limited hours I had available."

Georgie was 18 when she started Kleeneze. After qualifying at Gold Distributor level whilst still at college, she decided to go full time in the business.

"I'd passed my course with Distinction, but by this time I had seen the potential of what the business could offer and knew that it was what I wanted to do," said Georgie. "Will, who has his own plumbing business to keep him busy, was hugely supportive of me."

The decision to carry on with Kleeneze has now led Georgie to secure her place on the next Destination – New York.

"When New York was first announced, I was very excited!" she remembers. "I love travelling and would love to see the whole world. I've been to a fair amount of places on holiday over the past several years, but America is somewhere I have never been and always wanted to."

"I have to admit, I didn't really aim for it with the first criteria too much. I was working on my business and I guess if I had qualified that way it would have been a massive bonus on top, but I was more determined when the second part of the criteria was announced. When that first League Table came out and I saw myself and Will on it at number 10, that's when it really hit home that I could get myself into gear to make it happen."

And that's just what she did. Normally a big retailer, it was really the activations she needed to focus on.

"I do a pretty good amount of retail anyway, but the Christmas book was a massive help," she said. "My sales went up considerably

and by the end of the second qualifying Period, we were at number one in the League Tables."

"I knew as long as I could maintain a position in the top ten then all I needed was my activations, as I had already done the required retail. To ensure I got my activations, I got speaking to as many people/leads as possible to bring some team members in."

"Most of our success in qualifying for New York, though, has really been down to our team. There are many superstars in our group, who are all working really hard on their own businesses."

Many people have spoken about the excitement of a 'Michael Khatkar' phone call over the years and for Georgie it finally made her hopes a reality.

"I was so excited and really hoping that we'd qualified. I had my best Period ever in Period 10 with the highest PSG I'd ever known. I thought I might have qualified, but there's nothing quite like the reality of the phone call from Michael saying you are actually going! I was literally like a child on Christmas Eve for the rest of the night and over the next couple days while it sunk in. Will and I cannot wait for New York and know it's going to be amazing. It's also a great excuse to buy myself a new dress!"

As this month's edition of Team Talk goes to print, Will and Georgie will be joining almost 200 Distributors on this incredible trip. You can follow the group's adventures on the New York blog at www.newyork2011.co.uk.

With all that extra effort Georgie and Will also helped break a new Gold Distributor in their team and in Period 11 achieved Senior Distributor status. This now puts them and their new Gold in qualification for Miami! So, if you did happen to miss out on the New York qualification, don't worry – Georgie has some words of advice for you.

"Know what you have to do and make that your goal. There is retail and activations to be done, so set goals to get a certain amount done each Period. Speak to lots of people and have motivation all around you. I had a New York mouse mat, so every time I used my computer I was reminded. I also had a New York key ring (which I'll be changing to Miami ones now!)."

If Miami is something you want then go for it. These conferences are available to anyone. Not only will you feel great for qualifying, but your business will have grown and you will be earning a considerable amount more money as well!"



New York qualifiers — Part One

(Alphabetical)

TOP QUALIFIERS

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

MAIN GROUP

Peter Allan
Jennifer & Martin Amos
Peter & Angela Bach
Lorraine & Ian Balcombe
Paul Bate & Thomas Johnson
Karen & Scott Boardman
Jackie & Stuart Bower
Sandra Brown
Luisa Byrom & Andy Newton
Jane & Andrew Connor
Dean & Flora Copson
Sharon & Craig Davis
Steven Harding & Narissa Mather
Teresa Divers & Bryony Hayward
Stuart & Robyn-Lee Heard
Lee & Fiona Henshaw
Stephen & Rebecca Gilbert
Robert & Marianna Grinev-Branch

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
Joanne Skinner
Graham Taylor & Simon Selfridge
Paul Tonkin & Joanne Heeraman
Phillip & Kerris 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 Parr
Mark Wright & Emma Frain
Toni Yates & Martin Webb

New York qualifiers — Part Two

(League Table)

Gold	Percentage increase	Executive	Percentage increase
Georgina Goodger & Will Goodger	610.6%	Abigail Colclough	549.2%
Adam Swire & Deborah Heron	606.9%	John Morgan & Gilly McCrone	548.5%
Vincent Tsoi & Lorraine Lawlor	595.3%	Cindy & David Brown	518.7%
Clive & Beverley Currier	590.3%	Alf & Carol Bell	516.0%
Justine & Steve Giergiel	539.9%	Andrew Ridley & Louise Lee	494.7%
Stacy & Jonathan Beck	533.0%	Helen Lambert & Richard Woods	490.0%
Adam & Coleen Humphrey	519.1%	Amanda & Andrew Holland	487.8%
Julie Cotton & Neil Tomkinson	516.4%	Jane & John Dunkerley	474.0%
Melissa Squires & Ian Slade	513.9%	Richard Houseago & Vanadis Fox	470.2%
Nigel Le Long	489.0%	Helen & Andrew Walsh	469.3%

Senior	Percentage increase	SED/Premier (Top Qualifiers)	Percentage increase
Chrissy Sykes & Aidan Fisher	582.7%	Karen & Neil Young	526.5%
Ian & Agnieszka Clarke	555.0%	Sue & Steve Ferguson	487.3%
Daniel & Michelle Marshall	551.0%	Stuart & Gail McKibbin	486.7%
Arthur & Irene Bennett	549.4%	Raymond & Miriam Turnbull	476.9%
Jane & David Mousley	539.0%	Toby Acton & Donna Gold	473.8%
Kira & Andrew Thomas	535.8%	Gavin Scott & Bonnie Arapes	426.1%
Sandra Ellis	534.3%	Mike & Amanda Bibby	408.9%
Clare Haines	528.3%		
Samantha Rushton & Dean Worrall	523.3%		
Sharon Bullock & David Taylor	519.5%		



A hat trick of trainings

October saw three invaluable trainings launched on our YouTube site. All these trainings from Network leaders can help you achieve any of your goals.

DOUG ROPER



New York qualification may be over, but you can still make it to Miami! We have a brand new, exclusive training for you that will help you get to Gold or get someone else to Gold and start you on the road to success.

Our training is brought to you by the current holder of the Kleeneze Executive Challenge Cup, a Mini winner, New York top qualifier and someone who has recently moved up the Sales Plan to Gold Executive Distributor status – Mr Doug Roper.

Watch the training now at

www.youtube.com/kleenezehq and then take

these following action steps to ensure your success:

1. Make sure you read Darren Hardy's book, *The Compound Effect*.
2. Write down your plan along with exactly where you want to be and give it a deadline.
3. Put your plan into action immediately. Get all the tools you need together (be it catalogues, flyers, business cards) and take action.

Doug's Compound Effect

"I always focus on getting one new person started in my business every week. That's one of the places I see the Compound Effect working the most, because when a new person starts, it doesn't fundamentally change your business. Using the Compound Effect week-on-week over a year has a huge knock-on effect on your business."

Understanding the Compound Effect means that if someone doesn't start with you one week, you'll know that it doesn't mean it's all gone to pot. You might have three weeks with no one starting, but then the next week you may have three people starting. The law of averages comes into play. Carry on doing those same things and the average will work out the same. Keep your 'why' and your reason in mind and you'll keep focus."

To keep track of daily actions, we have a strategy plan for the Period. Everyone has all the different lead generation activities that they're going to do and from there we work out the quantity they need to do weekly. This keeps them focussed on what they need to do every week. We work to the system, if you create 20 leads every week then that should result in being able to show the business to 10 people, and from that, 1 person will join. The most important part of that equation is getting the 20 leads and the rest will take care of itself. That's what you need to put on your activity plan. Do the most important tasks first, focus on your daily plan and you don't need to worry about the rest."

NEIL YOUNG



At this time of year, even more people are searching for a way to make an extra income, so we've now got training from the Gold Senior Executive Distributor who achieved a whopping 526.52% growth in the New York League tables, Neil Young!

With an impressive year-on-year growth, Neil has been consistently at the top of the recruitment tables and will now show you how massive lead generation can lead to massive success.

Watch the training at www.youtube.com/kleenezehq and take the following action steps to ensure your success:

1. Write down your contacts (warm list)
2. Make sure you feel confident with what you're going to say to them
3. What are you waiting for? Make contact immediately!

"The auto responder or contact manager is a data management system which allows us to broadcast emails to large numbers of prospects in a database," explains Neil. "The big advantage being that if a distributor generates regular enquiries each week through promotional activity and advertising they can communicate with the database on an ongoing basis."

"All our key people use them. We can drip-feed people with success stories, so that the Distributor can effectively use each enquiry on multiple occasions instead of just once. This increases return on the advertising investment. We have Distributors who build up to a 1000 leads in 6 months to a year broadcasting emails to those leads and generating 20-30 additional enquiries per week from people who had previously responded. Research shows that a lot of people join or buy after receiving marketing information on a number of occasions over many months or even years."

The overall effect is that sponsoring increases and it saves a lot of time because part-time Distributors can build up their lead generation quickly."

[To get autoresponder, try Big Advertising, Get Response or ask your Upline SED for advice – Ed]

Neil's top five tips for lead conversion:

1. Once the leads are in place, you must follow up every single lead by telephone
2. Build rapport get to know them using FORM (Family, Occupation, Recreation, Money). Ask questions, get them talking about themselves.

3. *Converting the lead to a Distributor is a problem solving process. So ask questions to find out why they responded to the advert, find out why they are looking and what their problems are. So, if they need an extra income, ask them how much? What for? Why is it important to them?*
4. *Show why and how Kleeneze can solve their problem by using the system of your successful Upline, emphasising all the way through that you will help and support them at every stage.*
5. *Ask them; what is the best thing they can see in it from their point of view? They will then tell you the main reason why they will join your business.*
6. *Ask every single person that you have shown the business to if they want to get started. If they want time to think it over or discuss it with their partner, I follow up within 24 hours and I get a decision yes or no; not yet.*

CRAIG WHITE

You've got your own business with a great company, fantastic products



and amazing rewards to aim for. Now you just need to get your mindset right. If you've always been an employee, it's time to shift your outlook.

Distributor of the Year, Craig White is someone who had to learn to make that shift. When Craig's parents, Peter and Jackie White, became involved with the business in 1998 they desperately tried to get him to see the opportunity. Finally, he grudgingly signed up in August 1999, but even then

only saw Kleeneze as a means to save up and go travelling. It was on his travels that he met up with his parents at an overseas Kleeneze Conference and suddenly saw for himself what Kleeneze was all about. From that day on, he made that shift.

Watch Craig's training on Making the Shift and Designing your Best Year Ever at www.youtube.com/kleenezehq and take the following action steps to ensure your success:

1. Make sure you are filling in your Design Your Best Year Ever books on a daily basis.
2. Follow your daily action plan.
3. Listen to the Making the Shift CD daily for seven consecutive days.
4. Encourage your team to do the first three steps too.

Craig's Making the Shift Mindset

"To keep that Making the Shift attitude really comes down to your goals. I find it quite simple now to maintain it, but that's probably because I'm quite a competitive person. I don't want to come second place! Your goals are where you get all your energy and passion from, so they have to be right for you.

Initially, my goals were really based on greed! It was to make money and, my big goal, to buy the Porsche 911. That kept me focussed on my daily activity goals. Now what keeps me going is much more than about the money. It's about the people in my team and being the best. Having that in mind inspires me to go out there and work hard.

Making the Shift is about respecting yourself enough to employ yourself. It's about being driven. It's about making yourself accountable and taking pride in yourself."

You can see when someone's following the 'right' goals. You can see the sparkle in their eye, see that their focus has changed and this all comes through in their words and actions. If you see that someone in your team has lost sight of their goals – help them back. Leadership's about setting a trail and so make sure that you know where you're headed too.

Michael Khatkar on Kleeneze's video training

These first three videos were created to try a different method of getting some valuable business messages across. Over the past 12 months, it's been proved to us that YouTube is not just for posting videos of sleepwalking dogs and other amusing things, it's actually an incredibly effective business tool for us and hopefully these will be the first of many more trainings to come.

Our subscriber numbers on YouTube has jumped dramatically and this is because it's just so simple to get that shot of training or inspiration any time you need to.

They say success leaves clues, so with that in mind, we deliberately chose three people who have left an immense trail of success stories in their wake over the last year.

Doug Roper, Neil Young and Craig White's names have become synonymous with 'goal achievement' and so we picked up on what they were doing the best and asked them to share it with you.

If you haven't listened to these trainings yet, don't delay. Whatever your current goals are, wherever you are at with your business, any three of these videos could give you the tips, inspiration and ideas to go on and take it to the next level and beyond.

Watch these trainings and immediately take action to set the foundations to get the business you want.

Watch this space for further videos of training and motivation!
www.youtube.com/kleenezehq

TAKE ACTION NOW!

1. Sign up to the Kleeneze YouTube channel at **www.youtube.com/kleenezehq**
2. Watch any of the many trainings there are online
3. Make an action plan and start today!



Kleeneze's young entrepreneurs

In the last twelve months, Kleeneze has seen enquiries from 18 to 20-year-olds shoot up. Is it any surprise, though, as many struggle to afford university only to emerge to a lacklustre job market?

As youth unemployment reaches a record level and those starting university in 2012 looking at future debts of around £53,000, we caught up with some of our youngest up-and-comers to find out why they chose Kleeneze.



Sam Rushton and Dean Worrell, Gold Distributors

It allows us to choose how we live our lives!

every 4 weeks. Sam was still studying at university at this point! Now that she has graduated, we've both been fully concentrating on our business and building our income up. This September, our cheque was for £2,215.19.

As soon as we started to see customers ordering products through us, our preconceptions about the business started to change. Then we started attending trainings and meetings and started to see how we could actually build a business with it.

The reactions and support from friends and family have been mixed. At the beginning (and also when we went full time), the majority were negative with comments on how it wasn't a 'proper job', 'surely it can't provide a long term secure future' and that 'delivering and collecting catalogues should be a last resort'. Now we've become more successful within Kleeneze, they've started to be more supportive, because they can see we love what we do and are proud of the business we have built up.

There is often a negative stigma attached to being a Kleeneze Distributor, because the majority of people don't understand how it works or what it can actually offer. They see it as just simply delivering and collecting catalogues for pocket money and not as a business through which you can build up a substantial income. Some see it as something that you do when you can't find another job, a last resort, that it is beneath them and it is our role to give them a better understanding of what Kleeneze is and what it has to offer. That way, if they decide it isn't for them at least they're basing their decision on the correct information.

For instance, the time freedom and flexibility to be able to choose our own hours building our business is great, but it's also about choosing the hours in which we do other things and not being accountable to a boss, but to ourselves and each other. Kleeneze is continually developing us as people and has provided us with so many more opportunities than a 'conventional job' could. Not only does it allow us to choose our hours, but also the income we earn. If we need to earn more money, we

If we need to earn more money, we just do more to earn more!

"We weren't really aware of Kleeneze before our sponsor's catalogue dropped through the letterbox and even then we didn't know really how big a company Kleeneze was or how we could develop it into a business. We just saw it as a 'small catalogue job' that we could do on the side around our studies to earn extra cash.

When we first started, in March 2007, we were earning around £250 every 4 weeks, fitting it around our studies and social life. However, when we saw what we could be earning, we started doing it more seriously and quickly built our income up to over £1,000

just do more to earn more! It allows us to choose how we live our lives! We have also met some amazing people who, over time, have been an inspiration, some have been mentors to us as well, but above all else they have become great lifelong friends.

The skills that we have gained through Kleeneze are priceless. We love that we are always learning and developing as people. One of the first skills gained through Kleeneze (and one that is generally not taught elsewhere) is being accountable and responsible for your own time/behaviour/attitudes. You're shown that we have full control over all of these and how our lives turn out. It has taught us how to handle money, how to deal with people, leadership skills and how to develop our own independence. Kleeneze provides the skills, know-how and vehicle to truly live and enjoy life to the full."

**Sam Rushton and Dean Worrell,
Senior Distributors**

Kleeneze has taught me so much that I wouldn't have learned at university

"I joined Kleeneze when I was 18, in 2007. At the time I had just been accepted into university, but I decided to have a gap year to have a break from education and earn some money. I found myself a job working for a bank, but within 3 weeks I was already sick of having a boss. I used to dread getting up and going to work every day.

I decided that even if I went to university, the chances were I would come out and still have to have a boss, be told when to work, and to work all my life. That didn't appeal to me.

My parents did Kleeneze, but I thought it wasn't a 'proper job'. I could never understand why my mum was sitting sorting out catalogues every evening when she could be watching the telly! It just didn't seem very glamorous, but after three weeks of working in the bank, I finally understood why they did it. So I joined, earned over £600 in my first 4 weeks and I've never looked back.

There's definitely a misconception about Kleeneze. At school, my teachers were

pushing me to apply for Oxford University, and my friends saw me as the boffin of the group. When they found out that I quit my job and wasn't going to university, because I was doing Kleeneze they were shocked to say the least. My friends struggled to understand why I had given up on my education, but that just drove me to prove them wrong. I think they assumed 'doing catalogues' was for people that didn't have any qualifications to get a job!

It is definitely now a different story. My friends appreciate how hard I have worked and they see how it has paid off. I'm now 22, earn approximately £2,000 every 4 weeks, have my own brand new car and my boyfriend and I have just moved into our first house.

Kleeneze has taught me so much that I wouldn't have learned at university. I have had to learn to manage my time to get the most out of each day. Every day, week and month I sit down and plan. At school I was so used to being given a timetable, but now I design my own life.



**Now I design my
own life**

I have also learned so much about leadership. Before Kleeneze I never imagined being able to coach people, especially people of all ages. Thanks to Kleeneze I work and mix with people from so many different backgrounds.

The best bit about this business, though, is the personal development. I just know I wouldn't have found all the books and CDs otherwise. My confidence has grown massively, whether it's on the phone, face-to-face on an appointment, or a sizzle with the team. I'm sure at uni, I would have kept hiding in the crowd, but this given me the chance to test my skills, stretch my comfort zone and learn to be responsible."

Zoë Climpson, Gold Distributor

Run rings around the rest

No, you shouldn't judge a book by its cover, but sometimes it's hard not to - not least when it comes to what's on your plate.

Years of Come Dine with Me, MasterChef and numerous other cookery programmes have taught us that people eat with their eyes, so the appearance of food is vital to impress your guests.

Kleeneze's presentation rings are not only perfect for stacking, moulding and shaping your dishes to top chef standard's, they're also simple to use and hygienic. Try Nigel Smith's Cheese, Tomato and Basil Stack as a starter that will wow everyone who sees it.



Cheese, Tomato and Basil Stack

Ingredients:

- 75g Mozzarella Cheese
- 2 Large Plum Tomatoes (Peeled)
- 12 Large Basil Leaves
- 3-4 Tablespoons of Olive Oil
- Salt and Pepper to season



1. Peel the tomatoes by placing them in boiling water for 10 seconds then place into a bowl of cold water
2. Slice into medium thickness
3. Using the Kleeneze presentation rings, place a piece of tomato and layer with basil and cheese, repeat the process forming a stack. Garnish with rocket and drizzle with olive oil.
4. Use the Kleeneze presser to set the stack into place

2 x 7cm Rings
Code 061492 £5.95/€7.15

2 x 9cm Rings
Code 061352 £6.95/€8.35



PRESENTATION RINGS WITH PRESSER

Presentation of food is everything, so create attractive layers of potato, vegetables or rice, or even elaborately designed desserts!



STAND OUT FROM THE REST

Competition
Win a Kleeneze
Fleece

Attitude, knowledge and determination are the keys to your success, but the image you portray may be affecting your business more than you think too.

You are the face of your company and, as important as it is to look professional, it's also vital to spread your brand name. Take a moment to think about how you would feel approached by someone in non-descript jeans and t-shirt, as opposed to someone in a uniform.

A brand is basically a name, term, design, symbol or any other feature that identifies your services as distinct from those of any others. Branding yourself makes you more approachable, easier to find and your customers will start to recognise you.

They say that in order to become successful; you need to emulate someone who has already had great success. Why not take your cue from some of the top global corporations like MacDonald's, Coca Cola or Apple? Brand your business, brand yourself and you will automatically boost your business.

You can find all of the Kleeneze-branded clothing on the DSA under the Sales Aids section.

WIN a Kleeneze-branded Fleece!

We're giving 5 Distributors a chance to win a lovely warm Kleeneze-branded fleece. To be in with a chance, simply answer this question:

Which global corporation has golden arches as its brand?

A Macdonald's **B** Subway **C** KFC

Send your answer along with your Distributor account number to teamtalk@kleeneze.co.uk using The Daily Competition as the subject title. Or tweet us at [www.twitter.com/klzEWB](https://twitter.com/klzEWB) using #fleece by Friday 2 December, using The Daily Competition as the subject title.

See the DSA for full terms and conditions.

The Daily winners

Congratulations to our winners of last month's competition to win 200 copies of The Daily

Peter and Myrna Wellock, Danny and Louise Smith, Rachel Vonderdell, Jane and John Dunkerley, Sue and Victor Rodrigues, Steve and Debra Nell, Richard and Karen Wheatley, Chris and Janey Moore, Karen Jenkins, Antonio Ruggiero

The answer was B – Gloria Estefan



"As soon as the Kleeneze-branded clothing was launched I went and bought t-shirts, a fleece and a raincoat. I frequently wear my Kleeneze fleece while picking up my children from school, watching them from the sidelines of the football pitch and of course while carrying out my day-to-day Kleeneze business. I feel more professional when I am wearing it and customers recognise me instantly.

I believe it is important to be a walking advert for my business. I am proud of what I do and, by wearing my branded clothing, it encourages people to approach me to ask about our products. I have also found it to be a great conversational starter when 3 foot ruling people."

**Debra Pusey,
Bronze Executive
Distributor**



We couldn't afford Christmas this year

Many people this year are dreading even being able to find the funds to deck their halls, as the rising cost of living, energy, fuel and food has been consistently squeezing people's wallets over the past 12 months. Hard-pressed families are facing price rises on everything from turkeys to mince pies this Christmas and a number will be turning to their flexible friend to tide them over this season.

According to our survey, a third of mums are now considering taking a second job to top up their income. Christmas, this year, is forcing many cash-strapped mothers to seek extra work to pay for the festive season.

Having been on maternity leave since January from her administrative role at Solihull College, Anne was worried about meeting the cost of Christmas and so signed up to Kleeneze.

"When our second child arrived, I started worrying about things like the cost of Christmas, birthdays and childcare," remembers Anne. "I was on maternity leave when the Kleeneze catalogue came through my door. I saw the bit about earning extra money and thought I could give that a try now I was on maternity leave."

Anne's sponsors, Debbie and Allan Dewar found out that she wanted to earn £200 per month and quickly put her on a retail plan that would achieve that.

"Everything Debbie and Allan said would happen has. I followed the plan to the letter. To be honest with you, I was happy to just get my initial investment back and thought if I could get an extra £200 a month then that would be great. However, in Period 10, we came out with over £460, so it's just brilliant. They're just little goals, but they make a huge difference to me and my family."

Earning an extra income is a tricky prospect for those with family. Finding hours to suit your needs, as well as a work-from-home business has become increasingly difficult.

"I don't think I could have found anything that would have fitted in so easily around the kids. Maybe I could have taken something at night, but even those jobs are hard to find. Kleeneze has fitted in perfectly. You can work the hours that

suit you so I knew I could fit it around my eldest son's school times and I can actually take my youngest out with me in the pram when I'm delivering and collecting catalogues. It is hard work, but then you don't get something for nothing."

For children, Christmas is a magical time. The build up, the presents and the Christmas adverts mean that lists to Father Christmas are getting longer and more expensive. LeapPad Explorer retailing at £79.99 and Ninjago Fire Temple retailing at £91.99 are just two of the items you will find in the current top ten Christmas toy lists.

"Thankfully my son isn't too bad for wanting everything so far," laughs Anne. "I think all the adverts on the TV do put on added pressure, but now we've got two I did start to worry. We're not ones for going crazy at Christmas, but we're sorted now. I'm so glad I started it when I did. We've saved the money for Christmas and it's one added additional worry off me."

Anne's maternity leave finishes in a couple of weeks and she'll be heading back to her job at the college. She's not going to be giving up Kleeneze, though.

"I will definitely carry it on," she says. "The reason that I started was to earn extra money, but if I can do it full-time in the future, that would be fantastic. As I'm going back to my job at the college part-time, I went to see the childminder the other day, and found out that's going to cost us around £400 a month. If I could be doing something that meant I didn't have to put them into childcare that would be great."

"However, it's fantastic to know that we've got the vehicle to earn money for those unexpected expenses now, as well as things like childcare. Ok, I miss Eastenders, but that's never paid for me to do anything anyway! It's good to know that the business will be there for me whenever I need it."

Financing Christmas 2011

67% of people will fund their Christmas present shopping from their salary, while 37% will use some or all of their savings

On average, Brits will each spend £378 on presents for their immediate family (18% will spend over 400)

21% will borrow from one source or another to pay for presents

The average British adult will spend £183 on food and drink, entertainment and going out over Christmas

13% will limit their family presents to only children

18% will make savings on areas like food and decorations in order to buy presents

22% plan to spend less this year, due to the current economic conditions – reducing their spending by an average of £97

* Results from HSBC Christmas Spending Survey 2011

Anne Richards, from Solihull, decided to take on a part-time job in late July to pay for gifts for her five-year-old and nine-month-old sons



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

Both sides of the story

The countdown is on and there are already many Distributors in qualification for Destination 2012 – the red hot city of Miami!

If Miami's one of your goals this year, you'll either be aiming to get to Gold or coaching a team member to get to Gold. Team Talk decided to track down one new Gold and their sponsor – both in qualification for this amazing destination – to find out their stories.



As soon as we heard about Miami qualification, we had a Miami night. We got everyone together and said this is the criteria, this is what you've got to do and asked 'who's in?'



Chrissy Sykes, Bronze Executive Distributor and in qualification for Miami

How do you go about finding a potential Gold?

Have a big PSG (Personal Sales Group). That's always going to be key to people aspiring to go Gold themselves. If you've got a really strong, flourishing team, people naturally want to be a part of it. I think it helps that I'm quite passionate about my own goals and that duplicates down to the team.

We also have a lot of sizzles at my house. We took something from Doug and Sandra Roper called Rising Stars. Things like this create a really good synergy in the team. People see it and want to be a part of it. We like to make people feel special, so we invite them personally along to be part of the 'elite' crew. It makes people feel valued.

What's the first thing you do when someone tells you they want to go Gold?

The first thing we do is encourage people to contact their warm market, because we know from research that 46% of people who start are through warm market.

Then we teach everybody independence. It's so important to teach people how to work on their own. We go out there with them at first and show them what to do. This allows them to improve while still having full support. We encourage confidence and get them to speak to people. Once they're ready, they go out on their own. Then we get back together for team activity days and things like that.

How do you keep people on track to achieve Gold?

We set a lot of challenges within our team. We're generally challenge-aholics! It helps a lot of people step up. As soon as we heard about Miami qualification, we had a Miami night. We got everyone together and said this is the criteria, this is what you've got to do and asked 'who's in?'

Now we have a group of people who want to qualify for Miami. Every time there's a good achievement within the group, I send a message out to keep everyone inspired and to help them follow suit. It's great, because we have a big Facebook presence, so a lot of people can share their successes within that group. It's important to have that communication in teams.

Once they've achieved Gold, how do you help them maintain it?

Everyone has a regular coaching call once a week at an allocated time. It's a bit like a strategy call where I'll do a little stock take of their business: how many active people are in your team? how many are hitting bonus? who is working independently and who needs more support?

It's now, as well, that you need to remind people why they've gone Gold. It's not always about qualification. You may need to remind them of the income or the cash bonus of £1,500 in holding Gold for 10 out of 13 Periods. Once you hit Gold, you don't want to fall back, so it's important that you help people stay on track with their goals.

Is it difficult juggling your own goals with those of other people?

Actually, what motivates me is other people's goals. Hearing them speak of them really is inspiring. You do have to be very organised though. I have a coaching folder with me all the time. It includes things like tracking sheets, everyone's individual goals, what they need to do for their bonus and their weekly planners. If someone rings me, it doesn't matter where I am, I'm able to motivate them and help them out.

I used to be the most disorganised person in the world! But you have to get organised. It's important that your team trust you and the information that you're giving them. I want to be there for them.

What's your next big goal?

I want to get to SED in 2012. Aside from the fact that it's great for my business, I want to do it for personal reasons too. I have a very strong desire to show that women can be as successful as any men. I want to blaze that trail.

The Slight Edge by Jeff Olson particularly made me stop and think. All my day-to-day actions and decisions are now very conscious ones



*Rita Burleigh, Gold Distributor
and in qualification for Miami*

Why did you start with Kleeneze?

I'm a singer and entertainer and I've been doing that since I was 15, gigging all over England and Europe. I still do it now, but with three children, aged 4, 5 and 6, it was all getting too much. For the last 25 years, I have been gigging every weekend and not had any time off.

I wanted to find something that was flexible and I also liked the idea of getting fit, as I needed to after having the children!

Although I knew about the catalogue side of things with Kleeneze, I knew nothing else. When a flyer came through my door, I decided to look into it. I was sceptical, but after reading other Distributor's stories, I decided I would give it a go for six months. I thought, at least if I try and fail, it will be out of my system.

That was a year ago and now you've gone Gold. How did you do it?

Once I made the decision to go Gold, I lived and breathed Kleeneze. I'm not going to say it wasn't hard work, but I knew that if I was going to do it I needed to do it properly. It's not going to be full-on forever, but in these initial stages I want to throw myself into it.

What kept you motivated?

It was the thought of being at home with my girls at the weekend. I needed to up my income to replace what the gigs bring in and then I can concentrate on my family as well as on the other areas of music that I've always wanted to.

The personal development side of Kleeneze really helped too. I started to think about the future in a more constructive way. Dreaming is all very well, but you need to make a plan and make it happen! The Slight Edge by Jeff Olson particularly made me stop and think. All my day-to-day actions and decisions are now very conscious ones.

What's your next goal?

My next goal is to maintain Gold, qualify for Miami and inspire my team to build their businesses.

I've upped my retail, I do more books and an extra drop in the week and I'm getting better at coaching my team to help them hit their targets. I've dedicated a day to prospect appointments too.

What tips would you give another aspiring Gold?

You've got to have a really strong reason why you want to do it. If you don't you're not going to be motivated to go out there and do it. If you want to be Gold, ask yourself WHY you want to be Gold. I think that's the first step, because that's what's going to get you out there.

www.miami2012.co.uk



Design your best year ever

2012 all kicks off with the launch event of the year. If you want to kick-start your business, hear everything the company has lined up for the year ahead and be in with a chance to win a brand new car worth £11,500, there's only one place you need to be!

Cast your mind back to last year's event. It was here that we launched Break Free, online shopping, the new Business Builder kits and our Facebook page. You heard from our special guests, Andrea Waltz and Richard Fenton on how to go for no; a revolutionary training that changed many people's businesses in 2011.

We're leading up to that time of year once more and this time we have even bigger and better things for you! The New Year Launch is where we'll be

awarding one audience member a Mini First! It's also the date when we'll find out who has won the coveted Kleeneze awards, including Distributor of the Year.

If you started to design your best year ever this September, then this is the event you need to attend!



**The New Year Launch 2012
takes place on Saturday
7 January at the NIA,
Birmingham!**

**You can now order your ticket
online using code 00027 or by
contacting the Service Centre
on 0844 848 5000.
Tickets cost – £20/€24.**

Making a stir!

Hot topics
Macmillan

The annual Macmillan Coffee Morning is always celebrated throughout the Network and this year we had more Distributors registered than ever before!

You'll have to wait to find out the final total, but thanks to everyone who took part and raised money for this incredible charity.



"We sent out invites to family, friends and customers well in advance of the event, either by email or hand delivery when we were taking orders out.

I visited various supermarkets, shops, and businesses with a letter from Macmillan and a covering letter stating who we were, asking for either tea/coffee or raffle prize. All were only too willing to donate.

Come Friday night we were all set: banners and balloons were up and the Gazebo was erected in the garden. The money we raised came from selling teas, coffees, cakes, a book stall, a raffle and games. We also had a Kleeneze Christmas products display stand with any orders taken on the day, 5% of the value of the order going to Macmillan.

TOTAL RAISED - £260

This really didn't take that much organising!!"

Graham and Karen Flawn, Silver Distributors

'Friday 30th September awoke bright and clear and was predicted to be a beautiful day. We woke excited but a little apprehensive- this was to be our first ever Macmillan Coffee Morning and the outcome was uncertain.

By 7am, we were up and getting organised. There were cakes to display, Kleeneze items to display, notices to put up and lots of bits and pieces.

What a brilliant time we had! The first visitor arrived at 10.20am, and there was a continuous stream until 11.45am! Lots of people ordered from the Kleeneze books and we'd pledged 10% of the order value, the cakes caused lots of oohs and aahs (why don't we go into business was one comment!),



Ann King, Gold Distributor and Miriam Phelan, Silver Distributor



Jackie and Peter White joined Dave Wilson and Julie Knight, Helen and Andy Walsh, Paul and Helen Wilson, Doug and Sandra Roper, Chrissy Sykes & Aidan Fisher, Glenn Few, Jackie and Stuart Bower, Jean and Mike Day and Craig White for a Coffee Morning in Paris! They raised £150. "Next year we're going to celebrate it in Cordoba!" Jackie told us

there were seats and balloons in the garden. There was a Macmillan raffle, and the chance to win a box of sweets. Our Upline, Rob Gibbons brought along his banner and we had a small business table as well.

And the money - well, what a surprise, at the first count we reached £170, and a few more donations later and our grand total is £217 - much more than we anticipated.

Thanks to Macmillan for their great support and look out next year, we WILL be doing another one!"

Ann King, Gold Distributor and Miriam Phelan, Silver Distributor

"As in the two preceding years, I decided to participate in the Macmillan Coffee Morning. My home is in a Sheltered Housing System, and previously I used the Common Room, but attendance was poor on account of 1) Friday brings the local bus to take us 'oldies' into town, and 2) Many other people/organisations also support Macmillan!

This year I resolved to challenge those by having MY coffee do on Saturday at home. Result - £125, a lot of it in donations from people who were unable to come, but my tiny bungalow was pretty full, with local residents and some customers from further a field."

Catherine Branson, Silver Distributor

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

Recognition

Don't forget, there's still a place for you in the Director's Club too! As a qualifier, you will be entitled to two 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 Champaign reception with Directors from HQ and receive a special gift. Qualification runs from Period 10, 2011 to Period 6, 2012. See the DSA for the full criteria.

Over the next few pages are the names of those who have achieved huge business success in Period 10. From those who have hit 10-wide for the very first time to those who have reached 15% for the very first time; congratulations to everyone for hitting these milestones.

Personal Retail TOP 3



1st £12,072

Paul Tonkin &
Joanne Heeraman



2nd £10,194

Susan Coleman &
Robert Holdford



3rd £9,690

Vincent Tsoi &
Lorraine Lawlor

Personal Sales Group TOP 3



1st £29,455

Vincent Tsoi &
Lorraine Lawlor



2nd £28,085

Christine Sykes &
Aidan Fisher



3rd £22,391

Stacy Beck &
Jonathan Beck

New Business Sales TOP 3



1st £11,506

Joanne Skinner



2nd £10,455

Joanne Bleach &
Vince Bleach



3rd £10,242

Karen Young &
Neil Young

Top 50 Period 10

Recognition
Top performers



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 includes all new initiations plus their sales from Period 8-10

No.	Distributor Name	Sales	Distributor Name	Sales	Distributor Name	Sales
1	Paul Tonkin & Joanne Heeraman	£12,072	Vincent Tsoi & Lorraine Lawlor	£29,455	Joanne Skinner	£11,506
2	Susan Coleman & Robert Holdford	£10,194	Christine Sykes & Aidan Fisher	£28,085	Joanne Bleach & Vince Bleach	£10,455
3	Vincent Tsoi & Lorraine Lawlor	£9,690	Stacy Beck & Jonathan Beck	£22,391	Karen Young & Neil Young	£10,242
4	Joanne Skinner	£9,064	Marie Simmonds & Jeremy Simmonds	£21,484	Christine Sykes & Aidan Fisher	£10,053
5	Stacy Beck & Jonathan Beck	£8,736	Stuart Heard & Robyn-Lee Heard	£21,005	Doug Roper & Sandra Roper	£9,046
6	Jane Mousley & David Mousley	£8,636	Gail Drew & Darren Drew	£20,933	Debra Pusey & Oliver Pusey	£8,659
7	Chaitali Nath & Ajit Nath	£8,026	Julie Cotton & Neil Tomkinson	£20,037	Stuart Heard & Robyn-Lee Heard	£7,506
8	Melissa Squires & Ian Slade	£7,912	Ann Coe & John Coe	£19,439	Richard Houseago & Vanadis Fox	£7,451
9	Paul Towler & Andrea Towler	£7,745	Stephen Wilson & Marie Bell	£19,247	Rick Molyneux & Trisha Gemmell	£7,430
10	Loic Pougeolle & Susan Pougeolle	£7,489	Derrick Longwright & Maria Longwright	£18,506	Melissa Squires & Ian Slade	£7,239
11	Steven Divito	£7,367	Janet Mitchell & Andrew Mitchell	£17,676	Stephen Smith & Dennis Chamberlain	£7,049
12	Kira Thomas & Andrew Thomas	£7,289	Georgina Goodger & Will Goodger	£17,527	Graham Carter & Lorna Carter	£6,912
13	Margaret Foster & Ian Foster	£7,235	John Gavin Scott & Bonnie Arapes	£17,507	Clive Currier & Beverley Currier	£6,567
14	Brian Carroll & Jean Carroll	£7,227	Adam Swire & Deborah Heron	£17,417	Toby Acton & Donna Gold	£6,492
15	Alison Beal & Geoffrey Ault	£6,678	Debra Pusey & Oliver Pusey	£17,154	Sue Ferguson & Steve Ferguson	£6,479
16	Peter Savidge	£6,450	Sharon Bird & Andrew Bird	£16,717	Geoffrey Davey & Berenice Davey	£6,474
17	Hilary Maynard	£6,177	Abigail Colclough	£16,661	Christopher Pagett	£6,399
18	Sean Nicholls & Maura Nicholls	£6,165	Norman Grundy & Joanne Grundy	£16,564	Vincent Tsoi & Lorraine Tsoi	£6,296
19	Tracey Payne & Harvey Kent	£6,118	Denise Neal & Stephen Neal	£16,052	Sharon Bird & Andrew Bird	£6,191
20	Gillian Barry & Jonathan Barry	£5,923	Tracey Payne & Harvey Kent	£15,945	Deborah Dewar & Allan Dewar	£5,840
21	Dana Jundi & Mathew Mellenchip	£5,901	Peter Wellock & Myrna Wellock	£15,876	Stacy Beck & Jonathan Beck	£5,824
22	Mariya Dimitrova & Mitro Dimitrov	£5,675	Clive Currier & Beverley Currier	£15,742	Paul Tawn & Clare Bason	£5,757
23	Jean Sidhu & Antony Watkins	£5,645	James White & Jane White	£15,501	Peter Wellock & Myrna Wellock	£5,749
24	Patrick Mckenna	£5,608	Joanne Skinner	£15,483	Craig White & Magdalena White	£5,633
25	Ian Clarke & Agnieszka Clarke	£5,580	Jane Mousley & David Mousley	£15,373	Adam Swire & Deborah Heron	£5,399
26	Helen Walsh & Andrew Walsh	£5,402	David Bole & Lynn Bole	£15,184	Karen Boardman & Scott Boardman	£5,374
27	Alice Lloyd & Geoffrey Lock	£5,370	Johanna Peuleve & Stuart Peuleve	£14,927	Kira Thomas & Andrew Thomas	£5,332
28	Jennifer Jacobs & Paul Jacobs	£5,323	Adam Humphrey & Coleen Humphrey	£14,778	John Gavin Scott & Bonnie Arapes	£5,317
29	Nigel Le Long	£5,321	Mikaela Brown & Andrew Brown	£14,616	Mike Gough & Dawn Gough	£5,306
30	Richard White & Kim White	£5,318	Martyn Regan	£14,368	Jonathan Masefield & Corina Masefield	£5,302
31	Mauro Vieira	£5,294	Justine Giergiel & Steve Giergiel	£14,352	Richard Chantler & Clare Chantler	£5,241
32	Michele Browne	£5,240	Robert Dolan & Jacqueline Dolan	£13,944	Paul Dean & Karen Dean	£5,203
33	Mark O'Reilly & Sue O'Reilly	£5,209	Jude Joyce & Steve Joyce	£13,824	Philip Torkington & Kerris Torkington	£5,163
34	Marie Simmonds & Jeremy Simmonds	£5,144	Sara Eyres & Christopher Burras	£13,822	Lucinda Bennett & Nigel Manning	£5,094
35	Anthony Mervin	£5,139	Paul Tawn & Clare Bason	£13,775	Ivan Darch	£5,078
36	Martyn Cunningham	£5,096	Melissa Squires & Ian Slade	£13,754	Michael Laydon & Sandra Laydon	£5,048
37	Michael Jones & Ann Jones	£5,082	Nigel Le Long	£13,716	Teresa Divers & Bryony Hayward	£5,028
38	Robin Hibbert	£5,060	Kate Lee & Nicola Spence	£13,530	Stuart McKibbin & Gail McKibbin	£4,978
39	Ian Wightmore & Deborah Wightmore	£5,009	Helen Allgood & Paul Allgood	£13,390	Andrew Buxton & Laura Kelly	£4,972
40	Arthur Cuthbert & Susan Cuthbert	£4,997	Peter White & Jackie White	£13,327	David Bole & Lynn Bole	£4,801
41	William Melia & Linda Moore	£4,959	Louise Lewis & Paul Lewis	£13,296	Jonathan Gulliver & Kelly Gulliver	£4,698
42	Lorraine Collins & Mark Collins	£4,904	Peter Allan & Natalie Fawcett	£13,294	Mike Bibby & Amanda Bibby	£4,663
43	Ian Hickton & Rachel Hickton	£4,839	Emma Mackelden & Mark Mackelden	£13,230	Alf Bell & Carol Bell	£4,584
44	Paul Meikle	£4,733	Keith Sandland & Helen Sandland	£13,185	Keith Glass & Margaret Holvec	£4,551
45	Kym Mackay & Ricky Mackay	£4,712	Lesley Davies & Wendy Meddelton	£13,021	Richard Peuleve & Helen Peuleve	£4,547
46	Chris Jenkinson & Jean Jenkinson	£4,712	Karen Young & Neil Young	£12,988	Stanley Stewart & Roy Stewart	£4,431
47	Chris Wright & Annette Wright	£4,696	Gavin Grainger & Rebekah Grainger	£12,966	Kevin Rider	£4,428
48	Lynda Buchan & David Buchan	£4,680	Peter Abrahams & Angela Abrahams	£12,878	Stephen Wilson & Marie Bell	£4,314
49	Ian Saville & Anita Saville	£4,640	Paul Blaxall & Carolyn Blaxall	£12,776	Philip Towning & Lynne Towning	£4,313
50	Satwinder Sagoo	£4,640	Ivan Darch	£12,753	Jerin Thareparambil George	£4,304



Kleenze®

Bulk Sales

No.	Distributor Name	Sales	No.	Distributor Name	Sales	No.	Distributor Name	Sales
101	Craig & Mary Hawkes	51,122	168	Christine & Jim Foster	24,567	235	Phil Curtis	16,354
102	Julie Collier & Peter Richards	50,378	169	Vincent Tsoi & Lorraine Lawlor	24,546	236	Bernie & Barbara Klinger	16,154
103	Amanda & Andrew Holland	49,560	170	Gill & Donato Sepe	24,523	237	Louise Puttick	16,111
104	Roger & Barbara Green	48,979	171	Angela & James Macleod	24,067	238	Elizabeth Pope & Jason Hardy	16,099
105	Teresa Divers & Bryony Hayward	48,064	172	Stuart & Robyn-Lee Heard	23,984	239	Janet & Andrew Mitchell	16,090
106	Belinda & Peter Clarke	46,864	173	Sakuntla Kalyan & Richard Lovesey	23,712	240	Steven Clements	16,088
107	Sunil Popat	46,747	174	Debra & Oliver Pusey	23,607	241	Diane & Geoff Owen	16,080
108	Paul Tawn & Clare Bason	46,658	175	David Pope	23,534	242	Gerard & Claire Tucker-Mawr	16,049
109	Clare & Martin Whitelock	46,427	176	Laurence & Rosemary Wiseman	23,516	243	Stephen Wilson & Marie Bell	16,039
110	Tracy & David Sheehan	46,005	177	Ivan Darch	23,472	244	Colin & Sarby Turnbull	16,010
111	Jay Singh	44,990	178	Mark & Sarah Wildman	22,826	245	Carole & James Sunter	16,008
112	Christopher Reay & Lesley Coan	44,032	179	Seph Oconnell & Sarah Watson	22,722	246	Andrew & Denise Hunt	16,008
113	Gabrielle & Paul Broadstock	43,721	180	Elaine & Martin Spafford	22,572	247	Jackie & Stuart Bower	15,997
114	Graham & Catherine Hyde	43,675	181	Norman & Joanne Grundy	22,496	248	Martyn Cunningham	15,920
115	Derrick & Maria Longwright	43,636	182	Tony Fasulo & Julie White	22,294	249	William & Agnes Burgess	15,866
116	James Curtis	43,632	183	Timothy & Tina Pace	22,242	250	Iain & Jackie Swanston	15,846
117	John & Wendy English	42,846	184	Jen & Garry Luke	22,061	251	Tony & Wendy Vallerine	15,730
118	Debbie Gee & David White	42,624	185	Conor & Linda Treanor	21,467	252	Justin Rowe & Tracy Bell	15,730
119	Melanie & Andrew Wilson	41,518	186	John Gilham & Wendy Nimmo	21,442	253	Geoffrey & Berenice Davey	15,699
120	Toby Acton & Donna Gold	41,419	187	Richard & Helen Peuleve	21,411	254	Nichola & David Walmsley	15,632
121	David Birtwistle & Angela Tonkin	40,969	188	Harold & Minnie Fulton	21,407	255	Heather Brown	15,534
122	Alan Meldrum	40,684	189	David Wilson & Julie Knight	21,356	256	Angela & Stephen Burchell	15,369
123	Andrew Buxton & Laura Kelly	40,533	190	Linda & Ian Stanley	21,287	257	Maria & Shane Treanor	15,291
124	Richard Houseago & Vanadis Fox	39,683	191	Mark Law & Diana Searle	21,084	258	Sharon Bullock & David Taylor	15,014
125	Steve Johnson & Rosemary Rowntree	39,656	192	Christopher Conroy	20,942	259	Amy Warrington	14,986
126	Tom & Bernadette Hingley	38,746	193	Lorraine & Ian Balcombe	20,942	260	Angela Wallace	14,922
127	Keith & Helen Sandland	37,494	194	Gloria & Clive Davies	20,531	261	Gareth & Gil Duffy	14,879
128	Su & Jas Bains	37,201	195	Julian & Karen Pike	20,428	262	Christine & Ian Brennan	14,865
129	Ron & Judy Speirs	36,750	196	Paul Meikle	19,924	263	Carol & Frank Rowley	14,755
130	Denise & Stephen Neal	35,895	197	Ann & John Coe	19,665	264	Barry & Cecilia Bradbury	14,745
131	John Webb & Kathryn Price	35,598	198	Amelia & Hannah Mchard	19,432	265	Georgina & Will Goodger	14,606
132	Michael & Sandra Laydon	35,259	199	Steve & Cathy Chambers	19,212	266	Adam Swire & Deborah Heron	14,514
133	Caroline & Philip Thompson	34,831	200	Steven Harding & Narissa Mather	19,089	267	Terry Hayden	14,307
134	Stuart & Gail Mckibbin	34,287	201	Marie & Jeremy Simmonds	18,914	268	Bill Caddy	14,252
135	Brian Manchester & Julie Templeton	34,204	202	Gill & Tim Evans	18,913	269	Christopher & Lynne Marshall	14,243
136	John & Janice Halsall	34,006	203	Karen Jordan & Kenneth Rooney	18,815	270	Pierce & Janet Hartley	14,226
137	Alexandra Tuesley	33,683	204	Michael & Janet Wallace	18,666	271	Stuart Chantler & Claire Garrod	14,221
138	Karim Karmali	33,528	205	Stacy & Jonathan Beck	18,659	272	Mary Hession & Geraldine Twamley	14,188
139	Trish & Lee Fisher	33,307	206	Terry & Jane Hodge	18,650	273	Karen & Scott Boardman	14,138
140	Andrew & Ann Meldrum	33,084	207	Mikaela & Andrew Brown	18,624	274	Brian Mooney & Sharon Treanor	14,062
141	Martina & James McGrath	32,953	208	Daniel & Michelle Marshall	18,566	275	Rosemary & Christopher Day	13,955
142	Ram & Joginder Singh	32,378	209	Alnashir & Yasmin Ratanshi	18,272	276	Sheila & Nigel Fowler	13,935
143	Christine Sykes & Aidan Fisher	32,270	210	John & Sophia Clements	18,272	277	Michael Godwin	13,896
144	Andrew Ridley & Louise Lee	32,140	211	Robert & Jacqueline Dolan	18,240	278	Martin Rowley	13,877
145	Jennifer & Martin Amos	32,038	212	Keith & Teresa Faulkner	18,032	279	Joanne Skinner	13,877
146	Alison & Michael Ogden	31,669	213	Omran Zaman	18,008	280	Kira & Andrew Thomas	13,860
147	Gary Cooper & Jackie Norris	31,476	214	Linda & Tony Gower	17,963	281	James & Jane White	13,852
148	Kevin Rider	31,413	215	Maria & Lee Kowalkowski	17,605	282	Paul Melville	13,834
149	Martin Bell & Caroline Roberts	31,329	216	Gerry Melaneph & Maureen McLoughlin	17,524	283	Gareth & Jeanette Jones	13,819
150	Ian & Agnieszka Clarke	31,252	217	Paul Flintoft	17,470	284	Christopher Young & Helena Edwards	13,819
151	Barbara Ann & Alan John Peachey	30,875	218	Gail & Darren Drew	17,444	285	Gordon & Patrick Davidson	13,761
152	Robert Wellock	30,702	219	David & Judith McCreath	17,404	286	Kimberley Sunter	13,753
153	Cindy & David Brown	30,594	220	Yvonne & Jonathan Coffey	17,351	287	Jeffrey & Frances Toppie	13,688
154	Rhian & E Anthony Jones	30,577	221	David & Christine Rhodes	17,321	288	Alison & Kevin Thomas	13,598
155	John Morgan & Gilly Mc Crone	30,359	222	David Byatt & Janet Smith	17,280	289	Clive & Pamela Lennard	13,544
156	Graham & Georgina Long	30,199	223	James Dale & Claire Daniels	17,232	290	Robert Young & Clare Mears	13,508
157	Kerry & Paul Stonall	29,001	224	Keith & Veronica King	17,030	291	Allan Ledwidge	13,463
158	Helen & Andrew Walsh	28,585	225	Kodwo Anderson	17,030	292	Tim Sandom	13,462
159	Chantele & Barry Travis	28,554	226	Trevor & Janet Rawding	17,027	293	Pamela Jarvis	13,407
160	Joseph Odonnell	27,810	227	Jillian & Peter Griffiths	16,983	294	Paul Tonkin & Joanne Heeraman	13,407
161	Peter & Sheryl Dutton	27,595	228	Georgina & Phil Gale	16,939	295	Narendra & Kashmir Kalon	13,297
162	Michael & Jennifer Allsop	27,131	229	John Smith	16,808	296	Tracey Payne & Harvey Kent	13,287
163	Lesley Burroughs	27,113	230	Colin & Charlene Sadler	16,722	297	Lucinda Bennett & Nigel Manning	13,198
164	Stephen Clark	27,001	231	Julie Cotton & Neil Tomkinson	16,697	298	Henry & Diana Crosby	13,147
165	Nicola & Jerome Neville	26,053	232	Lyn & Tony Davies	16,506	299	Clive & Beverley Currier	13,119
166	John & Karina Beesley	26,023	233	Louise Wellock & Nathan Sylvester	16,413	300	Mira Herman & Natalie Lofthouse	13,012
167	Karen & Peter Flitton	25,077	234	Arthur & Susan Cuthbert	16,360	301	Darryl Allen	13,003

See the back page for our TOP 100 achievers

No.	Distributor Name	Sales	No.	Distributor Name	Sales	No.	Distributor Name	Sales
302	Sandra Brown	13,003	369	Peter Allan & Natalie Fawcett	11,078	436	Kenneth Thomson	8,977
303	Sara Eyres & Christopher Burras	12,960	370	Emma & Mark Mackelden	11,025	437	Elizabeth & Ian Hyams	8,961
304	Douglas & Kirsteen Hamilton	12,911	371	Richard Roberts	10,999	438	Geoff Taylor & Alison Moore	8,955
305	Norah Bohan	12,851	372	Lesley Davies & Wendy Meddelton	10,850	439	Julie Golding	8,937
306	Richard & Ranti Fallowfield	12,818	373	Stephen & Rebecca Gilbert	10,833	440	David Notman	8,924
307	Jane & David Mousley	12,811	374	Gavin & Rebekah Grainger	10,805	441	Frederick & Karen Mason	8,921
308	Samantha Rushton & Dean Worrall	12,803	375	Wendy Fielding	10,758	442	Rachael & Chris Wild	8,913
309	Clare Haines	12,736	376	Peter & Angela Abrahams	10,731	443	Patricia Fisher	8,887
310	Tammy Mullins & Simon Lanning	12,691	377	Paul & Carolyn Blaxall	10,647	444	Richard & Kim White	8,851
311	David & Lynn Bole	12,653	378	Lee & Michelle Pattinson	10,587	445	Sharon & Steve Agnew	8,851
312	Veronica Nixon	12,652	379	Tavis Taylor	10,481	446	Christopher Pagett	8,845
313	Barry & Nina Mitchell	12,646	380	Robert Gould	10,423	447	Janet & Roger Bowen	8,835
314	Coleen & Stephen Batchelor	12,645	381	Gerwyn Duggan	10,423	448	Noel & Eileen Carson	8,813
315	Andrew & Cheryl Williams	12,640	382	Lynda Platts & Pauline Bell	10,405	449	Ryk Downes	8,802
316	Chaitali & Ajit Nath	12,518	383	Sue Phoenix	10,388	450	Beryl Wynter & Aaron Smalling	8,710
317	Ann Searle & Philip Linsey	12,484	384	Tahir & Noreen Hussain	10,340	451	Christine & Geoffrey Richards	8,688
318	Shirley Pere & John Barnes	12,450	385	Tina & Robert Farrell	10,340	452	Mark & Debbie Walsh	8,669
319	Johanna & Stuart Peuleve	12,439	386	Alex Dewar & Lucie Hannah Marcus	10,331	453	Marion & Anthony Homer	8,664
320	Peter & Caren Neesham	12,427	387	June & David Love	10,316	454	Sarah Trim	8,648
321	John & Kath Clease	12,403	388	Stephen & Laine Shepherd	10,303	455	Emma Colley	8,631
322	Harry Hancock	12,371	389	Isobel & James Orr	10,285	456	Karen & Steven Glew	8,621
323	Darren & Christina Simmons	12,367	390	Gerard Coste	10,248	457	William & Jane Warrington	8,598
324	Adam & Coleen Humphrey	12,315	391	Robert & Rosemary Annan	10,241	458	Brian & Jean Carroll	8,585
325	Kevin Sands	12,271	392	Linda & Alan Cannings	10,235	459	Stephen Jessop	8,582
326	Javid Khan	12,267	393	Susan Coleman & Robert Holdford	10,179	460	Glyn Thomas & Rose Rees	8,557
327	Kathleen Watson	12,267	394	Laura McLoughlin & George Kerr	10,167	461	Paul Smith & Angela Solomon	8,550
328	Christine Lappin	12,224	395	William & Sharon Stevenson	10,049	462	Roger & Gillian Coupe	8,463
329	Jim & Vicky Smith	12,209	396	Sheelagh & Paul Humphries	10,019	463	Carlo & Cherry Hryniewicz	8,389
330	Steven Mee & Jaqueline Mullings	12,202	397	Anthony & Susan Peacham	10,000	464	Jean Sidhu & Antony Watkins	8,370
331	Sandra Ellis	12,189	398	Barbara Margaret Webb	9,997	465	Ann Ashley	8,369
332	Bob & Diane Goulding	12,184	399	Susan Walton	9,971	466	Jill & David Mason	8,302
333	Chris & Nicky Evans	12,050	400	Robert Webb & Dawne Kovan	9,919	467	Ian & Elisabeth Aitchison	8,293
334	Seamus & Clare Houghton	12,004	401	Michael Prior	9,871	468	Kenny Liggett	8,286
335	Paul & Helen Wilson	11,982	402	Sara & Steven Smith	9,870	469	Gavin Thomson	8,283
336	Martyn Regan	11,973	403	Rosie Ward & Jack Kerbel	9,862	470	Sarah Jenkins	8,280
337	Justine & Steve Giergiel	11,960	404	Graham & Christine James	9,808	471	John Greenwood	8,257
338	William & Helen Greaves	11,938	405	Bernadette Murray	9,799	472	Robert & Olwyn Oriordan	8,230
339	Catherine & Stephen Lord	11,909	406	Diana Schuch & Alan Ward	9,625	473	Elizabeth & Keith Tomlinson	8,183
340	Caroline & Simon Harvey	11,732	407	Ron & Heidi Body	9,624	474	David & Heather Flannagan	8,150
341	Ian & Carol Parker	11,595	408	Sylvia & Gary Green	9,570	475	Antony & Aileen Gunn	8,089
342	Jude & Steve Joyce	11,520	409	Alex & Kathleen Langer	9,540	476	Lee & Fiona Henshaw	8,068
343	Melissa Squires & Ian Slade	11,462	410	John & Anita Orr	9,509	477	Zoe Climpson & Will Joseph	8,039
344	Nigel Le Long	11,430	411	Seamus Gallagher	9,509	478	Cliff & Linda Parker	8,038
345	Denys & Laura Harris	11,377	412	Mervyn Baxter	9,509	479	Stephen & Joyce Milne	8,018
346	Margaret Jarman	11,364	413	David Potter	9,507	480	Stuart & Maureen Orr	7,992
347	Fay & Andrew Roe	11,363	414	Susan Hook	9,463	481	Gareth Rickhuss & Janette Pyne	7,981
348	David & Elaine Luke	11,356	415	Neil & Susan Maclean	9,460	482	Kim Atherton	7,950
349	Roger & Simon Mantle	11,343	416	Michael & Diane Ruth Mccaul	9,387	483	Graham & Lorna Carter	7,940
350	David & Jenny Gerry	11,329	417	Terry Card	9,379	484	Rosie Garber	7,930
351	Stuart Hill	11,328	418	Michael Walker & Michelle Anderson	9,366	485	Annette Bradley	7,908
352	Leslie & Moira Harris	11,328	419	Gabrielle & Christopher Brace	9,363	486	Phillippa Snow & Ky Hale	7,908
353	Jane & Andrew Connor	11,322	420	Donna & Charles Warr	9,354	487	Katrina & Ian Hawker	7,894
354	Richard & Greta Brownridge	11,316	421	Vivienne & Richard Washington	9,352	488	Peter Savidge	7,877
355	Michael & Julia Tolton	11,312	422	Andrew & Vicky De Caso	9,352	489	Kathleen & Dominic Carolan	7,877
356	Robert & Jennifer Clifton	11,308	423	Michael Wallace	9,324	490	Sadie Oboyle	7,877
357	Kate Lee & Nicola Spence	11,275	424	Cath & John Wilkinson	9,321	491	David Jamieson	7,871
358	Charlie & Gillian Whittton	11,269	425	Brian & Diane Holmwood	9,266	492	William Melia & Linda Moore	7,871
359	Peter & Jean Monroe	11,255	426	Susan & Graham Green	9,196	493	Timothy & Elaine Mawby	7,864
360	Bev & Dave Townsend	11,210	427	John & Jenny Caton	9,192	494	Alan Kelly	7,853
361	Keith Glass & Margaret Holvec	11,205	428	Michele & Henry Moss	9,076	495	Carol Hone & Jacqueline Baker	7,849
362	Joanne Powell	11,192	429	Linda Charles	9,059	496	Kevin Davies & Deborah Parker	7,830
363	Tony & Julie Brown	11,191	430	John & Lesley McNally	9,059	497	Tom & Kathryn Forbes	7,817
364	Raymond & Lorraine Satchell	11,184	431	Gavin & Trish Conway	9,053	498	Jason Faughnan	7,765
365	Craig & Linda Lomas	11,136	432	Anthony Mervin	9,050	499	Albert & Caroline Berry	7,742
366	Sharon & Craig Davis	11,127	433	Katie & Mark Johnson	9,042	500	Paul & Gosia Hammond	7,740
367	Alan & Rebekah Lamer	11,111	434	Arthur & Irene Bennett	9,034			
368	Louise & Paul Lewis	11,080	435	Sarah & Timothy Philp	9,006			



Kleeneze®

Volume Profit

First-time qualifiers in
Period 10

VP - 10%

Michelle Turner
Ella Jones
Linda Fisher
Subhaji Sengupta
Patricia Gray
Sarah Ives & Jerome Walker
Mathew Haywood
David Downer
Abdul Salik
Adebisi Adebayo & Adebola Adebayo
John Gardner
Ben Farrell
Sounie-Jo Partridge
Halah Natsheh
Louise Kennelly & John Beirne
Larry Bekoe
Arthur Parr
Paul Wilson
Rachael Whyte
Dean Stone
Mike Connelly
Shereen Begum
Carol Kidd
Nazar Hussain
Harry Marshall & Mary Marshall
Wendy Slater & Mark Slater
Patrick James
Ben Oglesby & Jenny Ford
Lucy Iba
Rachael Oladiran
Sherif Sharaf & Amal Sharaf
Hamish Storey & Kristina Grineva
Christopher Latham
Beatrice Mununura & Terence Stevens
Jo Howes & Neil Howes
Gavin Chantler
Amanda Withers
Pete Talbot & Hayley Talbot
Heather Champion
Joanne Hannan
Sarah Fuller
Gareth Jones
Katherine Read
John Bentham
Mark Burke & Melanie Lait
Graham Lord
Lona Kagusa
Dana Barzanji
Susie Aspinall
Faith Matunda
Elizabeth Lucas-Afolalu
Stephen Cregan
Dawn Kucharski & Peter Kucharski
Joanna Weekes
Helen Farley
Emily Geldard
Yogendra Patel
Neil Maclean
Steve Hilbery & Angela Lewis
Ian McGregor
William Black
Brian Killeavy
Craig Turnbull
Irene Davies
Nicola Barratt
Ian McIntosh
Stephen Street
Yvonne Sharratt
John Martin & Donna Greenough
Sarah-Jane Messenger
Patricia Sheridan & Kevin Sheridan
Christopher Moorcroft
Tony Foster
David Fitzpatrick
Christine Harle & Wayne Waugh
Matt Heath
Brenda Wallman
Daphne Fermoye & John Davis
Lucy Bootes
Tina Lintern
Keith Mitchell & Helen White
Philip Boccock
Caroline Austin
Robert Duncan

Lisa Collins
Norman Hill
Mark Hewitt
Claire Holgate & Karen Holgate
Lisa Munt
Jennifer Price & Matthew Pitcher
Jennifer Dougherty & Hayley Browne
Anna Herra
Adin Hatcliff & Jade Baldwin
Emma Kyffin
Duncan Tait
John Sunderland
John O'Donoghue
Elizabeth Kelly
Jason Payne & Tracy Payne
David Wardale & Jacquelyne Wardale
Lisa-Marie Davies
Olga Maria Fernandez
Heshgood Clarke-Ejuren
Nathan Rees
Lyndsay Anderson
Richard Lewis
David Morris & Linda Morris
Kayleigh Hanley
Simon Barton
Tabatha Jackson
Krystyna Maruda
Jan Ellington
Parmjeet Kailey & Munjinder Singh
Deirdre Mc Crudden
Lesley Montgomery
Thomas Larke
Brian Shirley
Margaret Dawson
Derek Young & Anita Berwick
Marcus Deegan
Nick Pincott
Tony Neal & Lorraine Neal
Magdalena Szyputa
Gavin Connolly
Iram Zohari
Lakshmi Sathish
Karen Regan
Jillian Young
Ian Mullen
Gareth Matthews-Jones & Jennifer Matthews-Jones
Helen Wright
Debbie Bradley
Peter Burton
Kate Trembath
Felix Omondi
Sheila Maynard & Richard Maynard
Craig Linthwaite & Yvette Linthwaite
Kylie Raymond
Lerato Mulvaney
Stephen Harrison
Gail Poingdestre
Yusuf Ahmed
Martin Walker & Amanda Greasley
Lauren Baxter
Tom Thomeycroft & Joanna Short
Mark Murphy
Anthony Bayon
Lisa Carducci
Mariam Mustapha
Markas Dove
Martin Kodat
Harry Curtis
Georgina Wilding
Belinda Day
Sheila Staig
Anthony Robbins & Marion Robbins
Linda Hartley
Sarah Palk
Amanda Pulett & Mark Pulett
Lee Rafferty
Geoffrey Glynn
Elizabeth McDonough
Sean McNeill
Jack Graves
Michael Webster
Frances Croucher
Kathleen Parker & Antony Parker
Chris Stevenson

Csilla Bodog
Pauline Cleverdon & Derek Cleverdon
Caroline Gooden
Thomas Ellis & Jade Peachey
Danny Roberts
Carol Kaczor & Stan Kaczor
Alan Cauffield
Francesca Price
Wendy Miller & Derek Marks
Natasha Feery
Peter Crosby
Martin Goodall & Susan Goodall
Andrea Fox
Svetlana Kozlova & Aleksandra Cimachovics
Iain Milns
Louise May & Steven Martin
Deirdre Kenny
Jodi Lamb
George Stewart Ball
Trevor Thomas
Claire Cook
Peter Booth
Lee Mckay
Michelle Barbour
Tracey Mayhew
Harvey Dobson
Paul Newton & Jayne Newton
Natasha Ridley
Brendan Coughlan

VP - 13%

Philip Speed & Sally Hurst
Patrick Downham & Gemma Downham
Merri Archer & Geoffrey Archer
Derek Smith
Patricia Roberts
John Smith
Anton Greenaway
Susan Nokes
Rebecca Dyce & Dean Marsh
Mary Duffin & Derek Duffin
Tristram Butterwick & Karen Butterwick
Suzanne Lake & Ian Lake
Janice Carey & Cornelius Carey
Dean Marsh
Jean Claude Nkurunziza
Robert Hawkings & Debbie Hawkings
Dorothy Parish & Philip Parish
Jackie Atkinson
Julie Hemmingway
Michelle Shelton
Julie Whitehead & Alan Weston
Hayley Nicholas & David Nicholas
Geraldine Doyle
Marta Illsley & Aron Cooper
Armuntas Jasnavicius & Grazina Jasnaviciene
Noel Hannan
John Hayes & Geraldine Hayes
Esther Ogunsanya
Ella Dickens & David Cotton
Cian Roe
Michael Oliver
Russell Whittaker
Jonathan Wendt & Barry Rathbone
Bryn Dunkerley
Andrew Ives
Phil Ewen
Jeffrey Johnston
Christopher Perryman
Judith Brown
Suzanne Williams
Caroline Mulcahy & Dan Mulcahy
Trina Palmer & Thomas Botham
Ian Cowie
Mary Middleton & Stuart Middleton
Brett Ryan
Yvonne King
Sara Wood
Melanie Counsell
Raji Thomas
Catherine Muir & Melanie Muir
Michael Harle & Jane Harle
Gary Smith
Barry Young & Dawn Young
Michael Legg & Amanda Legg
Roseann Thomas
Ali Lowden & Sean Lewis
Tracy Bailey & David Rush
Naomi Bleasdale & Marc Bleasdale
Kenneth Mensah
Anne Richards & David Richards
Judy Hughes
Phillip Cooper & Ian Tarr
Stephen Struminger

Val Conlon
Maxine Levy & Simon Levy
Adam Dilloway & Sadie Dilloway
John Patterson & Pauline Gray
Edward Kennedy
Dwayne Hill
Maria Callaghan
Linda Smith
Gary Simpson
David Michael Litchfield & Diane Litchfield
Robin Fletcher & Anne Victoria Fletcher

VP - 15%

Robert Gould
Tina Stone & Deborah Drinnan
John Murphy & Deborah Murphy
Rita Helms
Sam King
Lynn Cook & Russell Carter
Gary Baker & Karen Gover
Alan Henderson & Christine Henderson
Paula Matskidze
Michael Farrell & Debra Farrell
Paul Heaton & Deborah Norfolk
David Pinder & Ann Pinder
Mark Smith & Karen Smith
Jason Taggart & Leigh Beevers
Jon Stuart & Lizi Hickman
John Treloar & Linda Treloar
Dinah Wainwright
Kieran Arnold
Stuart Harper & Mark Blackshaw
Lauren Nell
Olive O'Donovan & John O'Donovan
David Williams
Stephen Owens
Alexander Sandland
Mary Jones
Andrew Allen
Amadou Sow
David Williams & Jane Williams
Tiffany Fry
Josephine Warren & Joshua Fowler
Daniel Maywood
Sharon Deegan & Sean Deegan
David Cassie & Samantha Cassie
Cheryl Houkes & Benet Houkes
Patricia Dileone
Jonny Newbold
Laszlo Varga
Donna Smith & Gemma Smith
Daniel Booth & Amy Bennett
Malcolm Hall & Sandra Hall
David Hartle & Samantha Hartle

VP - 18%

Jonathan Gulliver & Kelly Gulliver
Joanne Lamb & Stuart Lamb
Karen Hall & Robert Evans
Gordon Ryan
Fay Ward & Christopher Wedge
David Herd & Christine Herd
Emie Hickman & Andrea Hickman
Georgia Blackwood
Lynne Kelly & Stephen Kelly
Rob Worrall
Gail Parker
Madeline Davies
Caroline Lewington & Gary Frewin
Barbara Anderson
Jerrin Tharepambill George
Catherine Brooker & Carl Brooker
Sandra Bayes & Paul Reece
Colin John Francis & Sarah Marie Francis

VP - 21%

David Key & Patricia Key
Matthew Elliott & Nicola Elliott
Garry Taggart & Michelle Taggart
Patricia Hartley & Emma-Louise Hartley
Kay Langford & Jeff Langford
Michele Hewitt & Brian Hewitt
Karin Harris & Dave Harris
Dennis Puckering
Jennifer Roberts & Stephen Roberts
Shoukran Sharaf & Mohamed Gaber-Amin
Forhat Syed
Sean Smith
Philip Westmoreland
Chris Brenner
Gerry Moriarty
Bernie Hough & Kelly Woodroffe



Period 10

Gold Distributors

Stephen Jessop

William Melia and Linda Moore

David Jamieson

Peter and Cheryl Creed

Michael Walker and Michelle

Anderson

Kevin Davies and Deborah Parker

Richard and Emily Farren

Timothy and Elaine Mawby

Rita Burleigh

Senior Distributors

Veronica Nixon

Karen and Scott Boardman

Margaret Jarman

Carol Hone and Jacqueline Baker

Bronze Executive Distributors

Tim and Tina Pace

Chrissy Sykes and Aidan Fisher

Paul Tawn and Clare Bason

Gold Executive Distributors

Doug and Sandra Roper

TEN ACTIVE WIDE - YTD

Steve & Debbie Roper
Craig & Magdalena White
Heather & James O'Neil
Claire & Peter Rea
Michael Jean day
Bob Webb
Stephen Smith & Dennis Chamberlain
Doug & Sandra Roper
Stuart & Robyn-Lee Heard
Debra & Oliver Pusey *
Christine Sykes & Aidan Fisher
Allan & Billie-Dee Moffat
Rob Forster & Ray Aziz
Lindsay Gonsalves & Daniel Young
Antonio & Katharine Briffa
Mike & Dawn Gough
John & Jeanette Hawkes *
Adele & Jaime De Caso
Mike & Amanda Bibby
Peter & Jackie White
Karen & Neil Young
Alf & Carol Bell
Peter & Myrna Wellock

* Congratulations to our first-time 10-Active-Wide qualifiers. Your pen set and certificate will be winging its way to you now.

Jamie Stewart

This time of year is always exciting for Kleeneze. Sales success stories continue to flood in, new starters are quickly achieving their Rapid Start Bonuses and tickets in the Mini draw are on the up.

However, I always think it's the 'quiet' successes that illustrate what a great business this is. Stories such as Anne Richards on page 16, who has used her Kleeneze income to pay for Christmas, are the ones that show that Kleeneze does make dreams come true – no matter how big or small they are.

So many people this year have had to forgo their annual holiday due to finances. Yet, at the same time, we're flying nearly 200 Distributors off for a five-star experience in New York. These Distributors will tell you themselves, they've done nothing special except put in the hard work and follow in the footsteps of a previous qualifier. Anyone can do it.

Now is the time to bite the bullet and put in the work for Miami. Take a look outside your window right now. Would you prefer to be sunning yourself on Miami Beach next November? I know I would!

It's been a busy month at HQ too. We've been busy in the planning stages for our January Showcase. It's set to be an incredible event and we have a lot of things up our sleeve for the day!

Don't forget, you could be walking away on the day the proud owner of a Mini First! Sell as many Christmas front cover products as you can, move up that Sales Plan and book your ticket for the day and you're in with a chance!

Back to the present day, we have so many tools available for you to maximise your income this Christmas. The best part about it is, the work you put in now will see you in a stronger position to start 2012 and from there, the sky's the limit!

With the colder weather drawing in, our Winter Flyers are enjoying huge success. This will also be our first winter with online shopping, so ensure your shops are set up so you don't miss one single order.

We have some fantastic inspirational and informative trainings going on at the moment, which you can see on our YouTube channel – www.youtube.com/kleenezehq and there are also various discussions happening on our Facebook page too – www.facebook.com/kleenezeofficial. These tools are there to support you on your Kleeneze journey, so take advantage of them!

This is the time to take some key steps towards growing your teams and increasing your income. In the meantime, we will continue to work hard to give you the service that you deserve, so you can build the business that you want.





Kleeneze®

Bulk Sales

No.	Distributor Name	Sales	No.	Distributor Name	Sales
1	Lynn Macdonald	2435252	51	Jill Corlett	100730
2	Nasko Ratchev	2435056	52	Eamon Lynch & Marie Ryan	100476
3	Gavin Scott & Bonnie Arapes	2407970	52	Andy Cooper & Carolyn Cooper	93870
4	Bob Webb	1172072	54	Trevor Mitchell	93627
5	Allan Moffat & Billie-Dee Moffat	1165933	55	Victor Brown & Una Brown	90443
6	Terry Carr	959100	56	Irene Wilson	88038
7	Rob Forster & Ray Aziz	958778	57	Steve Roper & Debbie Roper	85657
8	Freda Fenn & Heather Summers	887204	58	Peter Wellock & Myrna Wellock	84256
9	Margaret Moore & Carren Arscott	880813	59	Anthony Greeves	83764
10	Gillian Nicholson	873021	60	Carole Morris & Benny Morris	83073
11	Muriel Judson & Tony Judson	850799	61	Stephen Nell & Debra Nell	82394
12	Glyn Hobden & Elizabeth Hobden	745760	62	John Holden & Jenny Holden	79902
13	Chris Mason-Paull & Wendy Mason-Paull	723663	63	Chris Norton & Julia Norton	78389
14	Peter White & Jackie White	687095	64	Andrew Boswell & Sue Boswell	75845
15	John Hawkes & Jeanette Hawkes	619216	65	David Bibby & Rosie Bibby	74186
16	Sue Marshall & Bob Dalton	446848	66	Andrew Walkinshaw & Carolyn Walkinshaw	74137
17	Stephen Bourne & Anne Binks	423822	67	Stephen Smith & Dennis Chamberlain	73456
18	Mike Bibby & Amanda Bibby	400779	68	Olivera Toner & Justin Toner	72789
19	Gary Watson & Esther Watson	332185	69	Susan Darton & David Darton	72007
20	Margaret Japp & Roy Japp	309281	70	Glenn Royston & Caroline Royston	71399
21	Craig White & Magdalena White	272495	71	Ramon Laing & Sylvia Laing	70318
22	John Sharp & Steven Sharp	243508	72	Angela Campbell & Norman Campbell	69916
23	Hazel Stephen & John Noble Stephen	235800	73	Lauren Jackson & Peter Jackson	69790
24	Gordon Seldon & Judy Seldon	231012	74	Stephani Neville & Bill Neville	69715
25	Robert Gibbons	203716	75	Marcell Treanor & Joanne Treanor	69498
26	Melvyn Mortimer & Lucy Mortimer	190822	76	Deborah Dewar & Allan Dewar	69433
27	Andy Stephenson & Claire Stephenson	189449	77	Nuala McDonald & Ronan McDonald	68537
28	Claire Rea & Peter Rea	179695	78	Doug Roper & Sandra Roper	68390
29	Michael Day & Jean Day	165746	79	Gaynor Morgan	67538
30	Judy Jodrell	161060	80	Michelle Kennedy	66585
31	John McKie & Sarah McKie	160009	81	Rosina Pocock	64860
32	Stephen Geldard	152637	82	David Branch & Samantha Branch	64477
33	David Pemberton-Smith & Anne Pemberton-Smith	149183	83	Caroline Harris & Craig Cox	62918
34	Robert Higgins & Mary Higgins	148495	84	Alf Bell & Carol Bell	62630
35	Philip Warrington & Jean Warrington	140979	85	Richard Chantler & Clare Chantler	61818
36	Raymond Turnbull & Miriam Turnbull	134705	86	Christopher Brown & Louise Brown	61611
37	John Donaldson & Anne Donaldson	134133	87	Helen Allgood & Paul Allgood	61427
38	John Prosser & Christine Prosser	126412	88	Dave Horton & Susie Horton	61096
39	Sylvia Hood & Jack Hood	124196	89	Eve Branch & Norman Branch	58404
40	Geoff Webb & Fiona Webb	120990	90	Brian Harwood	58387
41	Michael John Pirie & Susan Pirie	116956	91	Stanley Stewart & Roy Stewart	58217
42	Sue Ferguson & Steve Ferguson	115682	92	Robert Grinev-Branch & Marianna Grinev-Branch	57602
43	Helen Lambert & Richard Woods	114665	93	Martin Gardner & Allison Butterworth	57006
44	Sue Burras & Geoffrey Burras	109177	94	Lindsay Gonsalves & Daniel Young	56723
45	Vie Robertson	106720	95	Jane Dunkerley & John Dunkerley	56240
46	Karen Young & Neil Young	102225	96	Abigail Colclough	55943
47	Heather O'Neil & James O'Neil	102074	97	Mike Gough & Dawn Gough	55823
48	Malcolm Ashmore	101813	98	Carol Simpson & Douglas Clark	54009
49	Adele De Caso & Jaime De Caso	101813	99	Eamonn Roe & Anne Roe	51640
50	Antonio Briffa & Katharine Briffa	101563	100	Sharon Bird & Andrew Bird	51631

