

I made over £1,000 in my first four weeks in Kleeneze!

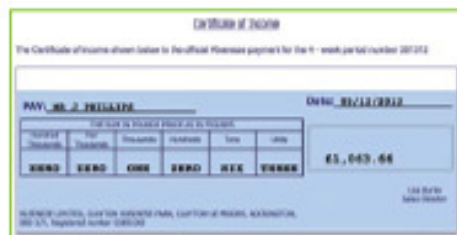
When Worcestershire-based John Phillips was made redundant from his job as an electronics technician in May of last year, he tried in vain to get another job. With a young family to support and rapidly diminishing savings, he was beginning to feel the pressure when he stumbled upon an advert for Kleeneze.



"I'd actually joined Kleeneze 16 years ago, but had quit after just 6 weeks," John told us. "This time around was different, though. I felt positive and motivated from the outset. When I'd first joined, I think I was really lacking in belief and knowledge, but above all else, I didn't have a strong enough reason why."

16 years on and John's reasons for putting his all into the business were strong. With three daughters, aged 11, 8 and 4, and Christmas rapidly approaching, he threw himself into building his business straight away.

"I remembered just how quick it is possible to make a profit in this business and that the size of the profit was in direct proportion to the amount of work that is put in. After seeing the Sales Plan, my eyes rapidly focused on the sight of the 18% target! I could see that a monthly income in excess of £1,200 could be achievable from 900 catalogues per week and gaining retail sales of over £1,000 per week. I immediately decided that my personal target was going to be £1,000 (15%), but I would still aim for the higher target of 18% to ensure I achieved my goal."



John wasted no time and as soon as he received his 250 catalogues, set about aiming for a daily target of 150 catalogues out per day with pick up the following day.

"By the end of my first 9 days, I was in a routine of daily drop and pick up, combined with order processing and product delivery. It was the end of Period 11, so it had been a great run up to the start of my first full Period and my mission to achieve a £1,000 income cheque! By then, I'd put out 1200 catalogues, retrieved 800 and gained a retail of £450. With a current average of around 50 pence gained per catalogue retrieved, it was clear that I'd need to step up a gear or two in order to stand a chance of achieving my goal.

"I increased, just slightly, the catalogues I was putting out. By the first week of Period 12 and after 10 full days in Kleeneze, I'd achieved Kleeneze's 30 Day Challenge and received 250 free catalogue packs. I put out 1100 books during week 2 and halfway through the Period, I was on schedule for my goal but I couldn't risk the next two weeks being consistent with the first. I was, however, struggling to keep on top of delivering the volume of products to my customers and so took a

couple of days out from catalogue dropping in order to get on top of it all. Nevertheless, week 3 saw similar retail of £800 from 900 catalogues dropped and at the start of week 4, I was in a strong position with another 250 packs bought for the final push."

By the end of his fourth full week, John was feeling confident that he had achieved his retail target of £3,400, giving him an income cheque of over £1,000.

"I checked and double-checked my retail figures to make sure and a few days later I received my cheque for £1,063.66! My initial start-up fee was £50 for 250 catalogues, I had bought an extra 600 for £250, received 250 for free and spent about £50 on fuel for my car. I had therefore still 'profited' in my first full period of the Kleeneze business around £700. This was £700 that I wouldn't have received whilst fruitlessly looking for a job, but instead was an immediate top-up of cash to enable my three daughters and family to have a Christmas that I could be proud of!

"This is just the beginning of my Kleeneze success story. You see, Kleeneze works if you just plan and make it work."