

AUGUST 2016

gano excel

SHARE



What is your Story?

SAY "Y.E.S.S." TO GOEXPO II

SELLING YOUR STORY


ACTUALIZE:
FEEL THE DIFFERENCE





Your Daily Ganoderma Fix!



 gano excel

As a business owner, we know you need to be in top form to continue growing your success. Gano Excel has been a leader in advanced natural Ganoderma supplements for over 20 years. Gano Excel is proud to provide you Ganoderma supplements that deliver all the benefits and convenience of a daily supplement, plus the purest and most powerful Ganoderma extract in the world. Feel the difference by adding Ganoderma to your daily routine, and don't forget to share your story with at least one person a day.



CEO MESSAGE



At Gano Excel, our products aren't just Ganoderma-enriched beverages, supplements and daily-care items... they are also each and every one of you! YOU are Gano Excel's most-valued product, and you sell Gano Excel through your personal stories and testimonials.

Testimonials play a key role in establishing trust in our products and our business model. Your testimonials show your prospects, and others listening to your story, that everything about this business works. Your personal stories let them know that it is possible to dream, and achieve those dreams!

Testimonials also play a large part in our everyday meetings and regional events. We ask our Affiliates to testify to the power of Gano Excel's Ganoderma-infused products, and to use their stories to validate our business model. Each and every one of you should have your own testimonial demonstrating the health and wealth benefits of Gano Excel. Your testimonial should SHARE your message and your journey. It should SHARE your transformation of who you were before Gano Excel, who you are now and what you aspire to be in the future.

Your testimonial or personal story is going to accelerate the success of your business, but for some of us, expressing that story to others can prove difficult. So join us at our GoExpo II event on September 24th, where we will focus on marketing YOU, and show you how your testimonial plays a large part in that process. Who knows, it might be you on stage at our next event sharing your Gano Excel testimony!

Sincerely,

Mr. Ooi Chin Aik,
Chief Executive Officer, Gano Excel | North America



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Mon - Fri: 9 a.m. - 6 p.m.
Sat: 10 a.m. - 3 p.m.

GanoExcel.us



Say **"Y.E.S.S."** to **GoExpo II**,
coming this **September!**

When you start your Gano Excel business, you begin your journey to success; and all it takes is one word: **"Y.E.S.S."** The more you say **"Y.E.S.S.,"** the more you will succeed!

At **GoExpo II**, we will be focusing on transformation and personal branding. Once you start your business, how do you maintain it? How do you develop both personally and professionally? Gano Excel is ready to answer these questions and more as we provide educational trainings and informational speeches revolving around **Y.E.S.S.**-Your Enriched Success System.

Y.E.S.S. is comprised of four modules designed to guide you through the entirety of your Gano Excel career. This event is a great opportunity to become familiar with each module-Engage, Expose, Evolve and Excel- and learn how to succeed in each, step by step. Our new and innovative trainings will teach you how to build a network, how to identify candidates, the importance of Napkin Presentations and Coffee Breaks, duplication and much more.

At **GoExpo II** we will also be showcasing the importance of testimonials and personal stories, as well as demonstrating how **YOU** are the product. Image and self-promotion are crucial in growing your Gano Excel business, so we have designed specific trainings focused on these very aspects. At Gano Excel, we are not just selling the products and our company, but we are also selling each other and ourselves.

We are also excited to announce that motivational speakers Alberto Vera and Rafael O'Farrill will be in attendance to share their stories and ideas with all of you.



***So come and join us
Saturday September 24th
at the Long Beach Hilton
from 10am-5pm!***

***This will be one event
you won't want to miss!***



Story Selling Easy as 1-2-3

The concept of “Story Selling” is quite simple—instead of relying solely on facts, placement and price to make a sale... you tell relatable stories that do the selling for you. These stories can vary from your personal story to a well-known story from history. The important thing to remember is that when you tell true stories about real people... decisions are based on emotion. When you connect on an emotional level, your chance to make a sale increases exponentially, and might turn a customer into your next motivated team member.

The following are three simple Story Selling Methods that can help you achieve your business goals:

1.

Your Personal Story – Consider telling your own personal story of triumph. Walk people step-by-step through a stressful problem you encountered and tell them how your Gano Excel business helped you achieve the result your prospects are looking for.

2.

Your Upline's Story – Telling someone else's story can be extremely persuasive and provide validation. Ask your Upline and you'll be surprised at how many great stories are out there—choose the ones that make you feel something, memorize them and start sharing.

3.

Our Founder's Story – If you have already started your Gano Excel business, this should be obvious. Mr. Leow has an amazing, passionate story that continues on today. This story should be a part of every conversation you have about your business.

You can choose one or a combination of all three Story Selling methods to help you grow your business. ***Simply tell emotional, honest and true stories... and watch your personal story get better and better!***



Primeros Pasos

We are excited to premiere Primeros Pasos, a live weekly training webcast for all Affiliates. Every Monday, our professionals will demonstrate the step-by-step process of building your business. Come be a part of our live studio audience at our location at 4981 N. Irwindale Ave. Suite 800, in Irwindale, CA, or tune in to our webcast at www.live.ganoexcel.us every Monday at 11:00 AM PST! We hope to interact with you soon!



August Super Saturday, On the Road

We are excited to announce our upcoming Super Saturday on August 20th in Fairfield, CA! The event will be held from 10:00 AM - 2:00 PM at the Courtyard Marriott, located at 1350 Holiday Lane, Fairfield, CA. Join us for a fun-filled day of training with special guest speakers Hipolita Gonzalez, Victor Lopez and Elsa O'Farrill. You won't want to miss it!



GoExpo II

GoExpo II is quickly approaching! Join us September 24th at the Long Beach Hilton, located at 701 W. Ocean Blvd., Long Beach, CA. This event will be packed with excellent training, great guest speakers and lots of demonstrations. Find more information about the event inside this issue!

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"We make a living by what we get, but we make a life by what we give."

– Winston Churchill



ACTUALIZE

In our company pillar, **Actualize: Feel the Difference**, we focus on our personal development and business training. Personal development stems from our story, the who, what, when, where and why of what brought us to Gano Excel in the first place. Everyone has a story, and in sharing that story with others, we can inspire business opportunities anywhere we go.

Sometimes our stories are obvious...but sometimes it is just a feeling that we have. A feeling of hope, of accomplishment, of success- just knowing that it is right. So how do we develop our story so we can express more than just a feeling? Well, we can start by answering the questions below:

1. Who?

Determine who has inspired your story. Maybe it was a family member or another Gano Excel Affiliate. Maybe it was simply you, looking to make a change because something wasn't working.

2. What?

Determine what specific event inspired you to make a change. Maybe it was stress from a current job, or not getting to spend more time with family. Maybe you or someone you know was sick, and you sought out the healthy benefits of Gano Excel's products.

3. When?

Determine when you made the decision to officially become part of the Gano Excel family. Maybe it was after you tried our delicious products, or attended one of our events. Maybe you were inspired after hearing someone else's story.

4. Where?

Determine where you started in this business, and where you want to go. What are your goals, long-term and short-term?

5. Why?

This is perhaps the most important question we ask of all of our Affiliates. What is your Why? The core of your story should include your reason for having a Gano Excel business. Why is this the best decision for you?

After asking yourself these five simple questions, you should be able to share your story with others. Remember that our stories are in constant development; so be sure to check in with these questions from time to time as your business grows.

*As your story develops and
becomes stronger, you will truly
Feel the Difference of success!*



COOL DOWN WITH A REFRESHING ROOIBOS TEA LEMONADE



There's no better way to stay cool and refreshed in the summer heat than with a chilled version of our popular GanoCafé Rooibos Tea. Experience the nutrient-rich, Ganoderma-infused tea like you haven't before. By adding lemonade to Rooibos Tea, you are sure to have a winning combo that will not only keep you cool and healthy, but also sweetly satisfied.

Nutritional Perks: Rooibos tea, or red tea, is an herbal treat brewed from Rooibos leaves. It is caffeine free, and has been proven to contain 50% more antioxidants than green tea. This allows for a delicious, full-flavored beverage that you can drink any time of day, without that inevitable caffeine crash. Rooibos also contains the anti-inflammatory Quercetin, which promotes good cholesterol and protects against heart disease.

NUTRITIONAL PERKS:

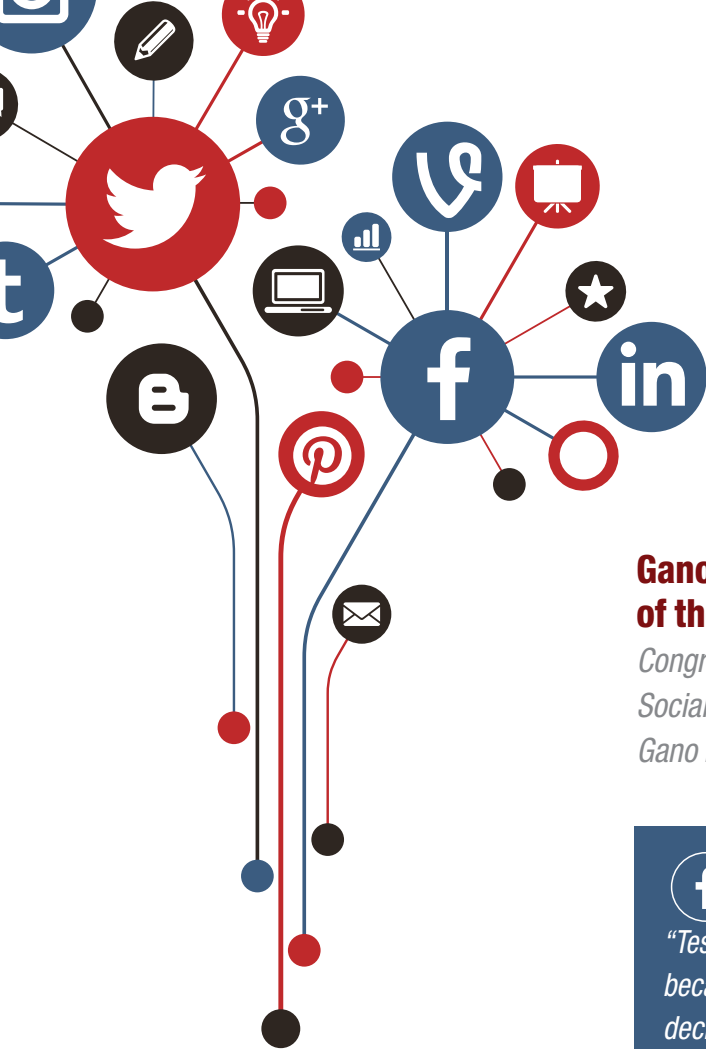
Lemons are an excellent source of Vitamin C and potassium, and are helpful in boosting your immune system. In addition to reducing inflammation and aiding digestion, lemons are also good for keeping your skin blemish-free and freshening your breath.

- | | |
|---|---------------------------------|
| 1 | sachet GanoCafé Rooibos Tea |
| 1 | cup of ice |
| 1 | cup of water |
| 1 | lemon |
| 1 | tablespoon of stevia (optional) |

Directions:

1. Mix 1 sachet of Rooibos Tea into 1 cup of hot water.
2. Cut lemon in half, and squeeze one half of lemon juice into cup.
3. Stir all three ingredients, and pour over ice.
4. Add 1 tablespoon of stevia for extra sweetener if desired.

This recipe works great for a cup of Rooibos Tea Lemonade for just yourself, or a pitcher to share with friends. Just multiply the recipe by the amount of people you are sharing with, and enjoy!



TIME TO SHARE

Gano Excel's Social Media Star of the Month: Leslie R. Hernandez!

Congratulations and thank you, Leslie, for using Social Media as an important tool to leverage your Gano Excel business!



Facebook: Leslie R Hernandez

*"Testimonial Tuesday! Don't miss it! Testimonies are powerful because it is the result of something different that someone decided to do to get different results
#ganomoney #ganoexcelusa #evolutionofcoffee #enriched
#ganodermaalucidum #destinedforgreatness"*

CUSTOMER SERVICE CORNER



Primeros Pasos

The CSR Department is very excited and proud to be a key part of Primeros

Pasos, a live, weekly training for all Affiliates. Primeros Pasos takes Affiliates step-by-step through the process of being a high performing professional with Gano Excel. Emilio, one of our key CSR Agents, will demonstrate different subjects including how to enroll, Binary placement, setting up AutoShip and navigating your Back Office like a PRO! In addition, Emilio will take questions from a live audience as well as from Affiliates who tune in through our Webcast! Join us, and allow us to help answer any questions you may have regarding your business!



Instagram: @socal_leslie24

*"Sharing #health and #wellness Things are going to be much different now, transforming myself into product of the product! #enrichedproducts
#lifestyle #active #longevity #ganoexcelnorthamerica
#ganoexcelusa #ganodermaalucidum"*

Do you want to be next month's Social Media Star?

Make sure to use #ganoexcelusa and #ganoexcelnorthamerica and tag us in all of your Facebook, Instagram and Twitter posts!

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HIPOLITA GONZALEZ AND VICTOR LOPEZ

DIAMOND



A Pair of Diamonds

Hipolita Gonzalez and Victor Lopez are a successful husband and wife team within Gano Excel. Executive Diamond Hipolita is from Guadalajara, Mexico and was recruited into the business by Royal Diamond, Ana Lorena Aguilar. In return, she recruited Victor who had been a Gano Excel consumer for 2 years, and has now reached Diamond status.

Hipolita and Victor currently run their business in Northern California and the Bay Area. They are busy hosting 1-on-1s and traveling all over to meet and prospect new customers and team members. They work hard to sell themselves, the product and the Gano Excel opportunity.

Hipolita fell in love with the business because she strongly believed in the coffee and other products, but Victor took some time to be convinced. Once he saw how successful Hipolita had become, he decided to quit his job and move from Florida to run his Gano Excel business full-time. He now holds trainings at the Vallejo office, in addition to setting up presentations in living rooms and constantly prospecting.

At Gano Excel's 20th Celebration in Malaysia, Hipolita was recognized as a top leader, and she was honored to carry the flag of her birth land, Mexico, in the Parade of Nations at the celebration. When asked to describe Hipolita, Victor says she is "humble, loves to help people, spontaneous, full of energy and just loves Gano Excel!"

Victor himself is a bundle of energy, and full of positivity. He understands that this opportunity requires hard work, dedication, discipline, time and reinvesting profits back into the business.

Hipolita and Victor have a goal to develop 12 Diamonds onto their team within 2 years so that people they truly love will have the life they dream of and deserve!



CELEDONIA MARTINEZ

SACRAMENTO, CA



Celedonia was born in Mexico, but she currently resides and works in Sacramento. She has been with Gano Excel for 5 years, and is currently working under the Diamond team of Hipolita Gonzalez and Victor Lopez. Celedonia enjoys working for Gano Excel because she believes in the products, and knows first-hand that they have helped her and her health. After sharing the products with family and friends, Celedonia began to realize the positive financial benefits that came along with the business. Her goal is to help as many people as possible, and she does that by committing to hosting Coffee breaks daily, with the intention of meeting 100 new people a day. Her hard work and dedication have paid off, and she has recently achieved the rank of Platinum.

"I'm dedicated to using prospecting, 1-on-1s and Coffee Breaks as ways of spreading and sharing the Gano Excel products and opportunity with as many people as I can, every single day of my life!"

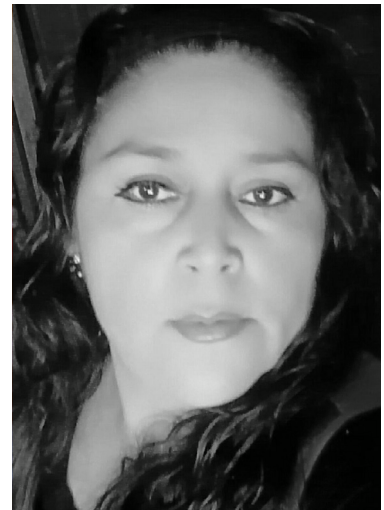
FAVIOLA RODRIGUEZ

DODGE CITY, KS



Faviola was born in Mexico, but she currently resides in and runs her business in Dodge City, KS under the team of Diamond Olga Loya. Though Faviola has only been with Gano Excel for a short time, she has become very successful in the business. Faviola chose Gano Excel because she fell in love with the products and was especially interested in increasing the health and well-being of others. What she loves most is sharing the products and business opportunity because it allows her to impact the lives of others, which she was not able to do before.

"My goal is to help as many people as possible by sharing the opportunity to earn and become financially stable. I also enjoy creating relationships with my customers and make them a part of my life!"



MARTINA JUAREZ

LONGMONT, CO



Martina was born in Mexico, but she currently resides and works in Longmont, Colorado under the team of Diamond Olga Loya. Martina has only been in the business for a short period of time, but she has worked hard and achieved the rank of Silver. Martina credits Gano Excel's products with helping her mother. Her mother was ill, in hospice care, and began to consume the products. Eventually her mother got better and was even able to leave hospice care. Martina has also enjoyed the products and how she feels after consuming them. Martina strongly believes in the health benefits of the products, and her main goal is to help as many people as possible.

"I truly believe that the key to success in this business is to be a product of the product. Believe in what you are doing, your cause; that is the most important thing."



LIVING UP TO OUR FULL POTENTIAL

RANK ADVANCEMENTS

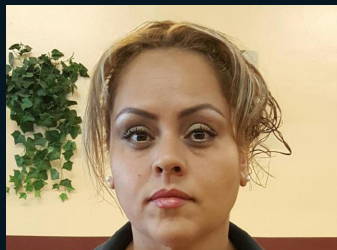
To Our Affiliates:

With Gano Excel, every week sees the completion of another cycle and another step towards continuing your story and accomplishing your "Why." You are learning the importance of utilizing the many tools you've been given, while getting the most out of events like OPEN, Super Saturdays and Regional Events. You are surrounding yourself with knowledgeable and positive people. You are unafraid of the future because of the security you feel having taken charge of your life.

Make note of your successes. It's important to see the progress of achieving your goals. It fuels a sense of happiness and makes life so much more enjoyable. You can feel confident in sharing your story to encourage others. You're doing great – so keep going!

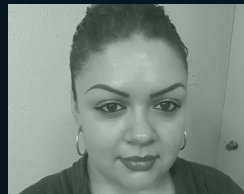
Congratulations to those who have reached a new rank!

GOLD



Lorena Llamas Gutierrez
Rank: Gold

SILVER



Julia Juarez
Rank: Silver



Genoveva Chaides
Rank: Silver



Humberto Renovato
Rank: Silver



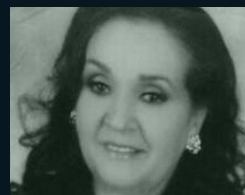
Luis E Sanchez
Rank: Silver



Maria Cisneros
Rank: Silver



Maria G Godina
Rank: Silver



Maximina Campos De
Molina, Rank: Silver

