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MAY 2016



**YOUR ENRICHED
SUCCESS SYSTEM**

**RACE TO MADRID
PROMOTION**

**POWER OF
PRODUCT SAMPLING**

A Monthly Publication

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Sat: 10:00am - 3:00pm

GanoExcel.us



Fast Start Momentum Let Gano Excel Take You There

From day one at Gano Excel we equip you with all the business resources essential for early success so you can hit the ground running and build momentum for a strong year. With this in mind we developed our new Y.E.S.S. model—Your Enriched Success System, a fully duplicatable business system that will get you where you need to go, now.

Fast Start Your Success with our targeted training modules: *Engage*, *Expose*, *Evolve*, and *Excel*. These simple, fun and rewarding modules guide you every step of the way—from making the best first impression among your hot, warm and cold markets to networking, prospecting and presenting like a pro.

For those just joining the Gano Excel Affiliate network, Fast Start is the quickest way to achieve business success. Identify and lead with your 'Why'—the passion that drives your business. Learn early on how to maximize your reach and impact by leveraging the Gano Excel story and highlighting product benefits when interfacing with potential customers and business partners.

Soon you will understand all the working parts of being in business for yourself. You'll become a product of the product. You'll grow professionally by participating in live and virtual events designed to educate, empower and drive you to action. You'll set a solid foundation for a business with the potential to help you achieve your personal and professional goals.

Whether you are new to the business or a seasoned professional, the key to your repeat success is duplication. And the more expediently you can move through our new and improved Fast Start, the more widespread your Affiliate network and the more adept you become at leading your team.

Onward.

A large, dark-hulled steamship with multiple funnels is docked at night. The ship is illuminated by its own lights and some external lights, creating a dramatic scene. The background is dark, with some light reflecting off the water.

eevolution

A MONUMENTAL EVENT

JUNE 18

QUEEN MARY
6:00 PM - 10:00 PM

THE NEXT EVOLUTION OF GANO EXCEL

CONNECT, GROW, THRIVE AT GANO EXCEL'S EVOLUTION EVENT

BEYOND THE BOUNDARIES OF YOUR BUSINESS

Join us for powerful speakers, live entertainment and major announcements aboard Southern California's jewel attraction:

The Queen Mary in Long Beach, California
1126 Queens Highway | Long Beach
Saturday, June 18, 2016 | 6 P.M.-10 P.M.

From the very beginning our mission has been *to bring health and wealth to every family*. We've seen that mission impact thousands of Affiliates and their customers across the globe on a daily basis. Now we've come to a crucial crossroads where we move into the next wave of Gano Excel—a future that will thrill and delight you at every turn.

Evolution is a multimedia, interactive event 20 years in the making. We're revealing something big—and it will dramatically change the face of your business, supercharging your production like never before. Connect, grow and thrive in ways you never thought possible... until now.

We've spent an entire year carefully strategizing, planning and creating pivotal resources designed to propel your business. Soon

you'll have innovative tools, training and technology at your fingertips. If you were waiting for a sign to aim higher, promote harder or deepen your reach, this is it. You will walk away energized and empowered to take your Gano Excel business to the next level.

Renew your vision for personal and professional success. Reconnect with friends and colleagues aboard the luxurious Queen Mary in Long Beach as you absorb inspiring messages from industry leaders and learn how our new improvements will bolster your business.

Evolution draws from our proven systems and looks toward the future as we continue to innovate and bring you exciting resources and tools to help you advance in your career. Listen, be inspired and connect with Gano Excel's leaders for an event designed to fulfill our promise of enhanced wellness, abundant prosperity and progress.

Purchase tickets now from your Upline or via the Back Office

\$50 — pre-sale from April 4 to May 18

\$65 — from May 19 to June 17

\$75 — at the door

RACE TO MADRID

RACE TO MADRID PROMO UPDATE

SPAIN IS CALLING. HOW WILL YOU RESPOND?

Gano Excel is sending you to Madrid, Spain this summer for the vacation experience of a lifetime. In April we debuted our newest promotion, Race to Madrid. Within just days of the announcement we captured high interest among Affiliate leaders and teams.

Leaders across the country are now rallying teams to strategize and compete for a luxury trip to Madrid with cash prizes available along the way. Already many Affiliates are working toward completing the first set of Challenges to earn trip miles, with a goal of earning a total of 5,826 miles by July 3—the distance between Los Angeles and Madrid.

Ready to start earning miles? Just visit www.madrid.ganoexcel.us for complete details and promotion guidelines. Alternatively you can attend a presentation at any of our local Opportunity Centers and get all your questions answered. Or tune in to our livestream channel at www.live.ganoexcel.us on Thursdays at 7:30 p.m for more information.

Please contact us at support@ganoexcel.us with any additional questions or needs.

Learn more about this promotion at madrid.ganoexcel.us.

¡Buena suerte y hasta España!





GANO EXCEL HIGHLIGHT: THE POWER OF PRODUCT SAMPLING

TOP 3 REASONS WHY PRODUCT SAMPLING IS A BEST PRACTICE FOR BUSINESS OWNERS



Product sampling is one of the cornerstones of our business at Gano Excel. It's the way we cement a prospective customer or business partner's belief in not only the health and wellness benefits of our products, but great taste as well. When product sampling is done right, it can

make the difference between a one-time casual cup of coffee and a customer for life. Here are three reasons to try product sampling at your next Coffee Break.

1. Generates Interest

The best thing you can do to create buzz around our delicious products is to sample, sample, sample. From our velvety smooth GanoCafé 3-in-1 with a touch of sweetness, to our vitamin packed Gano C'real with Spirulina, there are seemingly endless combinations of products you can offer to potential customers interested in pairing great taste with nutrition. Our Evolution Pack, for example, offers customers one of each of our six enriched beverages in individually packaged sachets. Let the products do the talking. You might suggest our GanoCafé Classic instant black coffee to the busy commuter or our exotic, fragrant GanoCafé Red Rooibos Tea to those seeking a reprieve from stress. Our range of daily use products is so versatile, there's something for everyone, from every walk of life.

2. Establishes Trust

People buy from people they know, like and trust and Gano Excel products are no different. Our industry is founded on relationship building. You must initiate that relationship by providing prospective customers with a simple value proposition: we provide nutrient rich and satisfying daily use products and help power more than 2 billion cups of coffee consumed daily around the world. Now that's a powerful statement. The more you can position yourself as a resource and offer tasty samples that people fall in love with, the greater trust you will build with your customers.

3. Creates Brand Awareness

There are many ways to create brand awareness. Maybe you've developed your own personal marketing calendar that guides your social media posts and Coffee Break invites. While marketing is a necessary part of running a healthy business, product sampling is really where the rubber meets the road. It's your chance to shine and get our delicious and beneficial products in the hands of eager consumers—and potential business partners.

Product sampling represents an exciting first contact with potential lifelong customers provided you know your stuff, are fully stocked and lead with passion. It can be the easiest conversation you have all day and even result in lasting friendships. Whether you're new to Gano Excel or a seasoned pro, product sampling is a simple, effective practice you can incorporate into your day-to-day and see results as soon as tomorrow.



LEADERSHIP SPOTLIGHT: ROSY LICON

Diamond Rosy Licon is the matriarch of a family whose roots run deep with Gano Excel. Rosy emigrated from Aguascalientes, Mexico nearly 25 years ago and has made a name for herself in the United States. In 2009 she joined the company and immediately immersed herself in Gano Excel's rich history and research.

"I sampled all the products and fell in love with everything—from our Classic instant black coffee and Hazelnut variety to our Red Rooibos Tea and Ganoderma supplements," says Rosy, adding, "What I love most is not only the variety of great tasting products, but also the many health benefits Ganoderma lucidum offers."

Rosy leverages those benefits during Coffee Breaks and Weekly Open meetings. With more than 200 phytonutrients and over 150 antioxidants, the centuries old reishi, or lingzhi mushroom holds ground with top superfoods like goji berries, spirulina and more.

"The most attractive aspect of this business is that it appeals to people from all walks of life. Almost everyone I approach drinks coffee, and so there are many opportunities to gain customers and business partners," says Rosy.

But Rosy's success is the result of years of discipline and duplication.

"I host Coffee Breaks five days a week and typically invite 10 people. Out of that group, five will attend and I walk away with new customers and team members every time," she says.

Team building is a major part of Rosy's business. Over 1 million people make up her Affiliate network across the U.S. and Mexico. It's a family affair. Rosy's husband, children and extended family are all involved in Gano Excel.

"My team supports one another in everything we do—from hosting Coffee Breaks to participating in regional events like GoExpo. I especially love coming together at our events to socialize with my friends and colleagues, learn from leaders and get motivated."

Rosy's goals for herself and her team will see her achieve Executive Diamond rank in the next six months and support team members who are positioned to achieve Diamond.

"I love Gano Excel because it's a company with a business model that supports early success, no matter your professional background. With Gano Excel, anything is possible. All you have to do is decide on success and then resolve to go after it," says Rosy.

"I host Coffee Breaks five days a week and typically invite 10 people. Out of that group, five will attend and I walk away with new customers and team members every time,"



EMERGING LEADER: ERIKA SANDOVAL

It all started with a Coffee Break four years ago. While it's not uncommon that new Affiliates emerge out of Coffee Breaks, there was something special about Erika Sandoval.

"I was immediately interested in the business opportunity," says Erika. "I tasted the products and instantly knew this was the right business for me. Coffee is the universal feel-good beverage and our Ganoderma lucidum enriched products bring added health benefits."

Erika wasted no time getting started. The Gano Excel compensation plan was a major motivator for Erika as she worked hard to move through each rank. Now she's eyeing Diamond and plans to reach this milestone by our *Evolution* event in June.

"My team's success is also very important to me," says Erika, adding, "The Race to Madrid is my focus right now—and I want my whole team to be on that plane to Spain this summer. One year from now I want to have a fleet of Diamonds working with me and growing their own businesses."

Engaged and disciplined, Erika expertly leads her team through challenges and celebrates even the smallest victories.

"We encourage one another," says Erika. "Whether it's making phone calls and scheduling Coffee Breaks or coaching one another on how to overcome objections, my team is very supportive."

Erika and her team not only rely on one another, but on the tools, resources and training the company provides. She is well equipped to move into the next phase of growth in her business. For Erika, success comes down to three core elements—motivation, action and focus.



"We encourage one another," says Erika. "Whether it's making phone calls and scheduling Coffee Breaks or coaching one another on how to overcome objections, my team is very supportive."



LIVING UP TO OUR FULL POTENTIAL

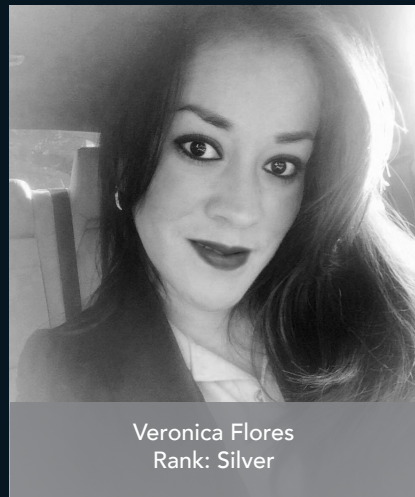
RANK ADVANCEMENTS

You network while waiting in line at the grocery store, schedule multiple Coffee Breaks each week and make dozens of personal calls to ensure your customers and Affiliates are plugged into the Gano Excel community. Each day it feels as though you're moving mountains. But the difference between where others falter and your business succeeds is that you get up every morning and push yourself to do better than the previous day.

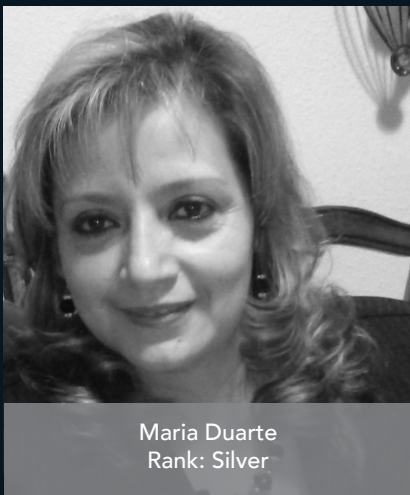
This is what Gano Excel Affiliates are made of—true grit and resilience. And now you've accomplished a major professional goal as a result of your hard work and dedication—rank advancement. We'd like to extend our congratulations to the following affiliates who achieved Silver in April.

We look forward to seeing you continue to flourish in your business.

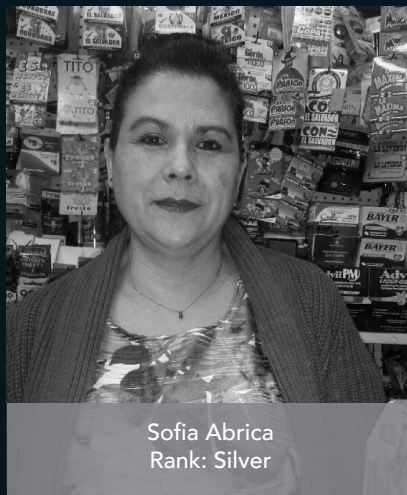
SILVER



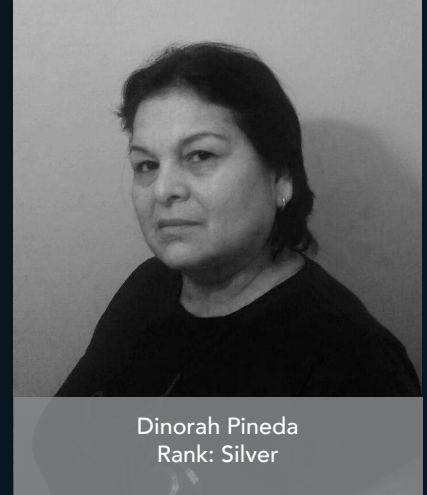
Veronica Flores
Rank: Silver



Maria Duarte
Rank: Silver



Sofia Abrica
Rank: Silver



Dinorah Pineda
Rank: Silver