

Morinda Honors

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37-year industry expert joins Morinda's ranks

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Dennis Estes is one of Morinda's newest U.S.-based IPCs. Dennis has been involved with direct to consumer sales for 37+ years and comes to the table with a full gamut of experience and leadership prowess.

From his early beginnings in law enforcement, and owning and operating several small businesses, Dennis has created a lifestyle of integrity and personal development. He has practiced martial arts since 1959 and has been President of the American Judo and Jujitsu Federation. He is a professor of Danzan Ryu Jujitsu and holds the rank of 8th degree black belt. The discipline that Dennis has in the world of martial arts is the same that he brings into the boardroom and field trainings. The tenets of Dennis' core motivations are exactly in line with those of Morinda: bringing balance in life through improved physical health and material wealth to help people find and support their why.





Dennis believes that finding your why is central to unlocking your true potential. Someone who knows their why, and knows how to achieve it, is someone that is going to make things happen. Dennis explains that fundamentally, the why is never really money, but what you would do if you had the means. For Dennis, his why is his family. He used to have little to no time to spend with his children. He knew that having time with his family meant that he needed to be in control of his life. He was looking for freedom from the daily stresses of life that kept him away from what he valued most.

As Dennis searched for something that would lead him to the freedom he desired, he ended up joining his first company as a favor to a family friend but had no idea how it would impact his life. He found that the skills and moral fortitude that he had developed throughout his career as a police officer and entrepreneur had prepared him to become his own boss and a great mentor to so many in the field. He is now one of the industry's most productive and influential leaders because he lives what he teaches. He recognizes what people need to succeed and wants to help them achieve their goals.

Through the years in direct to consumer sales, Dennis has not only achieved his ultimate goal of complete freedom, financially and physically, he has led a revolution and helped so many people achieve the same. He is able to earn what he is worth every day, without limit, and focus on his why: setting his own schedule so he can spend time with his family.

With 37+ years of experience in direct to consumer sales, Dennis understands how things work in this industry. While working with different companies through the years,

he has learned what essential characteristics companies need for him to work with them. He has compiled these characteristics into four basic criteria.

1. An established company that's been around for 10+ years, with the infrastructure to become a legacy company.
2. The founders of the company must have heart, compassion, and a vision for the future.
3. The opportunity needs to be good for both the non-experienced IPC and the seasoned veteran.
4. There must be a product at the foundation that could change people's lives.

Dennis has found that his criteria are completely aligned with Morinda and our own values. We are excited about the unique leadership strategies that Dennis brings to the table. Not only does he love to train his own organizations, but he also wants to share his experiences with everyone he meets. Dennis considers himself an intrapreneur, not just an entrepreneur. This means that his entrepreneurship thrives within a large organization that integrates both the autonomy of being your own boss and learning and growing with others.

Dennis is joining the ranks of some of the world's finest leadership here at Morinda. Our IPC leaders have forged the way for so many to find better health, better appearance, and financial freedom. We know that our culture of learning, sharing, and growing together will create a dynamic synergy that will help us continue to fill in those white spaces and share the blessings of Tahitian Noni with all the world.

A FARMER'S WIFE UNLOCKS THE KEY TO SUCCESS WITH NONI + COLLAGEN

Morinda's robust healthy product offerings allow IPCs many different ways to build a successful business. Heidi Schlatter (pictured here, furthest right) spoke with us about what she has done and the encouragement she has for others trying to build an income stream using Noni + Collagen.



Heidi Schlatter has found Morinda success in Switzerland. Before finding Morinda, she and her husband raised beef on their cattle farm. She recently found herself at Leadership Circle in exotic Hawaii. You see, this wife of a farmer has transformed into one of Morinda's leaders. Heidi and her husband developed a solid organization, then found a significant increase in business with the Noni + Collagen limited time offer.

Heidi and her husband began using Noni + Collagen for themselves and they loved it! When they saw what it did for them, Heidi knew that this product had to be shared. They used LTO packs of Noni + Collagen to sell 200 30-day supplies of Noni + Collagen to a wide range of customers from different

backgrounds and age groups. She reports that every single person who used Noni + Collagen reported that they had additional power, and that the support it provides to power, mobility, and fitness will keep people purchasing this product for a long time to come. She recommends that "if you, as an IPC, are looking for new Noni + Collagen customers, then start looking at people and you will see exactly how Noni + Collagen can help them." Maybe those around you need healthier hair and nails, or more natural energy. Maybe they would like to boost their skin's elasticity and strength. If you look, you will see what they need.

If you want to watch Heidi, in Hawaii, telling her own story, [click here](#).

IPC FINDS THE ENERGY TO BUILD HER BUSINESS A SECOND TIME

IPCs around the world build their businesses on their own terms. They represent a huge range of cultures, ages and life experiences, but each of them finds that Morinda holds a unique opportunity for them. Japan recently held a local event where they recognized several IPCs for achieving success. Here is the story shared by Saori Toyoyama, one of the distributors they recognized.



"I had an old colleague from when I was managed a shop that sold kimonos. That colleague introduced me to Tahitian Noni Juice. It wasn't the health benefits that initially captured my heart. My colleague showed me photos from places she visited and seeing those foreign countries really made me excited about the opportunity. She looked so happy and energetic in these photos from her business life. I wished I could be like that.

"I started, and attended a lot of business seminars. I had momentum and advanced to

Jade more quickly than I thought. I still had another job, and it started to demand more time. I lost some customers and business declined. I just hit a ceiling. At that time, I took maternity leave from my fulltime job. I found myself refreshed and restarted my Morinda business. I've begun to see the real power of this product and business. My leaders have encouraged me by saying, '... your readiness to face a challenge and take action matter the most.' I have focused on TeMana and Noni + Collagen. As a result, I have now advanced to Jade Elite. I am so grateful for each member of my team."

Noni + Collagen is for everyone

TeMana Noni + Collagen is the only collagen product that features noni! It has been specifically designed to ensure that each ingredient works in concert with the others to maximize their potential and enhance the collagen. This is synergy in action and there are product testimonials flowing in from around the world. Here are two such stories.



Cedric Payne said that Noni + Collagen has provided him great support in several different areas. He was interested to discover that collagen supports various tissues throughout the body and said that after starting to take Noni + Collagen, "my hair feels healthier, my skin looks and feels healthier...my face seems to have taken on a healthier appearance (a couple of my yoga students mentioned that)."

Cedric added that Noni + Collagen is supporting his whole body. He finished by saying, "My main reason for giving Noni + Collagen a try was because I have been aware of the benefits of collagen to the whole body, and knowing how excellent all noni-based products have been for me, I thought it would be good to try. . . . Noni + Collagen has met my expectations. GREAT WORK."



Tom Keough reports that he has been drinking Tahitian Noni Juice for 20 years and states unequivocally, "I know it's been the best investment for my body." When he heard about Noni + Collagen, he was excited and had to try the product. Here's what he said: "I noticed a huge leap in my energy levels and wellbeing. . . . In the last two weeks, I have had the urge to get back out on the road and have run 10ks every morning. . . . I am now in my 60s, drinking this product every day has to be doing an amazing job internally."

Focusing on the Sponsoring System

The Sponsoring System was announced at Leadership Circle 2019 as a great tool to provide meaningful product experiences to customers while recruiting business partners. This system includes three challenge packs: 14 Days to Beautiful Skin, 30 Days to Healthy Skin, and Miss Tahiti Makeover. Here's one IPC's report on how she feels about using this system to build her business.



Japanese IPC Chie Takashima is ecstatic about the sponsoring system running from February to July of this year. She said, "I felt a sense of great opportunity and need for speed while listening to Brent Willis, and again when seeing Fox News featuring Brent-san. I love the idea of the \$75 Challenge Bonus that comes with the sponsoring system. . . . I am now focused on the TeMana Noni + Collagen 30 Days to Healthy Skin pack. To build, I am first reviewing my list of priorities. Then, I'm encouraging my team to do the same. If we will just focus on our targets, the speed of our business increases. . . . and taking advantage of social networks is one way to speed up whatever we're focusing on in our business."