

#1 Distributors in the world

of Success

# Reaching the Pinnacle

John and Susan Peterson took center stage at the President's Summit in Los Angeles this past March when they were named the number one Distributors in the world, along with Tae Ho Kim and Hyun Mo Koo from Korea. Not only were the Chairman's Club members awarded a \$1 million bonus, they also received a standing ovation from thousands of their peers.

The Petersons' enduring success speaks volumes about their commitment to personal excellence. Over the last 18 years, the couple has built one of the largest Herbalife organizations in the world, with a downline of nearly 250,000 people in 51 countries—a sign that hard work pays off! That's one of the reasons why they have been the number one Distributors in the world for five years in a row.

## A step-by-step plan

So how did they do it? The Petersons have achieved success by simply following the steps laid out in the Herbalife marketing plan. That, combined with their commitment to establish a strong support network among their downline, has led the couple to create a tight-knit community that sees virtually no limit to their potential success.

"It doesn't matter how fast you get new customers and Distributors, or how good you are at increasing the number of people you add to your organization," says John. "What matters is what you do with these people after they sign up as Distributors."

## Going hi-tech

When the Petersons started their business, they relied on newspaper ads and flyers, but since the inception of the Internet, they have turned their focus toward the Web. The couple has developed a web site that assists them in developing their Herbalife business and a password-protected business-center web site for their downline.

"One of the things we realized early on is that we had to figure out how the Internet could serve us best, not just in terms of recruiting new Distributors and customers," says Susan. "We had to figure out how the Internet could serve us instead of us serving it."

The Internet is one of the many tools you can use to build your business.

"This is what has worked best for us, but it is not the only answer," says John. "There are many ways



to conduct a successful business, everyone needs to find what works best for them. That's one of the things that attracted us to Herbalife in the first place. There are so many ways to excel. Find what fits your personality and comfort level and stick with it."

## Staying connected

While the Petersons use the Internet as a business tool, the couple also connects with people by phone. Each Wednesday, they take part in a strategic-planning conference call with members of their downline who are Global Expansion Team level or above.

## Still motivated and inspired

After all these years, the Petersons are still excited about their Herbalife business. They see the wellness industry as a burgeoning field with extremely high potential for growth, but they attribute much of their motivation to their love of the products, and their commitment to attending as many Herbalife-sponsored events as possible.

"It's hard not to be enthusiastic after attending a company event," says Susan. "You come home feeling very excited." With that said, the Petersons are extremely energized about the future of Herbalife and their continued contribution to the company's success.\*

\*The income testimonials presented are applicable to the individuals depicted and are not a guarantee of your income nor are they typical.