

A cartoon illustration of a man with a wide smile, waving his right hand. He has short dark hair and is looking towards the center of the page.

**HOW TO**

*BUILD YOUR  
BUSINESS AT*

**ZERO  
NET COST!**

*ONLY AT.....*

**GANO EXCEL!**





# RRRRRING!!

*It's the last day of the month. You've been so busy that you forgot about maintaining your monthly personal sales volume requirement (PV). You quickly check your PV on your personalized Gano Excel website. When you log on, you see that you have only 20 PV (those 2 boxes of Gano Café 3-in-1 you bought 3 weeks ago). You're determined to get your Monthly Commission. What should you do? WHAT SHOULD YOU DO??? I know... call the Company!*

HELLO,  
GANO EXCEL? THIS IS JOHN SMITH. IT'S THE LAST DAY OF THE MONTH AND I NEED TO MAKE SURE I AM QUALIFIED FOR MY MONTHLY COMMISSION. I NEED YOUR HELP. WHAT SHOULD I DO?



HI,  
MR. SMITH. THIS IS CINDY. I SEE THAT YOU ORDERED A STARTER KIT AND SOME PRODUCT LAST MONTH AND ARE A BRONZE AFFILIATE. CAN I SUGGEST ORDERING AN EXECUTIVE SUCCESS PACK (ESP)? THE ESP HAS A VALUE OF 200 PV, SO YOU QUALIFY FOR YOUR MONTHLY COMMISSION AND YOU QUALIFY TO RECEIVE WEEKLY BONUSES ALL NEXT MONTH ... PLUS ADVANCE TO SILVER.



BUT  
CINDY, I THOUGHT I ONLY NEEDED 100 PV FOR MY MONTHLY COMMISSION. WHY SHOULD I ORDER AN ESP? WHAT IS THE ADVANTAGE OF ADVANCING TO SILVER? AND WHAT IS THIS WEEKLY BONUS?



THOSE  
ARE GOOD QUESTIONS, MR. SMITH. YOU'RE RIGHT ABOUT THE 100 PV. BUT IF YOU WANT TO BE ABLE TO MAXIMIZE YOUR EARNING POTENTIAL FROM THE GANO EXCEL UNIFLEX™ COMPENSATION PLAN, YOU SHOULD SERIOUSLY CONSIDER THE ESP. ORDERING AN ESP GUARANTEES YOU THE 100 PV NEEDED TO QUALIFY FOR MONTHLY COMMISSIONS AND YOU GET A VARIETY OF PRODUCTS TO HELP YOU BUILD YOUR BUSINESS. YOU'LL START EARNING 2 LEVELS AS A SILVER AFFILIATE AS LONG AS YOU CONTINUE ORDERING 100 PV EACH MONTH. PLUS, YOU CAN MAKE UP TO 100% PROFIT IF YOU SELL THE PRODUCTS AT THE SUGGESTED RETAIL PRICE (SRP). I CAN CHARGE YOUR ESP TO THE ACCOUNT WE HAVE ON FILE. LET ME VERIFY YOUR INFORMATION . . .



MR. SMITH ANXIOUSLY AWAITES AND RECEIVES HIS ESP IN LESS THAN ONE WEEK. MR. SMITH IS QUALIFIED FOR HIS MONTHLY COMMISSION (AS SILVER INSTEAD OF BRONZE) AND QUALIFIES TO RECEIVE WEEKLY BONUSES HE MIGHT EARN NEXT MONTH. MR. SMITH IS SMILING.

THEN MR. SMITH STARTED THINKING ABOUT WHAT JUST HAPPENED. HE STILL HAD TO TAKE CARE OF HIS MONTHLY BILLS - CAR PAYMENT, HOUSE PAYMENT, TELEPHONE, GAS AND ELECTRIC - ALL TOTALING \$275. HE NEEDED THAT \$299<sup>00</sup> BACK. SO MR. SMITH MADE A CALL TO HIS SPONSOR, CARL JONES.





**IDEA!**

CARL.  
I WAS THINKING ABOUT THIS ESP I BOUGHT. I NEED THAT MONEY TO TAKE CARE OF MY BILLS. I WAS REALLY EXCITED ABOUT QUALIFYING FOR COMMISSIONS, BUT I THINK MY WIFE IS GOING TO KILL ME NOW FOR OVERSPENDING. WHAT SHOULD I DO?



JOHN  
... YOU MEAN YOU HAVEN'T HEARD OF THE PASS-THROUGH SYSTEM? USING THE PASS-THROUGH SYSTEM, YOU NOW HAVE THE ABILITY TO RE-COUP THE \$299.<sup>99</sup> FOR THE ESP JUST PURCHASED AS PART OF YOUR ROLLING INVENTORY. AS LONG AS YOU HAVEN'T OPENED THE ESP, YOU CAN PASS IT ALONG TO A NEW TEAM MEMBER AT YOUR COST AND QUALIFY THEM TO BE PAID AS SILVER THAT MONTH. ALL THEY HAVE TO DO IS OPEN THE ESP AND SUBMIT, EITHER BY TELEPHONE OR ONLINE, THE INDEPENDENT GANO EXCEL AFFILIATE APPLICATION AND THE ENROLLMENT CERTIFICATE CONTROL NUMBER AS FORM OF PAYMENT. YOUR NEW AFFILIATE WILL BECOME ELIGIBLE TO RECEIVE WEEKLY BONUSES AND EARN MONTHLY COMMISSIONS RIGHT AWAY ON SALES GENERATED DURING THEIR ENROLLMENT MONTH. DESIGNED SO NOBODY LOSES, THIS PRACTICAL SYSTEM IS AN INDUSTRY FIRST!



MR. SMITH WAS REALLY SMILING NOW. HE MADE SOME PHONE CALLS, TALKED WITH PEOPLE, ROLLED UP HIS SLEEVES AND WENT TO WORK FINDING A NEW AFFILIATE TO BUILD USING AN ESP. HE FOUND MR. JACKSON, WHO WAS VERY EXCITED ABOUT JOINING GANO EXCEL AND WAS KEEN TO TAKE ACTION. MR. SMITH SOLD MR. JACKSON THE ESP FROM HIS ROLLING INVENTORY FOR \$299.<sup>99</sup>.



MR. SMITH HELPED MR. JACKSON UNDERSTAND HOW TO SUBMIT THE INDEPENDENT GANO EXCEL AFFILIATE APPLICATION AND ENROLLMENT CERTIFICATE. THEN MR. JACKSON WENT TO THE OFFICIAL PERSONAL GANO EXCEL WEBSITE OF MR. SMITH, CLICKED ON THE ENROLL BUTTON, FOLLOWED THE STEPS TO ENROLL AS AN INDEPENDENT GANO EXCEL AFFILIATE AND STARTED HIS GANO EXCEL BUSINESS. ALTERNATIVELY, MR. JACKSON COULD HAVE CALLED GANO EXCEL CUSTOMER SERVICE TO ENROLL.



SO WHAT HAPPENED TO MR. SMITH? BESIDES GETTING BACK THE MONEY HE PAID FOR HIS ORIGINAL ESP, MR. SMITH QUALIFIED TO RECEIVE HIS MONTHLY COMMISSION. HE FURTHER QUALIFIED TO START EARNING WEEKLY BONUSES THE FOLLOWING MONTH. AND SINCE MR. SMITH RECOUPED HIS \$299.<sup>99</sup>, THE FAMILY BILLS WERE PAID ON TIME (MAKING MRS. SMITH VERY HAPPY).

NOT ONLY DID MR. SMITH START USING THIS SIMPLE PROCESS TO BUILD HIS TEAM AT "ZERO NET COST", HE ALSO TAUGHT IT TO MR. JACKSON. ADDITIONALLY, MR. SMITH STARTED EARNING 15% COMMISSION FROM THE SECOND LEVEL SALES VOLUME GENERATED BY MR. JACKSON'S NEW TEAM MEMBERS. MR. JACKSON'S TEAM ALSO GREW QUICKLY BY DUPLICATING WHAT HE LEARNED.

**ZERO NET COST TO YOU... ZILCH... NADA!**

NOW HERE'S THE BEST PART: FOLLOWING HIS EXPERIENCE, MR. SMITH PLACED AN ESP ON A RECURRING MONTHLY ORDER (AUTOSHIP) AS PART OF HIS ROLLING INVENTORY. WITH HIS MINIMUM 100 PV PURCHASE COVERED EACH MONTH, HE ALWAYS HAS 1 ESP READY SO HIS NEW AFFILIATES CAN BUILD WITHOUT DELAY. AS LONG AS MR. SMITH MAINTAINS HIS AUTOSHIP, HE WILL ALWAYS BE QUALIFIED FOR MONTHLY COMMISSIONS AND WEEKLY BONUSES.

**YOU can do this as well. Place an ESP on AutoShip. Not only will you qualify for your Monthly Commissions and Weekly Bonuses, you will have an extra package handy for your new Affiliate to buy directly from YOU for \$299.<sup>99</sup>, so they can get started immediately. Your net cost of that box is \$0.**



These calculations are based on actual US dollar amounts authorized for payment. Calculations assume success in sales of rolling inventory as indicated. The above projections are hypotheticals offered to show how the compensation works and are not earning representations or guarantees. Individual results may vary commensurate with the time, effort and success involved. Gano Excel does not guarantee that an individual who signs up as an Independent Gano Excel Affiliate will earn the incomes projected above. See Gano Excel Uniflex™ Compensation Plan for more details.

## DEAR GANO EXCEL™ BUSINESS BUILDER,

DO YOU WANT TO DEVELOP A SUBSTANTIAL PART-TIME OR FULL-TIME INCOME? ASSUMING YOU ARE SERIOUS ABOUT YOUR FUTURE AND WANT TO SUCCEED IN THIS BUSINESS LET ME SHARE A COUPLE OF FUNDAMENTAL TRUTHS:

FIRST FUNDAMENTAL TRUTH - MONEY IN OUR BUSINESS COMES FROM FINDING CUSTOMERS OR ENROLLING AFFILIATES WHO FIND CUSTOMERS.

SECOND FUNDAMENTAL TRUTH - IF YOU HAVE A GREAT PRODUCT, YOU HAVE A GREAT BUSINESS OPPORTUNITY. IN OUR BUSINESS, PEOPLE OFTEN DEBATE WHETHER IT'S MORE IMPORTANT TO EMPHASIZE THE PRODUCT OR THE BUSINESS OPPORTUNITY? THE ANSWER IS DIFFERENT FOR EVERYONE, BUT BOTTOM LINE - ONLY PRODUCT SALES TRANSLATE INTO COMMISSION CHECKS.

NOW, IF YOU HAVE A SMALL GROUP, YOU'RE NOT MOVING MUCH PRODUCT AND YOU'RE NOT MAKING MUCH MONEY...CONSIDER REVISING YOUR STRATEGY! REMEMBER THIS RATIO: 5 TO 1. THAT'S FIVE CONSUMERS FOR EVERY ONE BUSINESS BUILDER. THIS NUMBER IS MAGICAL IN OUR BUSINESS. IN OTHER WORDS, IF YOU ARE PROSPECTING FOR BUILDERS ONLY, YOUR RATIO WILL BE OFF, YOUR VOLUME WILL BE DOWN, AND YOU WON'T MAKE AS MUCH MONEY.

IN THE BEGINNING, WHY GO HUNGRY SEARCHING FOR BUSINESS BUILDERS WHEN YOU CAN USE THE MOST HIGHLY CONSUMABLE PRODUCT ON EARTH TO HELP YOU SIGN UP LOADS OF CONSUMERS EACH DAY? GANOCAFÉ®, THE WORLD'S FIRST HEALTH-PROMOTING BLEND OF GANODERMA LUCIDUM AND ARABICA COFFEE, TARGETS COFFEE DRINKERS WHO WANT TO SAFEGUARD THEIR HEALTH WITHOUT SACRIFICING THE RICH TASTE THEY LOVE. THIS DELICIOUS ALTERNATIVE TO REGULAR COFFEE IS LOADED WITH BENEFITS NO DISCRIMINATING CONSUMER CAN RESIST. ONCE YOU HAVE A HEALTHY AND HAPPY CONSUMER BASE, YOU WILL HAVE NO PROBLEM FINDING BUSINESS BUILDERS AMONGST THEM - AT A RATIO OF 5 TO 1 (LIKE MAGIC).

ONCE YOU HAVE 6 OR MORE SERIOUS BUSINESS BUILDERS ON YOUR FIRST LEVEL, THEN YOU SHOULD CONSIDER LEADING WITH THE BUSINESS OPPORTUNITY. AT THIS POINT, SPEND THE MAJORITY OF YOUR TIME PROSPECTING FOR NEW BUSINESS BUILDERS, WHILE TRAINING YOUR EXISTING LEADERS.

GANO EXCEL'S COMPENSATION PLAN MAKES IT SIMPLE FOR YOU AND YOUR BUSINESS BUILDERS TO CONSISTENTLY EARN GREAT UP-FRONT WEEKLY AND RESIDUAL MONTHLY INCOME BY MARKETING THE EXECUTIVE SUCCESS PAK (ESP). BELOW IS AN EXAMPLE OF HOW YOU CAN QUICKLY GROW A MASSIVE ORGANIZATION. SIMPLY TEACH EVERY NEW BUSINESS BUILDER THE IMPORTANCE OF PLACING AN ESP ON AUTOSHIP IMMEDIATELY AND EMPLOYING THE POWER OF GANO EXCEL'S REMARKABLE PASS-THROUGH SYSTEM.



THE POWER OF AN ESP AUTOSHIP			
MOG	BUSINESS BUILDERS	ESP AUTOSHIP PASS-THROUGH ENROLLMENT	TOTAL BUSINESS BUILDERS
1	6	6	12
2	12	12	24
3	24	24	48
4	48	48	96
5	96	96	192
6	192	192	384
7	384	384	768
8	768	768	1,536
9	1,536	1,536	3,072
10	3,072	3,072	6,144
11	6,144	6,144	12,288
12	12,288	12,288	24,576

AS YOU CAN SEE IN THE CHART ABOVE, THE POWER OF AN ESP AUTOSHIP IS ASTONISHING! WHEN YOUR AFFILIATES CHOOSE TO SET UP AN ESP ON AUTOSHIP AND THEN "PASS IT THROUGH" TO A NEW BUSINESS BUILDER, YOUR TEAM WILL GROW EXPONENTIALLY! CRANK THOSE NUMBERS THROUGH THE UNIFLEX™ COMPENSATION PLAN AND SEE WHAT HAPPENS TO YOUR INCOME!!

THINK ABOUT IT...RUNNING A MULTI-MILLION DOLLAR BUSINESS FOR ONLY \$299.<sup>99</sup> A MONTH...**REMARKABLE!**

THE ESP IS SIMPLY A TOOL. IF YOU ARE A CARPENTER AND YOU DON'T HAVE A HAMMER, HOW CAN YOU BE EXPECTED TO PERFORM? SIMILARLY, WHEN YOU DON'T HAVE AN ESP ON HAND, YOU SHORT-CHANGE YOURSELF AND ACTUALLY HAMPER YOUR GROWTH.

SINCERELY,  
**GANO EXCEL USA INC.**