

## Company Announcement: Local entrepreneurs gain a Nu Skin lease on life



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Businesses the world over continue to feel the pinch of the ongoing global recession. Rising costs, embattled consumers and little or no new business are common themes occurring throughout numerous sectors and industries. But there are exceptions.

For example, 26-year old Nicolas van Rensburg, owner of a Nu Skin Enterprises distribution business. His dream of a successful lifestyle achieved through the strategic combination of time and money to secure leverage and fuel business, is fast becoming a reality.

As a teenager Nicolas was exposed to the affluence of friends and people close to him. He saw how the results of hard work could be realized, but also how much of a toll the pressure took on those who seemed to toil endlessly.

In his early twenties Nicolas pursued a computer science engineering qualification. He continued to recognise that hard work equated to success and this manifested itself in a level of lifestyle that he wanted - only without the sacrifice that he believed made it impossible to truly enjoy the fruits of ones labour.

“Computer science was interesting, but what I truly envisaged for myself was to have my own business – but it had to be something that would afford me the time and money to grow and enjoy my efforts. I wanted to be able to leverage off other people’s time and not try to do everything myself. It was then when I was invited by a friend to a network information session hosted by a NuSkin Enterprises independent distributor.”

## **A healthy choice**

Nicolas was from a family that embraced, understood and dealt with nutrition and health on a regular basis. His mother is a well known nutritionist and has published several books on this subject.

With hindsight he believes this background certainly made decisions clearer for him – but he never ignored the instinct to do his homework and conduct thorough research on all parties involved in prospective partnerships and business. According to Nicolas a company has to have a credible track record and credentials that one can take seriously.

“This is really about due diligence. I read up extensively on Nu Skin as a company in order to ascertain for myself whether or not this was a credible business, if there was in fact a market for the products and service it offered, who are considered core competition and what was its level of progress and success in the market,” he says.

For Nicolas the Nu Skin Pharmanex BioPhotonic Scanner™ answered many of these questions. This technology is designed to measure a person’s overall carotenoid antioxidant activity. “This is remarkable technology that is backed by Nobel Prize-winning science and had a track record based on extensive research. This was the only infrastructure around that can actually measure the results of using supplements in diets. This means that those who take Nu Skin product can actually receive proof of their results,” adds Nicolas.

“In truth this is a company that people can stake their reputations on. It is credible, exciting and progressive.” Having committed himself to the growth of this new venture, Nicolas lived and breathed Nu Skin Enterprises. He even travelled to the United States to attend a convention. It was here that he gained valuable insight and information about the company.

Starting the business wasn’t without its challenges. “When I first started, my age and level of experience were stumbling blocks – but I soon realized that passion counts for so much and people see the vision and opportunity because of how passionate you are,” he says.

One of the main messages Nicolas wants to get across to anyone considering Nu Skin Enterprises is that they need to be able to “recruit themselves into the business”.

“You need to ask yourself and have a clear response to questions like “why do you want to do this business”, “what kind of results have you had using the products” and “where do you want to go with this business”. If you have a burning desire to change your current circumstances, this is the ideal business for you.

## **How to handle rejection**

“The analogy of the steward or stewardess on board a flight serving tea or coffee is always a good one to use in considering the fundamentals of this business, how to motivate yourself and if it is truly for you or not. Not everyone who is offered a beverage will take one at the same time, it may be that they don’t feel like it right then – but will do so at a later stage. The person offering shouldn’t be despondent and give up. This is important to remember because the biggest mistake people make when taking on this business is quitting too early.”

### **Managing your time**

Other advice from Nicolas is to manage time properly and the level of effort required on a daily basis. He says that the best way to measure this is by asking and answering one question at the end of the day – “how much would you pay yourself for the work you have done today?” – if you can give an honest, positive answer – that is always a good sign,” Nicolas continues.

The practicalities of the business include basic communications infrastructure and sufficient capital to purchase products, the core of the business.

“After that it is all about creating leverage, utilizing the fact that the company has presence in over fifty countries worldwide and that you are essentially the CEO of your own business. You may not be able to change your destination overnight, but you can change your direction,” he concludes.