

SHADE

JUNE 2018



 gano excel

PRACTICING DISCIPLINE WITH VARIABLE EXPENSES

FAMOUS RIVALRIES: WHAT WE'VE LEARNED

ENERGIZE: BUILDING MOMENTUM





Explore the Greatness of Ganoderma!

June 29 - July 1, 2018

PREMIER SPEAKERS INCLUDE:



Lovell Scotton
Gold



James Wiggins
Special Guest



Ruben Cardenas
Royal Diamond



Erica Reyna
Premier Diamond



Blanca Solorio
Executive Diamond



Julio C. Ferrer
Diamond

What will Ganoderma do for you?

Enrich your life.
Event.ganoexcel.us



CEO MESSAGE



Gravity is one powerful force. It is what keeps the earth together and revolving around the sun. For those who want to rise, there are really only two options: defy gravity or be stronger. Though magicians can make a living out of seemingly defying gravity, we know that work is the only real option without some supernatural help.

Our bodies are amazing at doing work! Within a fraction of a second, your brain can send hundreds of signals to muscles and organs around your body. Before you have a chance to think, you can do something as simple as shifting your eyes left to right as you read this article, or stretching four feet to catch a mug that has fallen off a shelf. With enough adrenaline, mothers have been known to lift whole automobiles to rescue their children!

Oftentimes, what you can accomplish is far more than what you think – especially when you start to feel stretched. It is why a coach that motivates you can stretch you beyond what you think you can do. As powerful as they are, your mind and body become accustomed to the usual amount of work it takes to do everyday tasks. This makes achieving larger, extraordinary goals seem difficult. However, it is important to realize that it is not impossible, it just takes stretching yourself beyond what your normal has become.

At Gano Excel, you have the opportunity to take yourself to a new level with your well-being, your financial freedom, business acumen and more! New heights can seem daunting at first. Remember, you have the potential and the opportunity to climb and reach your goals. It may take some stretching, some coaching, and it will certainly take work. Your Gano Excel family is here to support you as you elevate your life and we can't wait to see you reach the summit!

Sincerely,

Mr. Ooi Chin Aik,
Chief Executive Officer, Gano Excel | North America



A Monthly Publication

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PRACTICING DISCIPLINE WITH VARIABLE EXPENSES

You are on your way to great changes in your lifestyle thanks to launching your Gano Excel business. You may notice some extra income start to appear that you've never had before! After all, that is the whole point of owning a business – making money! Having additional money can be a lifesaver, and it can be so much fun. As you work hard to increase your income, it can be an immediate temptation to increase your expenses as well. The problem is that the expenses that are the first to ramp up are the ones that will kill your budget the fastest. Those are variable expenses.

You may have heard of the phrase “expendable income.” It means you have money to blow on lifestyle purchases such as new gadgets and fine dining, and it is part of the lifestyle that many people aspire to have for themselves. This lifestyle is so attractive that without some fundamental discipline, it can undo the foundation of budgeting you have worked hard to establish. It can actually create more debt and financial insecurity instead of building stable wealth that will afford you the lifestyle pleasures you are working for. So, managing your newfound cash flow is key to working toward a true life of wealth!

When you read “variable expenses,” it means expenses that change from month to month. Unlike many of your regular bills that stay relatively the same (such as your rent, car payment, or insurance premiums), these vary depending on your choices. You may find that feeding your family involves a certain amount of regular grocery shopping, but money spent on dining out is a variable expense. That's because it is a lifestyle choice that goes up and down depending on how much “extra” money you have to spend. Those types of expenses are the ones that you want to manage.

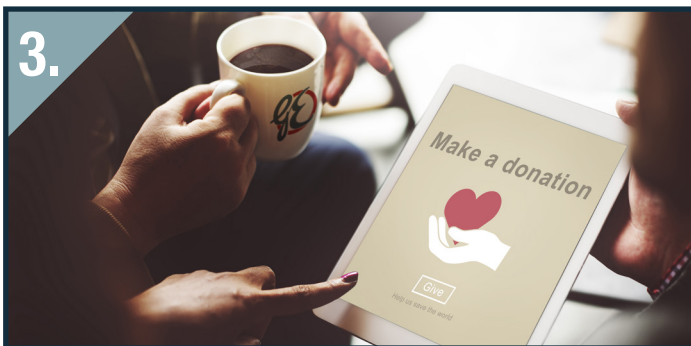
Now, it is totally fine to budget some money to blow each month to enjoy the fruits of your hard work. You are more likely to stay motivated that way! But since this is the area that is the most likely to get “out of control” the quickest, here are four techniques on what to do with that surplus that is burning a hole in your pocket.



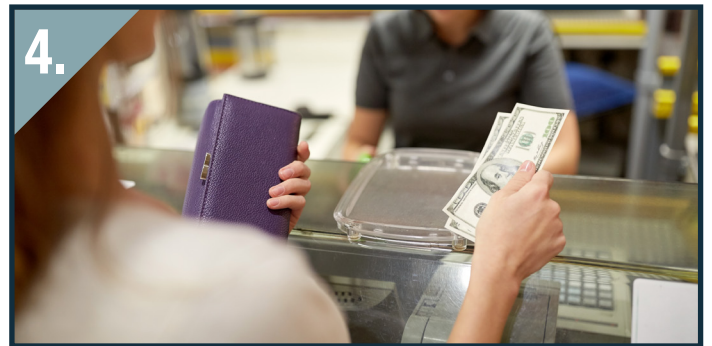
1. PULL OUT THE PIGGY BANK. OK — maybe not your favorite option at first, since that money's fresh scent is tickling your nose. Still, consider the idea of “out of sight, out of mind.” While you are enjoying a small part of your hard work now, the rest is safe for a rainy — or extra sunny — day!



2. PAY OFF SMALL DEBTS. Sometimes we can get a little ahead of ourselves and our budget. Now's the perfect opportunity to catch up! Maybe you have \$100 left on your new phone, or had work done on your car last month. Pay off those little bills that become annoying weights on your budget when left to minimum payments. If you're feeling really good, you can commit a portion of your new income to paying off larger debts more quickly too — affording you an even better lifestyle later!



3. GIVE IT AWAY. Seriously! It's one of the most rewarding things you can do. Instead of having those dollars burning a hole in your pocket, donate them to someone or an organization that needs the money more than you do. Giving is great for the spirit and it is an immense privilege to have enough to share with others. Think about how to work charitable giving into your budget consistently to spread even more good to the world!



4. SET YOUR LIMITS. You've thought about saving up, paying off, and giving away. You still want some money to blow on yourself. It's your hard-earned cash after all! One of the best ways to enforce some discipline on your own spendy hands is to give yourself a literal allowance. You can be specific (cash for new clothes), or keep it general and see what you feel like treating yourself to this month. A tried and true method to stick to your allowance? Count out cash for yourself. Don't use credit cards! Stick to cash. Using cash works psychologically on a few levels. It is harder to let go. You can see when it's almost gone. You know when it IS gone. You are much more likely to stay disciplined, and that will lead to greater wealth over time!

Congratulations again on a successful business with Gano Excel! This is such a great discipline to learn, because it means you are experiencing growth with your finances and one step closer to a new level of wealth in your life!



1 TOP %

LEADERSHIP SUMMIT



FAMOUS RIVALRIES: WHAT WE'VE LEARNED

Gano Excel International is hosting a Global Leadership Summit for its top producing independent affiliates worldwide this November. The amazing opportunity to network with the world's top Gano Excel Affiliates in beautiful Bali, Indonesia is a exclusive one. It got us thinking, what is it about a competitive spirit that stretches us to win? Some great businesses have been built using the fire of competition to fuel them forward. Let's take a look at a few!



FORD AND GENERAL MOTORS

Henry Ford started the Ford Motor Company in the Detroit suburb of Dearborn in 1903. Five years later, in 1908, General Motors set up shop in Flint, Michigan, about 70 miles north. Since then, they have been battling out a corporate rivalry for bigger profits, market share and hometown bragging rights. Ford's Model T dominated the market instantly when it launched in 1908. In 1917, William Durant brought his new Chevrolet automobile to GM which quickly gained popularity. By 1925, GM had surpassed Ford in total income and stayed ahead for more than 60 years after that.

Today, GM continues to win 3% more of the market than Ford, but neither company is really losing. Ford's total revenue for 2017 was reported at \$41.3 billion, and GM reported \$37.7 billion.



APPLE AND MICROSOFT

Apple revolutionized the world by introducing a personal computer, the Apple II, to the consumer market in 1977. It shifted the computer from industrial machine to home appliance and within the first three years sales grew from \$775,000 to \$118 million in 1980.

However, Microsoft, which helped IBM launch its personal computer in 1981, quickly rose to popularity and has since dominated the market for computer operating systems. Despite its tremendous market share, Microsoft has had to compete more vigorously on Wall Street with its rival, Apple. Apple's higher price point and product innovations have kept its value and revenues competitive. In November 1986, Apple and Microsoft stock traded for the same amount. From there, Microsoft stock boomed for over a decade and started to decline around the year 2000. In 2004, with the success of iTunes, it was Apple's turn to rise. Apple overtook Microsoft's lead in the U.S. market in 2011 with the launch of the iPad. By 2012, Apple was generating double in domestic sales.

Today, Apple's iOS takes only about 9% of the market, but outperforms its rival in sales, \$228 billion to \$89 billion by Microsoft in 2017.

WHAT DO WE LEARN FROM THESE RIVALRIES?

The value that competition brings to the marketplace is that it prompts each company to continue to innovate and grow, bringing our society to new heights. Innovation teaches us to welcome change. As we continue to grow, it is wise to never think we have all the answers. Leaders that constantly listen and learn will better anticipate changes in an industry or market. It also propels companies to be more excellent. When choices abound in the marketplace, quality will be scrutinized. Here, Gano Excel has your back, with an outstanding commitment to cultivating superior *Ganoderma lucidum*. As a business owner, having excellence in quality, service and financial prudence are often held in high regard by the market. Above all, **determination is key**. Across all forms of competition, the will to win and succeed drives each individual or organization forward.

Check out these latest photos from our remodel at our U.S. headquarters and follow us on Facebook for more updates!



G 2018 is coming up! Have you reserved your seat? Bring a friend to learn all about our signature ingredient, Ganoderma lucidum and how it has enriched the lives of Affiliates just like you! Discover more about the secrets of Ganoderma and how to start your very own business.

Save these dates for more amazing events happening this year!



AUGUST 18
Dallas, TX
 GE is coming to Dallas! Come hear Gano Excel leaders from Texas share their secrets to success!



OCTOBER 21 – 26
Bali, Indonesia
 Top 1% Leadership Summit in Bali, Indonesia: An exclusive event for Gano Excel's top 200 global producers – can you reach the summit?



OCT 26 – NOV 1
Malaysia
 Meet Me in Malaysia trip: Get to know Gano Excel inside and out with a fantastic tour of GE's incredible world-class facilities in Malaysia and a chance to meet Mr. Leow.



DECEMBER 1
Anaheim, CA
 The E-2018 Event in Los Angeles, CA: Celebrate excellence with Gano Excel and the successes of those who said "yes" to this amazing opportunity!



ENERGIZE: BUILDING MOMENTUM

The steam engine was one of the greatest inventions of the Industrial Revolution and arguably one of the greatest inventions throughout all of human history! It led to the rise of the locomotive and use of railways to transport cargo and passengers all over the world. It also replaced many wind and water powered mills to revolutionize manufacturing. Now, momentum has been around forever – it's a principle of mechanics that can be activated by gravity, or natural currents like wind and water – but there's something about the image of a locomotive that sticks. You may be familiar with the vivid image of a train slowly pulling out of the station as the engine begins to build momentum.

Our bodies, through the power of metabolism, can also use energy to build momentum. It's an amazing mechanic of our cells that uses the breaking down and building up of chemical compounds to generate enough energy to power our bodies to do great things! The secret to momentum lies in Isaac Newton's first law of physics, which deals with our resistance to change.

According to this law, if we aren't moving, it takes more work to start moving than to stay stationary. Likewise, if we are already moving, it takes more work to stop than to keep going – that's called inertia! And by slowly adding to the force that is moving you, you become harder and harder to stop – that is momentum!

That is why when you are approaching a hill or obstacle that is going to naturally take away from your speed, accelerating into the obstacle gives you momentum that will make it harder for the obstacle to stop you. Right now, you are on a roll with your Gano Excel business. The train has left the station. The rocket has launched. Right now, you are building momentum. Don't let oncoming hills and obstacles prevent you from reaching new heights! To reach new levels of achievement you will need some extra power to give you that boost of momentum you need to ascend. So, where does that momentum come from?

Working together with your organization provides a boost to collective energy that is known as synergy. You also get motivational momentum when you see yourself succeeding. That is why doing small, easy-to-accomplish tasks first often gives you the confidence to take on larger tasks next. To create sales momentum, lean into warmer prospects or existing customers to give you confidence for taking on new business. Like that locomotive, once you get full steam, you'll be near impossible to stop!



"Working hard for something we don't care about is called stress; working hard for something we love is called passion."

- Simon Sinek



FOOD PAIRS FOR THE COFFEE LOVER

Enjoy your favorite cup of GanoCafé alongside a tasty treat that brings out the flavor you love. With GanoCafé, a healthy cup of coffee is still absolutely delicious! It's only fair we pair it with delicious food. Take a look at our guide below for breakfast and dessert options with two of our most popular products.



NUTRITIONAL FACT:

Two foods that just go together? Coffee and Ganoderma lucidum. They both provide an excellent amount of a special category of nutrients called antioxidants to your body. Antioxidants, as the name implies, fight the process of oxidation in the body. Oxidation is a natural process that is happening inside our bodies all the time. We would not be able to metabolize food into energy without this process! However, antioxidants fight "free radicals" – troublemakers that have come loose from the normal productive processes of your body. They are thought to create oxidative stress and produce signs of aging. By providing antioxidants to your body through foods like coffee and Ganoderma lucidum, you may help reduce your body's oxidative stress!



GanoCafé Classic

GanoCafé Classic is simple, rich black coffee enriched with Ganoderma lucidum. The dark, roasted flavor of the black coffee is an excellent backdrop to an equally simple breakfast. Take a spread of cream cheese to a slice of well-done toast and top with blackberry jam for a sweet touch!

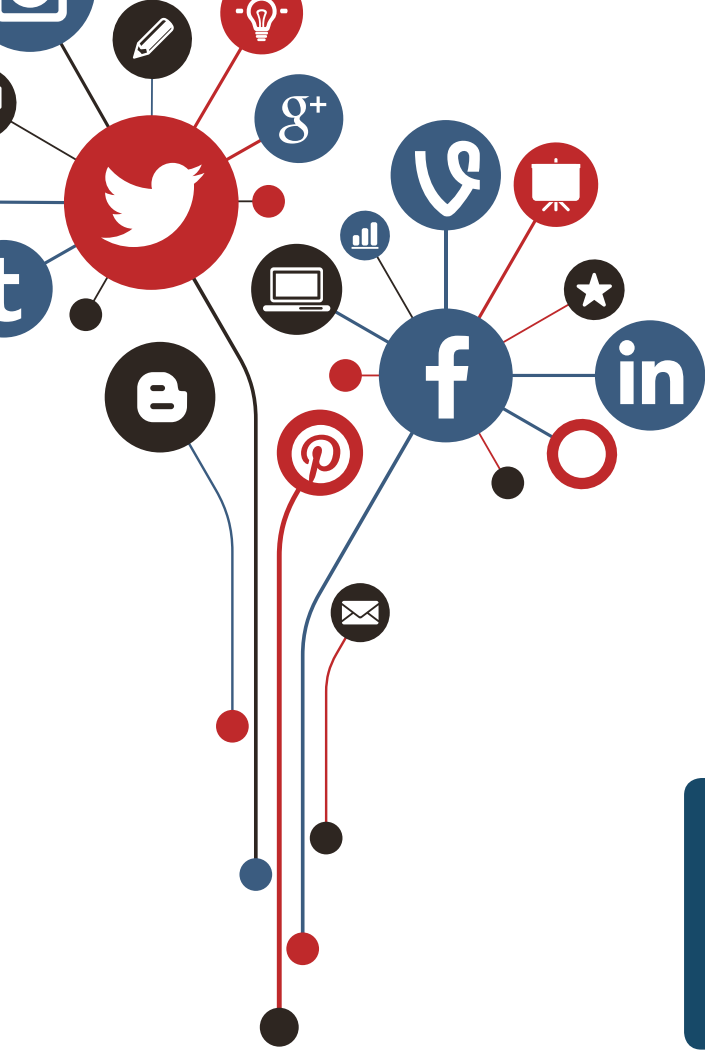
For dessert, it's an easy decision – the rich coffee flavor of tiramisu is the perfect pair!



GanoCafé Mocha

The rich complexity of GanoCafé Mocha combines exquisite coffee, chocolate and Ganoderma lucidum extract. To match the complexity of the Mocha, you need a breakfast filled with sweet, delicious flavors. One that is sure to do the trick is the heavenly pairing of strawberry ricotta-cream crepes. Combine equal parts ricotta and mascarpone cheese and sweeten to taste with powdered sugar for the filling, then top with fresh strawberries. Enjoy every bite with your perfectly paired GanoCafé Mocha!

For dessert, another no-brainer – enjoy GanoCafé Mocha with your favorite flavor of cheesecake!



TIME TO SHARE

Gano Excel's Social Media Stars of the Month: Isidro Y Alicia Martinez, Roberto Carlos Torres and Shelby RM!

Congratulations and thank you, Isidro Y Alicia, Roberto and Shelby for using social media as an important tool to leverage your Gano Excel business!

Do you want to be next month's Social Media Star?

Make sure to use **#ganoexcelusa** and **#ganoexcelnorthamerica** and tag us in all of your Facebook, Instagram and Twitter posts!

GLOBAL CORNER



In 1999, Gano Excel had plenty of reasons to party! Except, instead of obsessing over the end of the world, Gano Excel was ready to revitalize the world through three new products, Gano Soap, Garcinia and Sakanno. We also launched operations in neighboring Laos, firmly establishing Gano Excel as an international brand. It was just a start to the international giant Gano Excel is today with more than 65 countries sharing its Ganoderma enriched products!

f **Facebook: Isidro Y Alicia Martinez**
"Enjoying our well-deserved vacations in Palm Springs, California - a simply charming place. And all paid, thanks to the residual income from Our Company, Gano Excel North America. And this is only the beginning, the best is yet to come."



Instagram: Roberto Carlos Torres (@roberto1carlos)
"Each beautiful sunrise or not so beautiful, a cup gets filled with joy and the best coffee in the world!"



Instagram: Shelby RM (@shel_be_fit)
"My coffee"





OLGA LOYA

ROYAL
DIAMOND



Olga Loya is a Royal Diamond with Gano Excel, having risen through the ranks since enrolling in 2016. Prior to Gano Excel, Olga was stretched between three jobs that left her with very little time for enjoying life. She was doing well, but she was just stretched too thin. Then Olga was introduced to Gano Excel's Ganoderma-lucidum-enriched products. Already familiar with the MLM industry, Olga fell in love with Gano Excel's product lines. She loved how simple and necessary coffee and health were. She loved sharing them. It brought a deeper sense of wellbeing knowing she was helping others with something as fundamental as health. She quit her three jobs and decided to put all her attention to Gano Excel. "Having health is priceless," she said. The testimonies really spoke to her heart. "I love sharing HEALTH" and that's why I enrolled, she said.

Olga loved earning her living through something truly beautiful - how Ganoderma enriches lives in a long lasting way. Not only that, the success she has seen has given her more time for the people she loves. Now, she has the time to spend with her children, and especially loves playing with her youngest daughter. She can be fully present, mentally, instead of having the stress of traditional jobs. Instead, she can laugh, play and enjoy the special moments. She also loves to spend time in her kitchen, exploring the art of making delicious food. Her favorite is a seafood dish served inside a pineapple shell. It has an amazing combination of flavors.

Olga considers her mother the most influential person in her life. Her mother always loved everyone around her. Olga watched her mother lead by example by spending time contributing to the community and having an impact on the lives of others. That left a deep impression on Olga. To this day, she works to replicate her mother's examples of service and love in her own way. She believes she can do that with Gano Excel. By sharing a cup of coffee with another person, you can introduce a new opportunity for that person that can change his or her life. Olga's Gano Excel business means more to her than just the money she earns. She sees it as a way to touch others' lives. That includes her own children as well. Through her own success, she is teaching her children about setting a vision for success and building toward it. As a single mother, it gives her an indescribable feeling.

She is thankful to be surrounded by a supportive team. "MLM is not about doing this on your own," she says. "Teamwork is necessary for advancement." Olga loves the excitement of digging deep in order to stretch herself, and her team helps her to push for higher and higher goals. Olga also focuses on how to advance the others on her team. Communication is a key for teamwork, she mentors her team by speaking with them weekly via meetings and telephone. One piece of advice she gives to new Affiliates is "what you do, do with love." Olga says not to focus only on the money. "[Money] comes in due time when you do things with integrity and passion. Listen to the needs of your people and put their best interest first."

She lives by these words by Maya Angelou: "I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel."

LEADERSHIP
SPOTLIGHT

ISA SOLIS

SAN DIEGO, CA



Isa Solis felt the difference in her first cup of GanoCafé. It was the coffee that recruited her. She is no stranger to the world of business, having a strong background in direct sales before joining Gano Excel in 2016. She did her research on Ganoderma lucidum and was surprised at all of the science behind the difference that she felt. She found the story of Mr. Leow and the impact his vision has on his community very moving. She was also impressed with the compensation plan at Gano Excel. Unlike direct sales, which still felt very much like a job to Isa, Gano Excel's opportunity for residual income is designed to give business owners more freedom. She appreciated the low investment and monthly requirements with Gano Excel, where as other companies require a lot more.

Isa spends her time sharing the product and building her organization. Her kids come too. The opportunity she has to role model with them is priceless. She works with the Gano System very closely, and turns to her upline, Olga Loya, for training and guidance. Isa also turns to God for her example. Her golden rule is "treat others the way you'd like to be treated." She pursues principles of being humble, helping others, having faith and respecting all. She is looking towards reaching Diamond in 2018 and seeing Gano Excel grow into a well-known company.

JAVIER MARTINEZ BAUTISTA

SPRING VALLEY, CA



Javier Martinez Bautista was going through a hardship in his personal life when Isa Solis introduced him to GanoCafé. He had lost his job and did not know what the future held for him. The anxiety was just as hard on him personally as it was financially. The GanoCafé Mocha, an instant favorite, was not only a cup of healthy coffee, but a cup that held an opportunity for a new future for Javier. After touring the corporate office to learn more about Ganoderma lucidum and Gano Excel as a company, he was sold. The changes he has experienced so far, in such a short period of time, fuel his passion for the product and the company.

As his mentor, Isa Solis has taught him the importance of maintaining a professional presence at all times. He is growing as a leader and learning how to propel his team forward. He leads with humility and heart and knows that the work he is doing will build a solid organization. He aims to become a Diamond in 2018. He is excited to join Gano Excel in bringing people together who need the opportunity that was given to him... One cup of Mocha at a time!



LIVING UP TO OUR FULL POTENTIAL

Gano Excel is very happy to celebrate and recognize the following rank advancements for their commitment and dedication. As emerging leaders, these Affiliates have demonstrated their ability to motivate others and set positive examples for existing and new Affiliates. These Affiliates act, they make it happen. It takes courage and discipline to advance and inspire others to do the same.

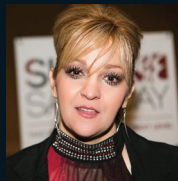
To these outstanding leaders and Affiliates, we appreciate and recognize your efforts and journey.

DIAMOND EXCELLERS

DIAMOND



Ana Lorena Aguilar
Rank: Royal Diamond



Olga Yaneth Loya
Rank: Royal Diamond



Ruben Cardenas
Rank: Royal Diamond



Tomas Rodriguez
Rank: Royal Diamond



Walter Garcia
Rank: Royal Diamond



Erica Reyna
Rank: Premier Diamond



Milo Sanchez
Rank: Premier Diamond



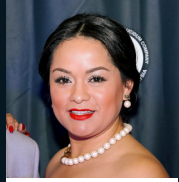
Blanca Solorio
Rank: Executive Diamond



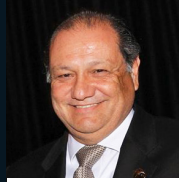
Hipolita Gonzalez
Rank: Executive Diamond



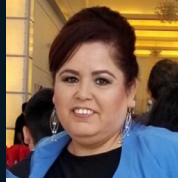
Maggie Cardenas
Rank: Executive Diamond



Marivel Santoyo Huizar
Rank: Executive Diamond



Rene Marin
Rank: Executive Diamond



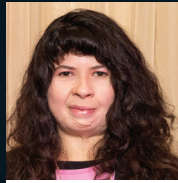
Rocío Peralta
Rank: Executive Diamond



Sandra Estrada Morales
Rank: Executive Diamond



Susana Ceballos
Rank: Executive Diamond



Jersis Aparicio Hernandez
Rank: Diamond



Maria Casteneda
Rank: Diamond



Rebeca Sanchez
Rank: Diamond



Rosa Licon
Rank: Diamond



Victor Lopez
Rank: Diamond

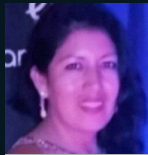
RANK ADVANCEMENTS

GOLD

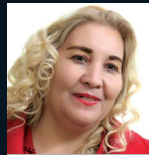


Hilda Lorena
Rank: Gold

SILVER



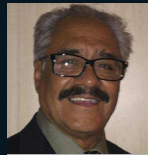
Elia Morales
Rank: Silver



Esperanza Martinez
Rank: Silver



Francisco Linares
Rank: Silver



Francisco Tejada
Rank: Silver



Karen Monroy
Rank: Silver



Leticia Tejada
Rank: Silver



Maria Gonzalez
Rank: Silver

BRONZE



Migdalia Jimenez
Rank: Bronze



Miguel Elizondo
Rank: Bronze