SHARE

APRIL 2019

gano excel

- HOW THE INFECTIOUS ENERGY OF HERB KELLEHER BUILT AN EMPIRE
- GAIN THE COURAGE TO SAY WHAT YOU MEAN
- ENERGIZE: TIPS TO CHECK YOUR BODY LANGUAGE

THE LARGEST GANODERMA LUCIDUM COMPANY
GANO EXCEL
GANO EXCEL INTL MALAYSIA

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MAKE YOUR COFFEE WHAT YOU WANT WITH GANOCAFÉ CLASSIC!

What's Your Classic?

"Black coffee with a simple spoon of raw sugar. ***That's my Classic.***"

"No frills. Just the coffee. ***That's my Classic.***"

GanoCafé Classic.
MADE TO BE SHARED.

"What makes it is a dash of Himalayan sea salt. ***That's my Classic.***"

THE LARGEST GANODERMA LUCIDUM COMPANY
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CEO MESSAGE

Let's take a moment to charge up. When I need inspiration, one thing that I find marvelous is how magical electricity can appear. It does so much with its power, and yet, is so simple. Electricity is just the flow of electrons moving between atoms. They flow within an object and from one object to another. Sometimes we even see them shoot across the sky as lightning. It is the current that is generated from this movement that we harness to power light bulbs, phones, computers and even airplanes.

We are a network marketing company, and our mission is to spread health and wealth to every household in the world, and that includes you here in the U.S.A. We believe our product and opportunity have the power to change lives for the better. Thanks to Ganoderma lucidum, we are able to enrich coffee, tea and other daily consumable products to create a healthy alternative that not only is good for your body, but can help you earn money by sharing it with others. It's as simple as that. We are giving you the power to do this. The question is, are you a conductor or an insulator?

We've seen that with the right materials, electricity has the power to energize, bring light and move objects. Like electricity, the energy you have wants to travel. It wants to flow within you and transfer through you to others. So, not only can you brighten and mobilize your own life, you can be that energizing power to many more as well. Through you, others may have the opportunity to open their eyes to the change that is possible through Ganoderma. They may find the energy and the power they need to live healthier, happier lives.

One thing you can do is invite someone to our RISE event on August 24th in Fresno, CA. It is the perfect opportunity to let them in on the power of Ganoderma. I also urge you to take advantage of our Reach for the Stars promotion. We've worked some of the most powerful secrets of a successful business into a way for all of our Affiliates to win some great prizes as you watch your business take off and soar to new heights.

Let these opportunities to SHARE, earn and grow flourish in you and from you to those around you. I look forward to watching your story unfold. The greatest chapter is yet to come!

Sincerely,

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

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A Monthly Publication

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GanoExcel.us

HOW THE INFECTIOUS ENERGY OF HERB KELLEHER BUILT AN EMPIRE

At Gano Excel, you hear a lot about ***energizing your team.*** What does this mean exactly? It means ***empowering them through knowledge, resources, encouragement and motivation***. ***We believe that network marketing is about succeeding together***, not alone. A great example of what empowerment looks like was provided by the legendary Herb Kelleher. His name might not be one that you immediately recognize, but he built a company and a culture that you certainly have – Southwest Airlines.

Herb Kelleher was passionate about Southwest Airlines because for him it was not just a company. It was a cause. It represented something important to him – bringing the opportunity to fly to the average American, not just the wealthy or business travelers. He wanted it to be easy, affordable and flexible for everyone. He phrased this as "democratizing the skies." It was the basis for every business decision he made, from low prices to friendly service and the fun, unstuffy personality that the company was known for having. His mission was to improve America's quality of life, and many would say he succeeded.

In 1967, Herb was practicing law in Texas. He sat down with one of his long-time clients and they sketched together their ideas for Southwest on a cocktail napkin – talk about a napkin presentation! When the major airlines caught wind, they sought to kill the startup company with four years of litigation. However, they couldn't kill Herb's dream. In 1971, with only four planes and serving just three airports in Texas, Southwest finally took its first flight.

It's grown into the behemoth that today carries more than 120 million passengers a year; making it the nation's most popular domestic airline. It's also the most profitable. After its first two years, Southwest made a profit every single year, marking its 45th consecutive year of profitability in 2018. A $1,000 investment in Southwest when it began would be worth $2.2 million today. And Herb Kelleher's personal network at the time of his death earlier this year was estimated at $2.5 billion.

How does a company with such a modest start, soar to become such a success? Many attribute much of the company's spirit and shrewd business decisions to Herb himself. Herb had a sense of fun and humor than he delivered in the workplace and it created a reputation for the company. He famously arm-wrestled a fellow CEO for rights to a tagline that both airlines wanted to use in their advertising campaigns. He also negotiated contracts for fuel to keep costs low during times of high market volatility. He resisted spending on endless innovation, and instead kept committed to simplicity and consistency. For decades, the company flew just one kind of plane (the Boeing 737), which made it easier to train pilots and mechanics and manage fleet operations.

However, the secret was in the "why." Roy Spence, one of Herb Kelleher's closest business partners, insisted that Southwest was not really in the airline business. It was in the freedom business – its purpose was to give tens of millions of people "the freedom to fly." Remembering this "why," Herb's commitment to low prices stimulated demand for air travel among the millions of Americans who could now decide between driving and flying. The competition led to lower fares across the board, which has since been named "the Southwest effect." Robert Mann, an airline industry analyst, says "he literally brought air travel to the masses on a scale that was unimaginable."

Mr. Leow Soon Seng has a similar mission, and that is to bring health and wealth to every household across the world. He has built his products and this company with this vision in mind. Now, you have the opportunity to build your own business around this vision. ***Your new lifestyle embraces the same energy, fun, prudence and simplicity*** that Herb Kelleher used to build his multi-million dollar company and become one of the greatest entrepreneurs of all time. His example shows how ***being true to your "why" and using it to energize yourself and your team can create huge and lasting success***.

GAIN THE COURAGE TO SAY WHAT YOU MEAN

How well can you "get to the point" with your prospects? You often have only a few seconds of opportunity to catch his or her attention. You may have a few minutes while meeting someone new, or half an hour at your first 1-on-1. What is the best use of that time? If you waste time beating around the bush or fumble over trying to remember a heap of impressive facts, perhaps it's time to take a new approach.

It is human nature that most people go about their days focused on their own priorities. If you fail to forge a relevant connection, your words may be quickly forgotten. Much of this has to do with your prospect's openness to the amazing opportunity you have to share. However, you must get around to actually ***SHARING*** it!

Ever find yourself watching a television commercial thinking, "what in the world is this even about?" It is trying to set up a whole story that you really don't care much about. All you are really thinking is, "what are they selling and what does this have to do with me?"

You must give your prospect some credit for intelligence. You are likely meeting or talking with someone who is smart enough to know you have a reason behind your sudden interest in his or her attention. It is a sign of respect to come prepared and not waste his or her time. Prepare ahead of time the product that you want to ***SHARE***, perhaps one that you think your prospect will most enjoy. ***Practice telling your story.*** Practice describing Gano Excel as a company, and an opportunity.

Being prepared to ***speak directly*** and ***"get to the point"*** will help you to leave each meeting knowing that you did not leave anything on the table. Your prospect may say yes or no, but you shared exactly what you wanted. You will not regret that you didn't get a chance to say one thing or another. ***This helps build trust and respect for you as an entrepreneur and build a positive reputation for your business.***

MARK YOUR CALENDAR FOR OUR NEXT GREAT EVENT!

August, 24, 2019
Fresno, California

Now is the time to shine.
Details coming soon.

November 30, 2019
Garden Grove, California

Excellence is on the horizon.
Details coming soon.

COUNTLESS CHANCES TO SHINE

Launch your Gano Excel business to higher levels of success with the new Reach for the Stars promotion.

*Simply complete business objectives to elevate your Star Level. All Affiliates can earn awesome cash prizes starting from **$250** with a 5-Star prize of **$10,000**! Enjoy amazing luxury trips, stellar monthly cash allowances and business perks as you rise to higher levels.*

*Promotion ends **DECEMBER 29, 2019** (Cycle 577).*
*For complete promotion details, visit **promotion.ganoexcel.us**.*

"A leader's job is not to do the work for others, it's to help others figure out how to do it themselves, to get things done, and to succeed beyond what they thought possible." – **Simon Sinek**

ENERGIZE:

TIPS TO CHECK YOUR BODY LANGUAGE

You've likely heard the phrase, ***"it's not what you say; it is how you say it."*** Perhaps you've experienced this firsthand. Perhaps, even by accident, you have found yourself in a pickle because your tone or body language gave your listener the wrong impression about what you meant. Whether you like it or not, or whether it's intentional or not, ***your body language is important when meeting to energize others***.

In order to energize a prospect or a team member, you want your ***whole body to communicate the enthusiasm you have about what you are sharing*** – be it a sachet of GanoCafé at a 1-on-1 or an opportunity presentation at a local event. Here are some key areas to practice in order to improve those vital non-verbal signals.

THE HEAD

Be mindful of your head, face and especially, your eyes. ***Aim to keep your head up in a balanced position.*** Practice lifting it gently if you are prone to gazing downward. Nodding modestly gives you an opportunity to adjust. You also want to ***maintain good eye contact***. Hold your eyes on your listener for a few seconds at a time. You do not want to stare or look overly intense, just enough to convey your interest.

THE HANDS

What you do with your hands also sends strong signals about your interest and presence in a conversation. ***Avoid fidgeting with clothes, pens or phones, which communicate boredom.*** Folding your arms in front of your body feels defensive, while placing them on your hips feels aggressive. ***Relax your hands***, and keep them at your side or on the table. Also be mindful of touching your face. Many people perceive touching your face while speaking a sign of dishonesty. Practice your gestures in a mirror to see the difference between a pensive look and an untrustworthy one. Lastly, ***practice a firm handshake***. The trick is to not overdo it, as it could become awkward or even painful for the other person.

THE HIPS

Confidence can come from how you hold your hips. ***Avoid slouching or turning away from your audience***. Stand and be mindful of the tension in your body. Feel where your weight is centered and take a moment to consciously adjust it so that you are balanced. You want to feel that your weight is evenly distributed through your legs, arms and body. Take a few deep breaths to reset and get comfortable in this new posture. Taking this moment to focus will strengthen you, ***improve your posture and help you to have positive, controlled energy rather than wild nerves***.

Show us what you've got! Snap a photo of you in your Energize pose and tag #ganoexcelusa!

SWEET & SASSY BBQ SAUCE

Ready to "spring forward" into grilling season? Whether, you're outside firing up the barbeque or frying up a delicious dish from the comfort of your kitchen, this sauce is the boss. It has layers of flavor from the sweet hint of Dr. Pepper to spicy ancho chiles, finished off with your favorite rich coffee taste of GanoCafé Classic! Infuse your sauce with the healthy goodness of Ganoderma lucidum, without sacrificing a drop of flavor!

Ingredients:

2	Tbsp butter
½	medium yellow onion, diced
3	cloves garlic, minced
½	cup ketchup
1½	Tbsp tomato paste
6	oz Dr. Pepper
¼	cup apple cider vinegar
2½	Tbsp Worcestershire sauce
¼	cup brown sugar, packed
1	tsp ancho chile powder
½	tsp salt
¼	tsp black pepper
3	Tbsp prepared GanoCafé Classic

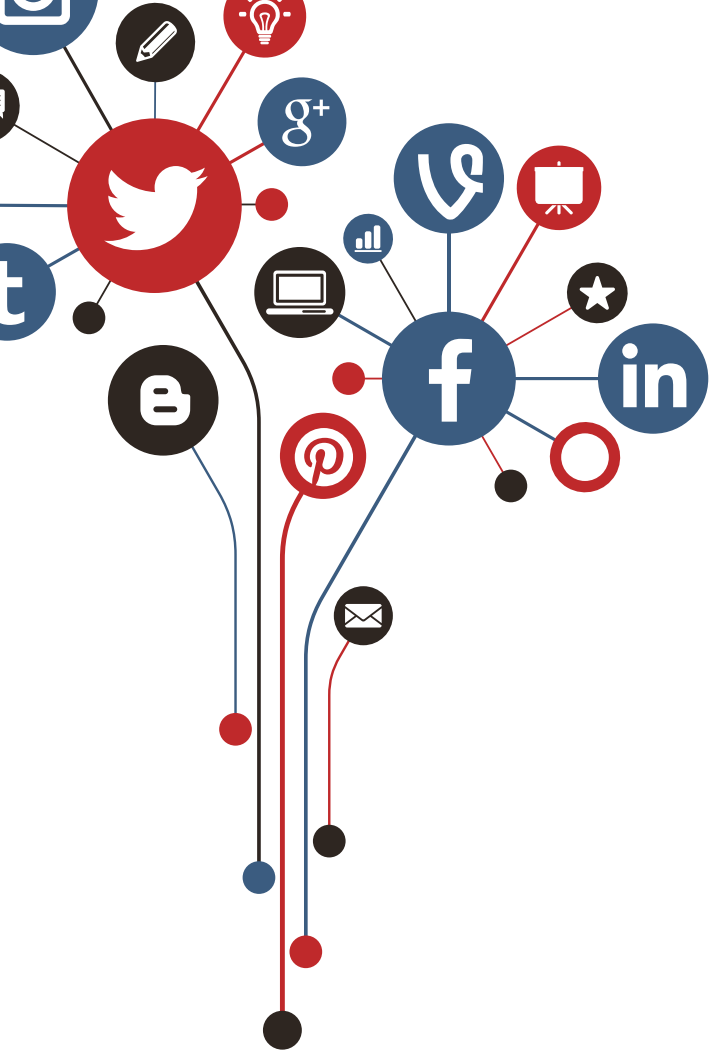
Directions:

1. Melt butter in a saucepan over medium heat. Add onion and garlic and saute until soft and translucent, about 8-10 minutes.
2. Add remaining sauce ingredients; stir to combine. Bring to a boil, reduce heat and simmer for 20 minutes until sauce has thickened.
3. Transfer sauce into a blender or food processor and puree. Alternatively, you can use an immersion blender to puree in the saucepan. Set aside to cool.
4. Serve on your favorite burger or sandwich!

Have an extra sachet of Classic?
Make a delicious seasoning using 1½ Tbsp of Classic with ½ Tbsp each of salt, paprika, brown sugar, black pepper, onion powder, garlic powder and ground coriander!

NUTRITIONAL FACT:

The ketchup and tomato paste found in BBQ sauce hold an amazing organic compound named lycopene which does wonders for your body. As an antioxidant, it is highly effective in scavenging free radicals. It has shown to help protect the body against damage and aging, benefiting the heart, skin, bones and more. Speaking of antioxidants, did you know Ganoderma lucidum contains more than 150 of them? It's an incredible boost to promote your body's best.



TIME TO SHARE

Gano Excel's Social Media Stars of the Month: Emma Reynoso, Maria Diocelina and Robert Carlos Torres!

Congratulations and thank you, Emma, Maria and Robert for using social media as an important tool to leverage your Gano Excel business!

Facebook: Emma Reynoso
"Coffee with Ganoderma, some exercise and a healthy diet to stay in shape…!"

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!*

Instagram: Maria Diocelina (@mariadhdz)
"All 4 can make you happy."

GLOBAL **CORNER**

Did you know you can take the Gano Excel opportunity to more than 65 countries around the world and get paid? Here in the United States, that includes the tropical island of Puerto Rico. Located in the heart of the Caribbean, our Puerto Rican Affiliates can be found sharing the same great opportunity for health and wealth as is shared around the globe.

Instagram: Robert Carlos Torres (@roberto1carlos)
"You know what time it is... COFFEE O' CLOCK! Cheers!"

LEADERSHIP SPOTLIGHT

MAGGIE CARDENAS

PREMIER DIAMOND

Maggie Cardenas advanced this month to reach the rank of Premier Diamond. To her, it means progress. It stands as proof for herself that by committing to this business and working her goals one step at a time, she can indeed accomplish her dreams. "Thankfully, I'm not doing this all on my own," says Maggie. "I have my mentor and my entire team by my side. So, I must give them credit." Reaching a new rank is always a team effort, she says. It wouldn't be possible without each person helping one another to accomplish everyone's personal goals and the steps to get there.

Maggie's parents are originally from Mexico. They came to the United States as young adults, and Maggie was born in Duarte, California, where she was raised. She was impressed with the humility of their hard work. Maggie recalls her parents having such an integrity to how they pursued their American dream. They saw opportunity, but knew they would work hard for it. There was never an expectation to suddenly have everything they ever wanted; it was not this "get rich quick" idea. Maggie says that she can see in her own life how that has impacted how she approaches her own dreams and her own expectations. ***It's her belief that Gano Excel has one of the best opportunities, if not the best opportunity, but all opportunities take work.*** "I don't believe in a 'get rich quick' business, I wouldn't put my trust in something like that. That is another reason why my Gano Excel business makes me so happy. It's real. It's an opportunity I took, I put in work, I put in time, and it is paying off. That's a real opportunity to me, and it makes me feel proud."

She gives credit to her husband for introducing her to Gano Excel and network marketing. At first, she was skeptical. She didn't trust network marketing. Finally, her husband asked her to give him three months. "When I saw how successful he was, I was blown away," says Maggie. She was working in pharmaceutical sales at the time and doing well. "We weren't scrambling for money. Yet, his success made me think twice about my own career. I think that is such a testament of how great an opportunity this is."

What she loves most about her Gano Excel business isn't necessarily how much more she can make now, although she does appreciate how virtually limitless the earning potential is. What she loves most is being in the driver's seat. "***Now, I own my agenda. I own my life.*** I can be the mom I want to be at home and the businesswoman I want to be with my career. It feels so good to spend time with my kids. I really can say that I'm happy."

She thanks Mr. Leow Soon Seng for making it his mission to improve the health and wealth of others around the world. He has created this opportunity that benefits her, along with so many people. As a leader, he is an inspiration to her. Maggie says her mentor has also been a terrific example of what it looks like to empower others, help them and be present for them. She thinks one of the biggest hurdles for any entrepreneur is being proactive. "It's been an inspiration seeing my mentor go to work every day and proactively work to unite and inspire his team. That unity is something that is important to me. I hope that one day I'll see that manifested in my team as well; that would make me supremely proud."

When she thinks about her goals now, she comes back again to the mission of founder Mr. Leow Soon Seng. ***"His mission is about spreading health and wealth – it's about helping people.*** I can say that when I make his mission my mission, I succeed. So, for now, I am focusing on helping people. Helping others to experience health and wealth and helping them to spread it. ***I want to see them accomplish more this year; then, we will all be one step closer to accomplishing our dreams.***"

GUILLERMO COVARRUBIAS

NORCO, CA

Guillermo Covarrubias enrolled with Gano Excel about three months ago. He remembers learning about Gano Excel and being thoroughly impressed with the company. He immediately felt an affinity for ***Gano Excel's mission to improve health***. What truly blew him away has how simply and successfully Gano Excel went about pursuing that mission. "I was immediately convinced that this is something I could do, and I wanted to do," says Guillermo.

He loves the simplicity of improving your health with a cup of coffee. "Most people already drink coffee," he reasons. "So, I think about how simple that makes it for millions of people to improve their health." ***He loves that Ganoderma lucidum, the signature ingredient in all of Gano Excel's products, can promote health without showing any negative side effects.*** "It's only a potential positive, so it makes the opportunity that much sweeter." With every day that passes, Guillermo is more convinced that he made the right decision.

The best part to Guillermo is the ***business opportunity with Gano Excel***. He trains his team on how to earn a weekly paycheck by simply sharing their testimony with the product. The ease of earning with Gano Excel helps Guillermo to spend more of his time focused on helping people than searching for dollar signs. He believes that when people are not worried so much about money that they can be ***free to actualize their dreams and help others***. It is one of the best parts of the Gano Excel mission and leads him to dream big for himself and others.

He looks forward to many more years of success with Gano Excel. In just a few months, he can already see the value it is bringing to his financial future. But he is just getting started. He sees longevity in the company, which is celebrating its ***25th anniversary in 2020***. He expects to see ***Gano Excel grow for decades to come, making it an excellent opportunity, not just for him but for millions of people***.

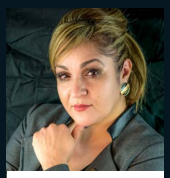
LIVING UP TO OUR FULL POTENTIAL

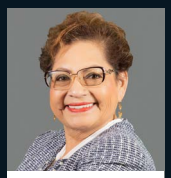
Gano Excel is very happy to celebrate and recognize the following rank advancements for their commitment and dedication. It is a pleasure to watch as these emerging leaders reach further and soar higher as individuals making a difference in the lives around them. These special Affiliates have demonstrated their ability to motivate others and set positive examples for existing and new Affiliates. They act; they make it happen. It takes courage and discipline to advance and inspire others to do the same. ***Congratulations from your Gano Excel family!***

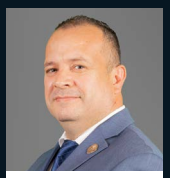
DIAMOND EXCELLERS

DIAMOND

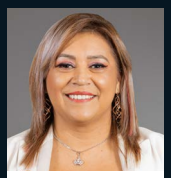
Ruben Cardenas
Rank: Royal Diamond


Olga Yaneth Loya
Rank: Royal Diamond


Ana Lorena Aguilar
Rank: Royal Diamond

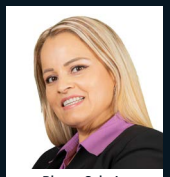

Walter Garcia
Rank: Royal Diamond

Tomas Rodriguez
Rank: Royal Diamond

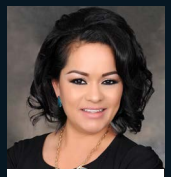

Erica Reyna
Rank: Premier Diamond

Maggie Cardenas
Rank: Premier Diamond

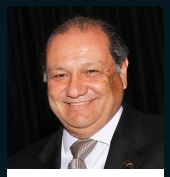
Milo Sanchez
Rank: Premier Diamond

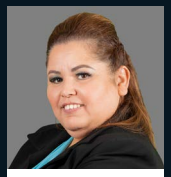

Blanca Solorio
Rank: Executive Diamond

Hipolita Gonzalez
Rank: Executive Diamond


Marivel Santoyo Huizar
Rank: Executive Diamond

Rebeca Sanchez
Rank: Executive Diamond


Rene Marin
Rank: Executive Diamond

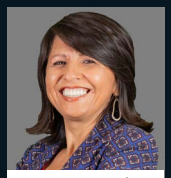

Rocio Peralta
Rank: Executive Diamond

Sandra Estrada Morales
Rank: Executive Diamond

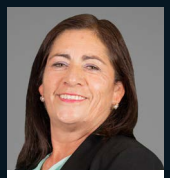
Susana Ceballos
Rank: Executive Diamond

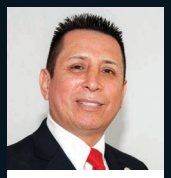
Isabel Rodriguez
Rank: Diamond

Jersis Aparicio Hernandez
Rank: Diamond


Maria Casteneda
Rank: Diamond

Rosa Licon
Rank: Diamond


Sara Diaz
Rank: Diamond


Victor Lopez
Rank: Diamond

RANK ADVANCEMENTS

GOLD

Guillermo Covarrubias
Brayan Herrera Valencia
Jorge Lopez Araiza
Trinidad Vasquez

SILVER

Alexandre Alpe
Andres Ambriz
Enma E Arana
Carmen Arellano
Elena Arreola
Jacqueline Avila
Guillermo Baquero Camacho
Jorge A Barrios
Consuelo Bolivar
Gustavo Javier Castillo
Maria Cazares
Juan Chavez
Jose Corral
Veronica Cortez
Claudia Beatriz Cuellar
Kately Delgado
Down Espinosa
Erica Eugenio Trinidad
Mark Field
Luisa Flores
Rosa Frias Ramirez
Maria Garcia
Socorro Gomez
Elizabeth Gonzalez
Jose Gutierrez
Gina Maria Herrera Valbuena
Kenneth Kinsey
Alicia Landry
Guy Lolika
Jaime Lopez
Lina Lopez
Gabriel López
Jose López
Juan Carlos Lovos Diaz
Rodolfo Martinez
Lucina Mendoza
Henry Mogollon
Mario Morales
Andres Nazario
Maria Nieto Guerrero
Viane Alejandra Peña Vargas
Maria Quevedo
Victor Manuel Quintana
Elibier Ramírez
Francisco Ernesto Ramirez Diaz
Francisco Rodríguez
Juan Ruiz (CA)
Juan Ruiz (AZ)
Leopoldo Salazar
Jose Luis Vazquez
Salvador Velazquez Reyes
Sandra Vidal
Mirna Yamasyro

BRONZE

Byron Aldas
Sarinna Barnes
Martha Diaz LaLonde
Alma Elenes
Guillermina Elenes Solorio
Marjorie Fernandez
Mazzilly Guerrero Sanchez
Jesus Alejandro Jimenez Nieto
Sonia Ledezma
Roberto Lopez
Ismene Irazema Mendoza
Esperanza Munoz Castano
Zulma Liliana Nieto
Amelia Perales
María Elena Rodas
Luz Maria Sanchez
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