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SEPTEMBER 2015



**SEASONAL
SUCCESS**



**MASTERING
DUPLICATION**



**MOMENTUM:
INDUSTRY TRENDS**

A Monthly Publication

Recap: Once Upon A Time Event	2
Seasonal Success	3
Mastering the System of Duplication	4
Momentum: Industry Trends	5
Leadership Spotlight: Victor Lopez	6
Emerging Leader: Bienvenido Pentinio	7
Rank Advancements	8



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Once Upon a time

continue the story

20th Anniversary



RECAP: ONCE UPON A TIME EVENT

On August 29th, Affiliates from far and wide attended the Super Regional Event, marking the celebration of Gano Excel's twentieth year of sharing Ganoderma Lucidum with the world. The Once Upon a Time Event was held at the California Education and Performance Arts Center in Ontario, CA. Four of our leaders -Maggie Ortégón, Cesar Vargas, Roberto Torres, and Ana Lorena Aguilar - delivered inspirational messages and shared personal success stories. These stories focused on maximizing time and effort using the powerful practices of conducting One-on-One meetings, hosting Coffee Breaks, and sharing and leveraging the impact of Events. Additional training demonstrations followed each speaker and complimented and supported their fantastic presentations.

The central theme of **Time** was woven throughout the event. The value of time is evident for Affiliates, especially in regard to their partnership with Gano Excel, a time-tested company. In existence for twenty years, Gano Excel is the longest running Ganoderma Lucidum company in the world. The time used to perfect the extraction of the wellness benefits from each mushroom has given Affiliates the confidence to share countless cups of beverages in more than 70 countries. Corporate staff also invests time in hosting and creating events, so that Affiliates can expose prospects to the power of gatherings through shared messages, information, testimonials and validation. Time's value has become a call to action, and is emphasized by the opportunity to earn immediately with Gano Excel by sharing the products, tools, messages and time-tested methods.



SEASONAL SUCCESS

As we head into Fall, let's quickly reflect on the Summer season. Did you have an exciting summer? Did you get to travel somewhere? Did you get to spend enough time with your loved ones? Or enough time to visit family? Was your summer a success? There's a reason why we didn't ask about your Gano Excel business. If you said "NO" to any of the questions above, you might not be where you want to be in this business... Yet.

What's incredible about working for Gano Excel is the ability to control your time, so that you can spend more time with family and friends. This business earns you RESIDUAL income, which means, for example, you can pay for your Summer vacation AND continue to make money while you're on vacation.

Traditionally, Fall has been the highest-ranking sales season for network marketing companies. With kids in school and parents with more free time, building up your business in Fall is a good way to end the year strongly.

Over the last few months, Gano Excel has launched a number of items that can help you get on track this coming season; From the Gano Excel Business

Kit to the Evolution Sample Pack, plus numerous trainings and presentations available on the Gano Excel website and Business USB Drive.

If you prefer person-to-person learning, Gano Excel holds monthly Super Saturday meetings and super events throughout the United States. Check the Gano Excel Facebook page for details on these events.

Building a successful business takes time, but it's up to you to take every opportunity to help you get to where you want to be. Gano Excel is here to provide you with the best products and the best opportunity to reach your goals.





MASTERING THE SYSTEM OF DUPLICATION

Duplication is a familiar word to all of us. Duplication is a concept we must master in our industry because it is the root of this business. This is the building block that separates dreamer from doer. Are you willing to spend the next 10 years on mastering the system of duplication with result-driven practice? More importantly, are you willing to devote 10 years of your time, and practice consistently to achieve ultimate financial freedom?

Most people agree that putting a significant amount of time into something is what makes you a master of your craft. Though not wrong, we think it is important to follow two very simple principles: *10 Years of Silence* and *Deliberate Practice*.

John Hayes, a psychology professor from Carnegie Mellon University, spent decades studying different musicians and composers based on these two principles. His studies showed that despite their world fame and legendary memories, almost all musicians had spent their first ten years practicing before they produced a worthwhile piece of work, a concept referred to as “10 years of silence.” According to another professor, K. Anders Ericsson, those 10 years were equivalent to 10,000 hours of dedication before becoming a master in their field. However, according to Hayes and Ericsson, spending a significant amount of time practicing was only part of the equation. Success wasn’t achieved just because someone had spent 10 years or 10,000 hours on their craft. To truly master their work, they had to practice with purpose, or “deliberate practice.” Most people say their time

spent on any subject is an indicator of how ‘hard’ they have worked; but the top performers have spent just as much time, *with purpose* behind their practice.

For example, Kobe Bryant (one of the NBA’s best athletes) sets a goal of 800 shots after conditioning, cardio training, weight lifting, and team training during the season. He practices with a goal in mind, and he doesn’t stop until he achieves that goal. Kobe doesn’t become the top performer just by spending a lot of time at the gym; he is the top performer because every practice is result-driven. Like Kobe, many legendary performers set specific goals behind each of their practices. It’s inspiring to know that people like Mozart, who has been called the “genius of geniuses,” toiled away for 10 years before producing any popular work.

To master Duplication in a direct sales business, you can make adjustments that are as small as developing a habit of waking up early in the morning to maximize your time, or as big as building a business that will eventually run itself. All it takes is determination and practice, and you can achieve incredible results.

MOMENTUM: INDUSTRY TRENDS



What is momentum? Momentum is a term that is very important in a direct selling business, representing an important element that transforms individuals, groups, and teams into an unstoppable force.

The website "Business for Home" has compiled a list of 200 direct selling companies that currently hold the highest momentum ranks worldwide. The companies included on the list range in categories from cosmetics, health and wellness, and home décor to clothing, spa products, rubber stamps and more. Gano Excel is on that list!

That is due in large part to our incredible Affiliates, teams and corporate leaders. One way to ensure that our company continues the momentum is to stay informed of current trends and news in the industry, both nationally and globally. Direct selling companies are a major source of sales and employment throughout the world, so following these trends will help to ensure that we are continuing to provide the best possible products and services.

One major trend is the use of technology. Remaining innovative when it comes to technology is what continues to propel Gano Excel into a successful future. **This year, we have updated our website to include resources, news, a calendar of events, and back office management.** We are also in the process of adjusting our trainings to be more interactive. Technology allows us to communicate with a broader audience, to give more accurate training, and to keep better track of our up lines and teams.

Social media also plays a big role in serving not only our company, but also the individual businesses of our Affiliates. Another big trend this year has been the increased use of

mobile and social applications and platforms. Social media networks, video presentations and the ability to sign up new recruits through our website helps our Affiliates advance their businesses and grow their teams.

One of our top priorities here at Gano Excel is to promote health and wellness throughout our infused premium products. Not surprisingly, health and wellness is one of the top trending categories throughout direct selling companies this year. Studies show that consumers are tired of "diet fads" and are focusing on products that will aid them in living a healthier lifestyle, which is exactly what our products do! This means that Gano Excel is well positioned in the industry, and we are delighted to continue sharing the benefits of Ganoderma lucidum.

Luckily, coffee has remained the second most consumed beverage worldwide. More than 200 billion cups of coffee continue to be consumed daily, so this is one trend that we don't expect to disappear any time soon.

Following the trends in the industry is a way for Gano Excel to keep up the momentum and continue to be an accomplished direct selling company. Our goal is to finish the year strong, and enter 2016 with the same success and force!





LEADERSHIP SPOTLIGHT: VICTOR LOPEZ

Victor Lopez is currently at the rank of Platinum. We stress “currently” because his ascent through the ranks of Gano Excel has been as fast as a speeding bullet! A quick learner, Mr. Lopez recognized the opportunity available through affiliation with Gano Excel, and he committed fully and engaged with the speed of a jet, quite literally. In fact, he left his previous job and flew his family from Florida to California to participate full-time in the business.

Mr. Lopez had zero experience in network marketing, but he trusted the Gano way. The company’s simplicity resonated with him, and he began to share the product and opportunity relentlessly. Mr. Lopez tirelessly utilized One-on-One presentations, conducted Coffee Breaks and leveraged his time by driving prospects to events to demonstrate momentum in the company.

He attributes his motivation to his love and dedication for his family. They are the purpose of his life, and that was what propelled him to open a center of his own in Vallejo, CA. At his center, Mr. Lopez has an office and a space to host his own events. It also serves as a convenient place for Affiliates and customers to pick up product. He employs all the tools of a master by hosting weekly Opens, regular Coffee Breaks and non-stop One-on-One presentations.

Mr. Lopez stays focused by perfecting his craft through duplication and by relentless pursuit of his dreams. His commitment to his family and Gano Excel has taken root in his ever-expanding community. His Vallejo center is abundant with activity and energy. If you have the opportunity to meet Mr. Lopez, do so! He will greet you with open arms, share his journey and invite you to share a cup of coffee. Mr. Lopez is a man on the move, but, more importantly, he is a man with his eyes on his dream who wears his heart on his sleeve.

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EMERGING LEADER: BIENVENIDO PENTINIO

Bienvenido Pentinio, known to friends as Mr. BP, was born and raised in Olongapo, Philippines. He and his wife, Susana, have been married for 43 years; they have 5 kids (2 daughters, 3 sons) and have also been blessed with grandchildren. In the Philippines, Mr. BP was a very successful businessman who owned his own company, BP Marketing.

In June of 1991, the eruption of Mount Pinatubo and the arrival of a typhoon caused a lethal mixture of rain and ash to his hometown. The devastating eruption of Mount Pinatubo led to the evacuation of tens of thousands of people. Mr. BP and his family were forced to leave, and the town, along with his business, was left in ruins.

While waiting at the social security office in Vallejo, CA, Ronnell Areta introduced Mr. BP to Gano Excel. Mr. BP quickly found a desire to share the benefits of Gano Excel's products, and his energetic and friendly personality allowed him to reach the rank of Gold in a matter of months. Gano Excel reignited his passion for success that he once had back in the Philippines.

Sharing Gano Excel comes naturally to Mr. BP, and he has the unstoppable will power to keep moving forward. Mr. BP has an entrepreneurial spirit, an appetite for success, and a drive to achieve his goals. As he says, "If I made millions in the Philippines, I can make millions in the USA." With the opportunity Gano Excel brings, Mr. BP knows he can accomplish both of his dreams: to re-build his fortune, and to leave a legacy for his children and grandchildren.



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LIVING UP TO OUR FULL POTENTIAL

RANK ADVANCEMENTS

We are very happy to celebrate and recognize the following rank advancements for their commitment and dedication. As emerging leaders, these Affiliates have shown their ability to motivate others and set positive examples for existing and new Affiliates. Their personal commitment

to advance has inspired others to do the same. To these leaders and Affiliates, we appreciate and recognize your dedicated efforts. You said to yourself, "I think I can. I think I can. I think I can," and YOU DID IT! Congratulations!



GOLD



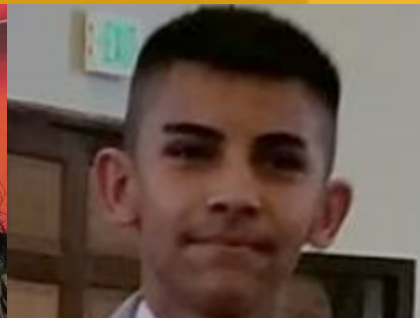
Bienvenido Pentinio
Rank: Gold



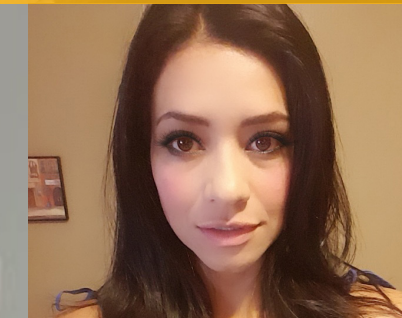
Veronica Apaez
Rank: Gold



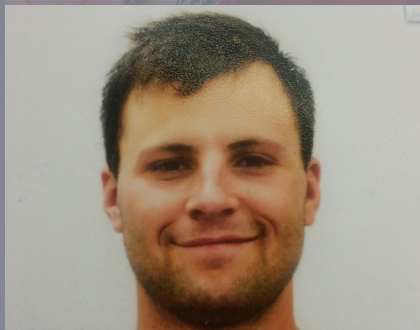
Vicky Diaz Muñiz
Rank: Silver



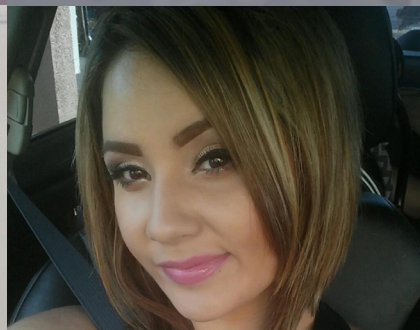
Cesar Cerillo
Rank: Silver



Caludia Fargas
Rank: Silver



Corey Neer
Rank: Silver



Debbie Arias
Rank: Silver



Maria Eugenia Ramirez
Rank: Silver

SILVER