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Ethos Application Committee  
Direct Selling Association

To Whom It May Concern,

My name is Belinda Ellsworth and I own and operate Step Into Success, a direct sales consulting and marketing company. With over thirty-six years of experience in the industry, I was a field leader for sixteen years and for the last twenty years have been a direct sales consultant, speaker and trainer.

Throughout my career, I have worked with over 100 companies, many of them asking me back again and again. I have a vast knowledge of what companies need to motivate, train and inspire their field because I continually work to determine the most important needs of independent consultants and leaders.

I facilitate a variety of focus groups to discover what is relevant and current in today's industry, which allows me to offer unique programs and techniques to help companies become more successful. I am constantly involved in research that will help create the most effective marketing, training, and compensation programs.

I have worked with a variety of companies ranging from startups to large veterans in the industry, helping them increase engagement with their consultants, which ultimately leads to higher success in their sales and recruiting efforts. In one example I worked with a company to increase their sales from \$800,000 to \$10 million over a two-year time-period using the programs that I created. Again and again, my customized services have proven to be effective.

As examples, I will share with you my current involvement with Jamberry Nails, Lemongrass Spa Products and Your Inspiration at Home.

### **Jamberry Nails**

I have an almost twenty year relationship with Jennifer Harmon, Business Development Director at Jamberry Nails. After working with her when she was with The Pampered Chef, Jennifer sought out my advice from the very beginning of her involvement with Jamberry Nails.

Since beginning work with Jamberry Nails, I have built a strong relationship with them and their executive team. I was contracted to evaluate their training programs and to assist in the creation of programs to increase their promotion of field leaders. I am also very involved with their fast start initiatives, helping new consultants succeed in their first three months with the company.

With my advice, expertise, and mentoring, Jamberry Nails' Fast-Start achievement rate is higher than the industry standard, as is their consultant retention rate. My vast knowledge and experience in the industry allowed me to tailor programs, incentives and training for their field, which resulted in tremendous growth. Jamberry Nails experienced an increase from approximately 40,000 consultants in 2013 to over 100,000 consultants in 2014. Jamberry Nails has more and more people earning above average incomes in the top leadership levels. This can be attributed to the programs I helped put in place.

The programs and special projects I have delivered and created for Jamberry Nails include National Conference keynote speaker (delivering my proven Step Into Success program); bi-monthly leader trainings; train-the-trainer programs; fast-start trainings for new consultants; Regional Conference workshops; curricula, scripting and video training for Jamberry Nails Online Training Center, including their leadership and consultant academy; advisor for their incentive and recognition programs; and outlines with detailed scripting for bookings, launch party, recruiting and home parties.

In December, I spent three days at their home office and met with each department head so that I could have a better understanding of the complete company culture and what each department needs to continue this incredible growth they are experiencing. I also opened my home to Jennifer and a group of leaders for two days so a film crew could record videos of us for their Leadership Academy. My work is featured in 80% of the Leadership Academy videos, which have resulted in a higher leader promotion rate.

I am honored to continue my work with Jamberry Nails in 2015 and am humbled by the testimonials on how my training and programs have impacted the lives of the field as well as the growth and profitability of the company.

### **Lemongrass Spa Products**

I began working with Lemongrass Spa Products in 2014 when I was hired as a speaker for their national convention. Because of the amazing reviews from the sales force who were experiencing an increase of bookings and recruiting from my training, Lemongrass Spa Products contracted me as a consultant.

Since working with Lemongrass I have helped revamp their New Consultant Jump Start program, which has resulted in a higher retention rate among the field.

I also re-worked their compensation plan, introducing a new level to help transition more consultants into leadership. This compensation plan change has generated incredible enthusiasm and support amongst their independent sales field. This has resulted in higher and more successful sales and recruiting performance.

In order to make their new consultant training more effective, I created and introduced an easy-to-follow Jump Start Guide for new consultants that goes out in every kit. This guide offers my top training techniques as well as detailed language the consultant can use in their presentations.

This guide is completely tailored to new consultants to assist them in their first 90 days and covers the areas of bookings, parties, host coaching and recruiting.

The feedback from the field has been incredibly positive. Since my involvement, Lemongrass Spa Products has experienced a 10% increase in their projected sales goals over the last four months. They are experiencing a 250% increase in sponsoring and have also begun to see a higher retention rate and engagement rate among new and existing consultants. The company has even seen completely disengaged consultants re-invest in their business and reach leadership titles since the implementation of my programs and training. The company has shared their enthusiasm with me and predicts that their average per-consultant volumes will increase over last year due to the excitement of higher commission checks and the new training programs.

### **Your Inspiration at Home**

Colleen Walters, founder of Your Inspiration at Home (Canada, US and Australia), and I have had a mentor relationship for the past 20 years. Since founding her company, Colleen has introduced and implemented the training and programs I have shared with her, which have helped her business launch successfully and experience phenomenal growth.

I have been working intensely with Your Inspiration at Home over the last year and they have experienced a 300-400% growth in that time frame. We also developed one of the best and most competitive fundraising programs in the industry. CVSL, parent company of Your Inspiration At Home, seeing the results of my work, implemented my programs with some of their other companies.

I have been an integral part of their on-boarding experience with new consultants and have created Consultant kits, e-mail templates, an Inspired Start Guide for new consultants, compensation plan enhancements, as well as communication and social media training programs.

As you can see from the examples above, my relationship with these companies goes above and beyond simply providing a service for them. I am committed to working with each company on strategies for continued growth. As an almost twenty-year supplier member of the DSA (both US and Canada), my passion and love for this industry is what continues to drive my business forward. I have made it my life's mission to help those who come into this industry be as successful as they can be. It is a very humbling experience for me to work with so many amazing companies, mentor incredible company leaders, and inspire so many independent consultants to help ignite the love we all have for this industry.

Thank you for your time and consideration.

Sincerely,

Belinda Ellsworth  
Step Into Success