

This information was generated by Gold Director Rowan Emrys, CNMT, an independent distributor for DYNAMITE® Specialty Products. The views expressed herein do not necessarily reflect those of DYNAMITE® MARKETING, Inc. No claims are expressed or implied, nor is this information intended to diagnose, prescribe or cure.

**T**he single most valuable tool for marketing **DYNAMITE** products has been provided by the company in our full-color, full-size catalogs!

The revised 2004 edition is even better than the initial run and there are more positive and wonderful changes afoot for future issues. This catalog, along with the new brochures, are designed to be the only tools needed in order to introduce people to all the fabulous **DYNAMITE** products from Human to Soil, whether you are at home, in your office, in your truck or car, at a show or working a trade booth. Order at least one pack of 10 to get started. Once you start using them, you will probably find yourself wanting to double or triple your order next time or, like us, order 100 at a time!

So grab your new catalog and follow along with these 10 points to help optimize its use for you.

1) First and foremost, be sure your contact information is on each and every Catalog AND Retail Order Form (which has also been re-designed) in the spaces provided. Such info can be printed on stickers for the Catalog or stamped on the Retail Order Form and is far more professional looking than hand-written. Labels can be printed on your computer at home or by most Kinko's-style copy shops. Self-inking stamps can frequently be ordered from copy shops or office supply stores.

2) Point out to clients the history of **DYNAMITE** and the succinct summary of the **DYNAMITE** Difference, both of which are on page 2. Then show on page 3 the details about the difference between the "organic" minerals (**DYNAMITE** holds the patent!) that **DYNAMITE** uses and the inorganic minerals which most other companies provide. This material is very important for all to understand as the **DYNAMITE** company excels in providing MINERAL BASED SUPPLEMENTS for almost all living creatures, including those in the soil! It is properly balanced and bio-available minerals that are the key to cellular health and which is why these products can work so well on such a wide variety of creatures.

3) Also show both the index and the colored page edges which make flipping to various sections or locating specific products very simple.

4) Some background is essential and is provided on

the introductory pages for each section. Each Nutritional Guides contains an important initial paragraph, while the chart itself shows the Basics for that species very clearly. The rest of the Guide can be used as a reference for specific areas of concern. Always mention that such suggestions are predicated on use of the Basics first, and that not all products listed are necessary but are given as suggestions for consideration only.

Also point out the next page in each section (the one with the great photo!) which indicates that more products can be found in the Multi-Species and Topicals section and also answers some basic questions about starting on the products and their appropriate use. The Horse one even gives a line on the use of grass hay over alfalfa. Until it may get written in, you might add for the human one that "**DYNAMITE** supplements work best with an alkaline diet (65-80% vegetables & fruits) of whole organic produce, grass-fed animal products and plenty of pure water. To be avoided are highly processed bakery items, most 'fast food' and 'chemical' drinks." For more details, you can always refer to our in-depth Basics articles.

5) Something that is very important to mention here is that **DYNAMITE** NEVER "cures" anything. We do not "prescribe" nor do we have medical "protocols." What we do is point out some basic nutritional needs and nutritional supplements to help fill those needs. That's all. We ALWAYS use phrases such as: "What has worked for me...", "I think this testimonial is similar to what you are describing...", "Many individuals have found this to be of help..." and so on. So if someone is interested in finding out what will "fix" a specific problem or set of symptoms, always make abundantly clear that **DYNAMITE** supplements are just that, nutritional supplements, and that by following the Basics many symptoms seem to simply go away. Those that may remain can then be addressed more individually, as per the nutritional guide, but always built upon the Basics. **NO CLAIMS EVER!!!**

That being said, for specific questions, you can refer to our various FAQ articles.

6) Then we come to the individual products themselves. Even in the description pages, the Basics are highlighted by the beige-colored background. The

new descriptions, formatting and graphics, along with real testimonials and photos throughout, are extremely helpful in pointing out the most important attributes of each. For example, in the Horse Section, the four **Free Choice Minerals** have a full 2-page spread and the **TriMins+** in the Human Section has one full page to itself. The product photographs allow people to see the product containers for themselves without you necessarily having to carry every single item yourself to show what they look like. When they receive their own products, it is like welcoming an old friend into their home.

7) Most people want to compare labels. If this happens to you, go back to pp 2 & 3, explaining again that comparing inorganic minerals to our patented organic ones is like comparing apples to rutabagas—not possible! What is allowed to be said by the FDA and other governmental agencies in official **DYNAMITE** literature may be less than ideal, so we sometimes do need to fill in a few blanks here. **DYNAMITE** is working hard on wording descriptions as informatively as possible while still toeing the Federal line to avoid legal issues. This is where testimonials come in to show ways in which these unique products can be utilized properly and even innovatively. If there is no testimonial in the catalog for a product you wish to suggest, copy some from your monthly Newsletters to have on hand for those situations or refer to the Product Profiles we have supplied for Horses, Humans and Multi-Species products.

But do read all product descriptions very carefully for yourself; you may find yourself clearing up some of your own questions!

8) Some new Distributors can be a little short on funds and have asked if it is OK to charge for the catalogs. This is not something that is encouraged by the company; you will notice there is no price printed on the cover. In fact **DYNAMITE** absorbs an enormous part of the cost of printing these catalogs just so you can have them for the minimal fee of only \$1 each. At this price, they can be mailed or handed out very cost-effectively to prospective clients; this is how we do it.

However, some individuals *have* charged customers that \$1 promising them an equal \$1 off their initial order. As an independent **DYNAMITE** Distributor, that is your prerogative if you really think that it is imperative for you to do so.

9) Some individuals have seemed surprised that

prices are not printed in the catalogs themselves alongside each product. Rather **DYNAMITE** has supplied a separate Order Form designed specifically for Retail usage and which includes shipping costs so there are never any surprises. Because product prices can fluctuate some, this was deemed the best way to allow for that without compromising the integrity of the printed page. It is very easy to simply slip a Retail Order Form (making sure you have stamped your contact info on it in the space provided) into each catalog before handing or sending it out. These Forms are provided with the Catalogs

Interested clients actually feel more at ease about marking up this separate sheet. They can find product names quickly and easily since the sections are divided by prominent headings and the products themselves are both alphabetized and referenced back to catalog page numbers for product information. You can also quickly indicate on the Form if you are offering a special rate for a Starter Kit or Trade Booth sales special. Plus these Retail Order Forms certainly make it easy and clear for Distributors to fill Retail orders quickly and accurately so you might want to consider ordering separate packets of the forms for just this purpose.

10) The most successful Distributors do educate themselves thoroughly, so for yourself, do not *stop* at the Catalog. It is a superb beginning but it should not be the ending! The Catalog is supported and expanded upon by the tremendous information offered each month in your **DYNAMITE** Newsletters. Utilize those by keeping them at hand in a binder in those little plastic 3-ring magazine holders. Copy various articles and testimonials, saving them in a separate binder to show or give out where appropriate. Read all the articles that we send out and index them appropriately into a special binder reserved for that purpose. With these aids, you should be able to answer most questions. If questions persist, check with your Sponsor and if you still have questions, come to us! It will become surprisingly easy as you go along.

ULTIMATELY THOUGH, these beautiful Catalogs will be most people's introduction into the wonderful world of **DYNAMITE** and will supply all the very basic information needed to try at least some of the products. Make sure you have plenty of them available so you can hand them out freely. At only one dollar each, they are truly an incredibly cost-effective way to initiate sharing **DYNAMITE** with others. ■