

# BUSINESS

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## Bird finds success with Jamberry

*Editor's Note: These three stories are about three women in the Mid-Ohio Valley in successful careers with direct sales marketing. Each earns more than \$5,000 a month and they talk about how and why they got involved in the business and its rewards.*

By JEFF BAUGHAN  
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WILLIAMSTOWN — It was so simple. Debbie Bird walked up to the counter at the Third Street Deli in Parkersburg to pay for lunch.

"Oh, I just love your nails. How did you get them that way?" the lady at the counter said.

Debbie smiled, turned and said, "I love this part of my job," and slid her business card to the woman.

"It's really very simple," she said. "I'll explain it to you when you have some free time and aren't so busy. Just call me."

Bird got a call later that evening.

Debbie Bird is a senior

executive for Jamberry Nails. To call her a distributor would be a puny attempt to describe what she does.

She is in the top 1 percent of leading sellers for the company.

"There's more than 100,000 women in Jamberry," she said. "These nails sell themselves. I've just got to wear them and things like what you just saw, happens."

Bird has been in the Jamberry Nails direct sales business for more than three years.

"Jamberry launched in July of 2011. I was in by November and one of the first 200 to become a consultant," she said.

She'll earn six figures in 2015 and has more than 1,000 people in her down line. The down line team is called the Super Chicks and her personal website is debbiebird.jamberrynails.net/.

Not bad for a single lady who returned to the United States after serving as a Haitian missionary who had no job, no financial support and was a full-time student

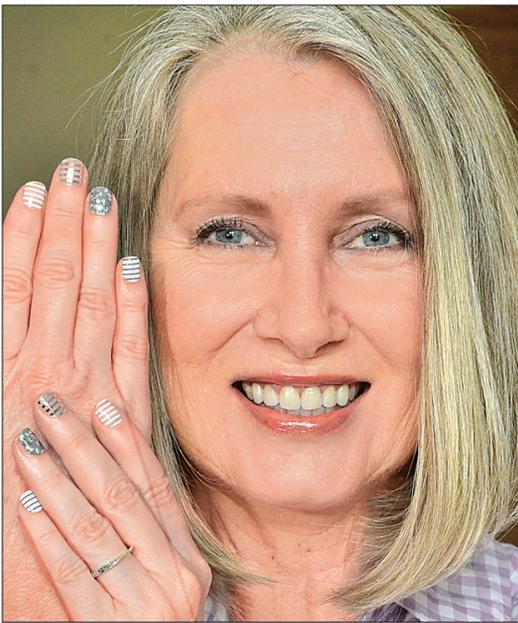


Photo by Jeff Baughan

Debbie Bird of Williamstown will be earning six figures this year from Jamberry, which produces decorative nail designs.

at West Virginia University-Parkersburg in the nursing program doing clinicals. "I needed something that

Emily, who was helping find the right product.

"She said, 'what about Jamberry?'" Bird said. "Six weeks of research and prayer and I felt this was it... this was the right product for me."

"It was small. It was light. I could carry my product in my backpack to show and I could wear my product. I told you, it sells itself," she stated. "And they had the best compensation out there. This industry complements a woman's lifestyle. It doesn't compete with it."

"She can be a stay-at-home mom, a college student, a CPA," she said. "They can all have equal success. We can determine what income we want. If we want to work it hard, we can. If not, they can do what they have time for."

Bird said she worked on Jamberry for five to seven hours a week when she started. She works more than that now due to the large downline.

"Maybe 15 to 25 now," she said. "That's with personal and coaching calls but

there's no time card to worry about.

"My greatest success is becoming the woman God created me to be," she said. "I get a chance to impact people and change lives, help people make a good living."

The American-made product is a fast-changing item, she said.

"People can design it in a day and it can be available to distributors two-to-three days later," she said. "We did a design to help the Nepal earthquake relief. We do designs for breast cancer, autism, heart health, UNICEF."

"We're encouraged to give locally to things we believe in," she said. "I like that idea. I get to contribute to what I want to contribute to. Wouldn't you like to be able to write a check to cover the cost of something you believe in? Jamberry has allowed to be able to do that and I do it."

Bird said Jamberry is a green product.

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## Johnson feels better, finds income with organic product

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By JEFF BAUGHAN  
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VIENNA — Suzanne Johnson spends many Tuesday evenings at Colombo's Restaurant in Parkersburg.

But she's not there for dinner.

She and members of her team gather in a small room several times a month to talk nutrition and the company each represents - Xyngular, which Johnson calls a "naturally sourced, organic product designed to balance the body nutritionally. You start with the detox and you feel better. Then the rest of the products help you feel continually better and get you healthy."

"My sister, Cynthia Evans, was the first into it from West Virginia and she just tore it up," Johnson said. "She was a lawyer working hours and hours beyond 40 hours. She saw the business sense and

just jumped in feet first. I think she was pulling close to six figures her first year."

Johnson was a customer before she became a distributor.

"I started taking the supplements searching for a way to lose weight and get healthy," she said. "I needed to lose the weight because of health reasons and I did. I lost 30 pounds and four sizes. Migraines... migraines were a constant source of problems. By losing the weight, I got rid of my migraines. I didn't get into it to make money. I got into it to feel better. Now I do feel better... and the money is nice too."

She got herself healthy but she said it took a life threatening illness along the way with her son, Nick, to get her on board with being in business with Xyngular.

"I was working 50 hours a week with a national company as a sales manager," she said. "So I was not able to be with him very much when he was younger. So I took another job for less money for more time but having less money caused problems too."

"It got to the point where I couldn't constantly go to the boss asking for time off to take Nick to doctors'

appointments," she said. "Life is too short and I was too old to be told how to make life's dreams come true. Sis told me this worked and I believed her. So I joined in. Now I'll regularly earn \$5,000 a month. Many times much more than that."

Johnson said early Xyngular had four products. The number has since increased to 11. And Johnson's down line has gone from her to hundreds by her account.

"I just don't know exactly how many hundreds right now. The number keeps changing as people get into feeling healthier with the product," she said.

The Xyngular line of products includes items designed for a nutritional boost; a multi-vitamin type supplement of vitamins and minerals containing an herbal mix to help suppress the appetite; a fat burning tablet; a detoxification capsule to help cleanse the body to help boost weight loss; a meal replacement protein shake designed for weight loss; and a sprinkle powder designed to allow people to eat what they want without consequences of carbs, fat and calories.

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Photo by Jeff Baughan

Joy Farley of Marietta and her downline, known as Farley's Fabulous Team, are rising near the top for sales with BeautiControl. Farley works out of her home and due to her efforts in building her business, received a leased red, two-door Mercedes 250 C-Class.

## Farley brings beauty to homes

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MARIETTA — Three children first grade and under roam around the home of Joy Farley.

She has a home-based business, as does husband Shane, a video producer.

What makes it a bit easier for her, she doesn't have to leave home to work her business, which is BeautiControl. Also making it easier was the No. 2 ranking for sales as a director she has achieved.

"We were up 189 percent this March over last March. The team did \$45,000 in March. There are 180 members to Farley's Fabulous Team and most are here in Ohio and West Virginia. And because of that," she said, "I have just achieved a rank of senior director."

Farley has been with BeautiControl for seven years after "watching my mom selling Mary Kay for 11 years." But she didn't immediately jump in and follow mother's path.

"No, I went to Washington State until I was 20, I waitressed at Austyn's and then I got invited to a Beau-

tiControl party. The experience at the party. OK, I'm in."

BeautiControl has over 400 products in the categories of anti-aging, skin care, makeup and bath and body, according to Farley. "The products will sell themselves," she said. "I wanted a better life for my family."

"At BeautiControl, we talk about our motivational 'why?' What 'why' drives you?" she said. "My 'why' is to remain a stay-at-home mom. It's the commitment I have made. This is my mindset. I am driven. I will not let anyone or anything discourage me."

Checks for the last two months have each totaled more than \$5,500 and that's not counting personal sales, which is a whole lot of encouragement.

And her drive is a leased red, two-door Mercedes 250 C-Class. That's what she has received from BeautiControl for her efforts.

It's a step up from the Chevrolet Cruz she has been driving. BeautiControl was taking care of that care too.

"I haven't had a car payment in the last four years because of BeautiControl. They have been taking care of the cars," she said. "I got a Mercedes because as a director I hit a certain sales goal with the team. Initially, the car is leased by them so they pay the lease. I pay half the insurance. If I maintain certain goals, I get the title to the car."

Farley said she works a full day with BeautiControl, 9:30 a.m. to 3:30 p.m. Monday through Friday.

"I began working my business like a business last year. I make deliveries, make calls, answer emails, do coaching calls," she said. "I do it because I choose to work my business that way. I have to be consistent with my work. There will be highs and lows and you must persevere."

Persevering has included a lot of social media. "I am just rocking Facebook, Instagram, everything," she said. "I'll post 30 second videos on makeup tips, product uses. I try to make each post something of value. Nothing is wasted as far as time devoted to helping my team succeed individually and as a whole."

Farley said in order to lead, to teach the business, she also "has to be willing and eager to learn."

"I have a personal business coach, and have had for the last two years — Becky Spieth from Houston, Texas," she said. "She is a certified part of the John C. Maxwell team. She built a multi-million dollar business, but wanted to do more with her life. I've gotten a lot of value from her."

"You have to spend dollars to make dollars," she said. "I've spent thousands with her and helped guide me where I am today."

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Photo by Jeff Baughan

Suzanne Johnson of Vienna steadily pulls in more than \$5,000 a month from her business with Xyngular, a nutritional supplement company.