

shock of the Oil of Melaleuca, Inc. failure had settled, he realized that he now had the chance to start something new, something that had been hovering at the back of his mind for years.

He embarked on a quest for knowledge. He consulted marketing gurus, direct-sales experts and FDA attorneys. From them he took what he thought was the best and incorporated it into his own methodology. What he came up with was a risk-free plan with a low monthly production requirement well within the scope of any American household.

The plan was elegant in its structure, economically sound—and innovative. VanderSloot was no longer in pursuit of a dream but possessed of a viable strategy to facilitate it. It was to become no less than the ‘Melaleuca Way.’

## **THE MELALEUCA WAY**

“Give a man a fish; it feeds him for a day. Teach him how to fish and he can feed himself for a lifetime.” VanderSloot’s idea was not to give away opportunity but to empower people to make their own. And from the well of this simple philosophy have sprung many statements and slogans which are at the heart of the Melaleuca experience:

- “No one must get hurt from what we do.”
- “The magic is in helping others reach their goals and not in trying to reach our own goals.”
- “No amount of wealth will bring true happiness if it is gained unethically.”
- “We are not a multi-level company...Multi-level marketing has been used to con [people] into money-making schemes. We have never done that.”
- “We don’t have a right to be here unless we are marketing the best products for the best prices at the best value of anybody in this nation.”
- “Don’t quit your job.”
- “We’re telling about Melaleuca, not selling it.”
- “The marketing and delivery of exceptional products at reasonable prices has been the key to our success.”

Hundreds of thousands of people are now taking advantage of the opportunity to compete against the huge conglomerates. Marketing Executives are pulling customers away from these giants in tens of thousands by using Melaleuca’s unique Marketing Plan.

However, when VanderSloot hears his Executives enthusing about his “wonderful Marketing Plan,” he gives them a few home-truths. “I feel that sometimes there’s a tendency for people to perceive that it’s the Marketing Plan that brings us our success. It is not so.” His conviction is deep on this matter. “Without having the best products that money can buy, we don’t really have an excuse to be here.”

