

Are You Ready?



Roger Ball

Hi. My name is Roger Ball, founder of JD Premium Products. As I write this letter I can feel my own excitement! I have been here before... at this very point in another very successful direct sales company. There are defining moments in the growth and success of individuals and companies. JD Premium Products, and those of you who are ready, are about to experience wonderful growth in your financial and personal lives.

When I was a young boy, my father often traveled away from our family business. His extensive knowledge in agriculture, ranching, and logging made him an expert in Idaho agricultural issues. The US Secretary of Agriculture, Ezra Taft Benson, asked him to chair all the agricultural offices in the various counties of Idaho.

In fulfilling this assignment, he often left other men in charge of his businesses. He understood that he only had two hands, but could employ many hands to help them get the work done. These many hands, when given encouragement and a positive example, would help his business succeed even when he was away. He taught me this lesson when I was 12 years old.

"Son," he said to me early one morning, "while I'm gone for the next couple of days, I want you to do a little experiment. When the 30 minute lunch-break ends at work today, I want you to get up promptly at the 30 minute mark and start back to work in the pole yard. I am certain you will notice that some men like to take an extra 15 minutes at lunch – those men will get up and follow you back to work." I was skeptical, but excited for the experiment. After a few days, I saw the wisdom in his words; I

witnessed the power of example... those grown men followed this 12-year-old boy back to work.

Many years later, this valuable "Hands Principal" still guides my business decisions. Like my father, I understand the value of many "Hands" doing the work I could not possibly accomplish alone. When many "Hands" work hard, encourage others and set positive examples, success inevitably follows.

JD Premium Products is built upon these same principles. Our rapid growth is a product of many "hands" working toward a common success and individuals who encourage others through their positive example of hard work.

My father passed away about 10 years ago. On the back of his headstone there is a saying that has greatly affected my life. It says, "Anything that goes uphill must be pushed." JD Premium Products is about to be pushed.

The name of our game in the future, because of everyone's preparation with a great program and wonderful product, will be... RECRUIT! RECRUIT! RECRUIT!

As a company we are ready and will provide the necessary help for you to build productive down lines. We will be helping you in cities and towns across the nation, and in the near future... the world. We will be holding company sponsored recruiting meetings shared by you, the Distributors. They will be listed in our newsletters and online, so you will be able to know about and participate in them.

JD Premium Products has had phenomenal growth in the past, but has now reached what I call critical mass. The baby (Jerky Direct) has grown, has been fed milk, and has remained a growing happy baby. But, the baby is now a teenager (JD Premium Products) and is ready for meat. If we will provide it with everything necessary for its growth, we will reap great rewards from its future success.

There are Distributors out there who will go to work to start pushing. Hot spots will develop through our combined effort (Company and Distributor). These hot spots will turn into full-fledged fires and we will grow and prosper together.

I personally have been involved in many different kinds of businesses... with all kinds of marketing programs. But I can tell you, there are none as powerful or dynamic as direct sales through downline teams.

So roll up your sleeves and let's go to work to build a lifetime future for ourselves. After two years of preparation... we are ready! It's time to push and make it happen.

Good luck to everyone in this great venture!

Sincerely,
Roger Ball, Founder

EAT MORE FAT!!!

Imagine going to your doctor and hearing these words pop out of his mouth: "You just aren't eating enough fat. You need more". Well, it may sound crazy — and you will probably never hear those words from your doctor — but it's true! Here's the catch:

If you want to stay healthy, live longer, and avoid diseases like depression, brain disorders, heart problems, inflammatory and autoimmune diseases, even cancer — you have to eat the RIGHT KIND of fat. Omega-3!

Luckily, it is the kind of fat that has been shown by scientific and medical studies to:

- Counteract your risk of stroke and heart disease
- Slash your risk of cancer, particularly of the prostate, colon and breast
- Fight autoimmune and inflammatory diseases like rheumatoid, lupus, M.S. and psoriasis (and the pain and activity-limiting stiffness that accompany them)
- Boost healthy insulin response and relieve neurological symptoms associated with insulin-dependent diabetes
- Block the development of depression (and catastrophic brain diseases like Alzheimer's and Parkinson's)
- Combat behavioral problems like ADHD, autism, even angry and violent behavior



"OMEGA-3 HAS A BIG PROBLEM"

Now, the obvious question is this: if omega-3 is such a miracle fat, why hasn't your own doctor advised you to eat more of it?

To start with, your doctor is probably busy just trying to make a living in the age of HMOs and cutbacks — too busy to read the crushing weight of the medical literature that supports the benefits of omega-3.

He or she is visited regularly by drug reps who deliver the latest 'recommended' drugs for every condition under the sun. Of course, big pharmaceutical companies don't make a cent when you use **Omega 3 Krill Oil™ from your own JD Premium Products storefront**. They would rather see you taking expensive and potentially dangerous drugs like anti-inflammatories, anti-depressants, cholesterol-lowering statins, and hundreds more just like them.

Yes, omega-3 does have a problem — a publicity problem. What omega-3 does have is a growing number of health advocates trying to spread the truth about simpler, cheaper and easier ways to prevent and manage disease.

These days, people just like you are only getting a fraction of the information that could make a difference in your ability to enjoy an active lifestyle, free from chronic or even life-threatening diseases. Not the complete story, not by any means.

You know you won't get the whole story on health and wellness — or anything else for that matter — from the traditional media. You won't get the latest, unbiased disease-beating advice from your well-meaning friends and family members or even by Google-ing like crazy into the wee hours of the night.

If you would like to learn more about this amazing product, call JD Premium Products Customer Care and ask about our Omega 3 Krill Oil™. You and your health will be glad you did!

RADIANCE REVIEW - Essence Collection

We have never met anyone who has said they are sorry they have taken care of their skin, but we have met many who wished they had the Omega Radiance™ Derma Therapy years ago. Begin your Omega Radiance™ regimen today. Increase your profits by sharing this amazing toxic-free skin care with everyone you meet.

Essence Collection is the basic foundation of your skin care routine.

This Collection offers you:

1 Cleanser, 1 Exfoliating Cleanser, 1 Toner and 1 Moisturizer

Cleansing, buffing, toning and moisturizing have never been more enjoyable. Nourish your skin daily with **Radiant Cleanse**, the formulation that will remove impurities without stripping your skin's natural moisture. Enjoy the incredible benefits of the **Emerald Buffing Crème**, sloughing off dull, lifeless skin cells. Tone night and morning with **Soothing Lavender Toner**, the product designed to feed and nourish every skin type. Complete the routine with **Radiant Moisture Therapy**, delivering anti-oxidants and that much needed drink of moisture to your thirsty skin.



This collection will work well with any aged client. Gentle, yet effective, simple, yet thorough, the **Essence Collection** is a great way to begin a skin care regimen. Always offer the **Pure Radiance Collection** to your clients first. If they need to begin with something with fewer products this collection is just the ticket.

There are some application tips that you will want to share with your clients that will insure tight, firm skin. Tugging and pulling should never be part of the routine. If you will always keep your elbow up on the arm you are using to apply, it is difficult to pull down on your skin. Gravity works on us soon enough. We don't ever want to be the cause of saggy or droopy skin and facial muscles. Teach your clients to lightly apply their cleansers and moisturizers. We see people tug and pull on their skin more often than not. Encourage a light, gentle touch. Whenever you are using products around the eyes, use a figure 8 motion: when working over the eyelid, go over from the nose to the outer edge of the eye and whenever applying skin care on the lower part of the eye, gently apply from the outer edge of the eye to the bridge of the nose. Try the motion until it feels natural. Any tips you can give your clients will increase the value of your service.

Essence Collection will cover the needs of every skin type and is always, always toxic-free. Cleanse with confidence morning and night. **Essence Collection** is available to our Retail customers for \$104.95 and our Preferred Customers and Distributors pay just \$76.00, a savings of \$28.75. Our Distributors can save even more as they earn commissions from their team's purchases!

DISTRIBUTOR SPOTLIGHT



Sharon Miller

A "Healthy" Outlook

"I initially got started with JD Premium Products in June 2006 to get healthy snacks for my kids. As I listened to the training calls and began to better understand the income potential, I made the decision to pursue it as a business.

My personal business started to take off with the introduction of the Omega Radiance Toxic-Free Skin Care. The Regional Training in Chicago literally changed my life and helped me to better understand what healthy living is.

Now my business has exploded with the new 2007 Fast Start Promotion. It gave me the incentive to talk with people I had been afraid to talk with. Because of the promotion, my September check was over 32 times higher than any of my previous commission checks. I would encourage anyone who has not taken advantage of this promotion to give it your all until it ends December 31. I'm confident you'll love the results!

I love trying all the new product launches. The biggest blessing has been the Whole Health Direct™ Omega 3 Krill Oil which has helped lower my eleven-year old son's cholesterol. I am most excited about being able to provide a healthier lifestyle for my family both inside and out! Thank you JD!"

--Sharon Miller, Michigan



The Recipe Corner

SLOW COOKER CHILI

INGREDIENTS

- 1 (19 ounce) can black bean soup
- 1 (15 ounce) can kidney beans, rinsed and drained
- 1 (15 ounce) can garbanzo beans, rinsed and drained
- 1 (16 ounce) can baked beans
- **2 (4 oz) Bags Jerky Direct Steak Sticks Chopped**
- 1 (14.5 ounce) can chopped tomatoes in puree

- 1 (15 ounce) can whole kernel corn, drained
- 1 onion, chopped
- 1 green bell pepper, chopped
- 2 stalks celery, chopped
- 2 cloves garlic, chopped
- 1 tablespoon chili powder, or to taste
- 1 tablespoon dried parsley

- 1 tablespoon dried oregano
- 1 tablespoon dried basil



Delicious On A Crisp Autumn Day!

DIRECTIONS:

In a slow cooker, combine black bean soup, kidney beans, garbanzo beans, baked beans, Jerky, tomatoes, corn, onion, bell pepper and celery. Season with garlic, chili powder, parsley, oregano and basil. Cook for at least two hours on High. (Add water if needed)

How Toxic is Your Average Laundry Detergent?

Typical laundry detergents may be imparting more on your clothing than a “fresh” scent. Most contain a toxic slew of chemicals that leave residues behind on your clothing that can potentially be absorbed by your skin or evaporated into the air for you to breathe. Most laundry detergents in your typical grocery store contain:

- Petroleum distillates (aka naphthas), which have been linked to cancer
- Phenols, which can cause toxicity throughout the entire body
- Artificial fragrances, which have been linked to various toxic effects on fish and mammals
- Phosphates, which stimulate the growth of certain marine plants when they're released into the environment and contribute to unbalanced ecosystems
- Optical brighteners, which can be toxic to fish and can cause bacterial mutations and allergic reactions

“I'm going crazy over these new products!”

We just got our Engage® All Organic Laundry Concentrate last night and I put it to the test today on my toughest load of laundry...

Cloth Diapers!

I wash them on double wash hot/hot/cold with a second rinse, and about once a month I have to run them through 2 times in a row to get the job done.

It was about time for the double wash. *But...ONE time through with **Engage All Organic Laundry Concentrate** and not only are the diapers clean, but the majority of the stains are gone!!!*

It looks like I soaked them in bleach for a day, only one diaper shows any sign that it has been dirty, and it is nothing compared to what it had been.

The more products I try, the more I love JD Premium Products!!

--Trista Roberts, Independence, MO



THE PUSH IS ON FOR A PROSPEROUS 2008! REGIONAL RECRUITING MEETING

At JD Premium Products you don't have to build your team without help. Beginning in October, the Marketing staff is packing up and heading out... out across the nation to conduct Business Opportunity meetings in your back yard! These regional recruiting meetings are hosted by members of the JD Advisory Board and local Distributors. Business presentations will be given by Jay Hebdon, Cheryl Anderson, Gary Campbell, and Susan Stucki.



Below is a listing of the November and December meetings. You can view the most current listing on the News & Events page of your JD Premium Products web site. If you would like to host a meeting, contact Customer Care at 1-888-395-3759, between 8am - 5pm (MST).

DATE	SPEAKER	HOST	CONTACT	CITY	STATE
11/05/07	Cheryl Anderson	Rolly Mylius, JDAB	702-302-5142	Las Vegas	NV
11/06/07	Cheryl Anderson	Rolly Mylius, JDAB	702-302-5142	Las Vegas	NV
11/06/07	Gary Campbell	Del Bailey, JDAB	208-736-8441	Boise	ID
11/07/07	Gary Campbell	Del Bailey, JDAB	208-736-8441	Boise	ID
11/07/07	Cheryl Anderson	Rolly Mylius, JDAB	702-302-5142	Las Vegas	NV
11/12/07	Gary Campbell	Cornell McCollum, JDAB	918-630-8193	Tulsa	OK
11/12/07	Jay Hebdon	Charlie Thackston, JDAB	615-631-8486	Cookeville	TN
11/12/07	Cheryl Anderson	Milton Hurley, JDAB	304-534-5449	Monongah	WV
11/13/07	Gary Campbell	Cornell McCollum, JDAB	918-630-8193	Tulsa	OK
11/13/07	Susan Stucki	Christina Wiley, JDAB	888-395-3759	Sacramento	CA
11/13/07	Jay Hebdon	Charlie Thackston, JDAB	615-631-8486	Cookeville	TN
11/13/07	Cheryl Anderson	Milton Hurley, JDAB	304-534-5449	Monongah	WV
11/14/07	Gary Campbell	Dave Rubright	210-654-3911	San Antonio	TX
11/14/07	Jay Hebdon	Russ Hopkins	205-330-8549	Tuscaloosa	AL
11/14/07	Susan Stucki	Christina Wiley, JDAB	888-395-3759	Sacramento	CA
11/14/07	Cheryl Anderson	Sam & Suzi Hall, JDAB	276-686-6286	Rural Retreat	VA
11/15/07	Jay Hebdon	Gary Bannister	256-422-4872	Tuscaloosa	AL
11/15/07	Gary Campbell	Dave Rubright	210-654-3911	San Antonio	TX
11/15/07	Jay Hebdon	Kimberly Gibson	205-477-4872	McCalla	AL
11/15/07	Cheryl Anderson	Sam & Suzi Hall, JDAB	276-686-6286	Rural Retreat	VA
11/16/07	Cheryl Anderson	Sam & Suzi Hall, JDAB	276-686-6286	Rural Retreat	VA
11/19/07	Jay Hebdon	Brad Johnson	706-335-7258	Commerce	GA
11/26/07	Cheryl Anderson	Donna Soffen, JDAB	866-535-3759	St Louis Metro	IL/MO
11/27/07	Cheryl Anderson	Donna Soffen, JDAB	866-535-3759	St Louis Metro	IL/MO
11/28/07	Cheryl Anderson	Donna Soffen, JDAB	866-535-3759	St Louis Metro	IL/MO
12/03/07	Cheryl Anderson	Bill Weller	410-354-5533	Baltimore Area	MD/ DC/ DE
12/04/07	Cheryl Anderson	Bill Weller	410-354-5533	Baltimore Area	MD/ DC/ DE
12/05/07	Cheryl Anderson	Bill Weller	410-354-5533	Baltimore Area	MD/ DC/ DE
12/06/07	Cheryl Anderson	Bill Weller	410-354-5533	Baltimore Area	MD/ DC/ DE
12/07/07	Cheryl Anderson	Bill Weller	410-354-5533	Baltimore Area	MD/ DC/ DE