

# The Xenca Guide to Becoming Your Own **BOSS**



*10 tips for  
starting your  
own business*

**FREE**

[www.xenca.com](http://www.xenca.com)

# Contents



1	Introduction	pg. 3
2	Why start your own business?	pg. 4
3	What's stopping you?	pg. 6
4	What do you need?	pg. 8
5	Why choose Xenca?	pg. 15
6	Resources	pg. 19



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# Do you want to take control of your own success?

## Are you looking for another source of income to boost your current earnings?

Starting your own business can be a good way to earn extra money on top of another job or further education.

By becoming your own boss you are not constrained to working any particular hours, or pressured into meeting any targets.

You are the only person who decides how much you earn.

But starting your own business can be a daunting prospect to many.

That's why, here at Xenca, we have created this guide of the top 10 tips you need to know when starting your own business.

*David Butler*



**David Butler**  
Marketing Director, Xenca

## Chapter 2

# Why start your own business?



**It all starts with a reason and it's a different reason for everyone.**

Whatever your reason, it's important to have some passion for what you will be doing and a clear vision of what you want to achieve.

Perhaps you are primarily motivated by income and material things or maybe your goals are more personal, emotional or idealistic.

Your motivation will probably be a combination of all of these. The point is that being clear in your own mind about your dreams, values and goals will make them much easier to achieve.

One reason why being your own boss is so satisfying is that, ultimately, your success is up to you.

On the next page is a selection of reasons that people say started them on the road to owning their own business.

One or more of these reasons may, or may not, be important to you.

**“REACH YOUR DREAMS - IF YOU’VE EVER DREAMED OF BEING WILDLY SUCCESSFUL, THIS IS YOUR CHANCE.”**

**“CHOOSING THE PEOPLE YOU WORK WITH – SURROUND YOURSELF WITH PEOPLE YOU LIKE.”**



**What if there was a refreshingly different way you could achieve these things?**

Xenca is a business opportunity with a difference.

Established on co-operative principles by experienced industry professionals, Xenca is run entirely by its members for its members with one objective: to provide the very best opportunity for creating a successful business.

Each Associate has their own online shop and has access to comprehensive FREE training and support. With no targets or minimum orders to meet, the business is flexible and easy to fit around family and other commitments.

**It’s the ideal way of working from home!**

Share this e-book on     [www.Xenca.com](http://www.Xenca.com)

# What's stopping you?

**Every year, in the UK alone, more than 500,000 people start a business of their own.**

Some are natural born entrepreneurs with a fantastic idea that they turn into a successful new future. Some have lost their job and see no other alternative.

Most simply want to be their own boss and earn more money.

**However, most start-up businesses fail within three years due to lack of capital and relevant experience.**





# FEAR

## **Is fear of failure standing in your way?**

Starting up in business and keeping that business running takes courage and a positive mind-set. This is one reason why most people work for someone else instead of for themselves.

If you have fears, you are not alone. Statistics show that fear prevents one in three people from starting up their own business, and this fear is not unreasonable given the chances of failure.

Owning your own business can provide you with a rewarding lifestyle, but there are no guarantees and the survival rate remains low. Estimates suggest that up to a third of new UK businesses fail in their first year and more than half fail within two years.

But if you can learn how to harness your fears and channel that energy into creating a successful business you can, with careful planning, minimise the risks and succeed.

## **But why do it the hard way?**

With a Xenca business you can learn the best way to succeed from the experience of others who have already achieved success.

This business model is similar to a franchise but, unlike a franchise, you have no management fees, no difficult restrictions, minimal overheads and no scary capital investment.

# What do you need?

Here are the top 10 tips you need to know when you are thinking of starting a business.

## 1. Research the market

The first thing to do is to find out if your business idea has a market.

Therefore, you need to identify your target customers, test your product with them and get feedback on your idea.

Once you have that feedback you can refine what you are going to sell before you start to put resources into marketing the product.

However doing your market research as a Xenca Associate couldn't be easier. The fact is that the market research for the products has already been done and they have been selling successfully for many years already.





## 2. Develop a product range for that market

Before you can start your business, you have to decide exactly what is going to be in your product range.

Make sure that what you want to sell will actually do so. It needs to be something people want to buy or else you could find your efforts are wasted.

The products that are available to you as an Associate with Xenca have already been proven to sell, as they are some of the highest quality natural health and beauty products on the market.

## 3. Find a supplier or suppliers

Once you have decided on what it is you want to market through your business, you have to find a way of getting hold of that product.

If what you are selling are physical, tangible things, then this can be as simple as finding a supplier who has those items. Otherwise, you might even have to manufacture them yourself.

If what you are selling is a service, then you may need to find someone trustworthy who can offer that service to however many customers will be coming to you, or else provide it yourself.

As a Xenca Associate, you have easy access to a tailor-made product range with fast delivery and no minimum order requirements.





#### **4. Draw up a business plan**

Making a plan of action is an essential step in launching any business, be it a multi-national corporation or a local shop. Without a plan, your business will fall at the first hurdle.

A plan will give you something to adhere to and help you anticipate any problems you may need to overcome.

Because Xenca is like a franchise, we already have a tried and tested business plan, which has been proven to work for the many Associates who have chosen to work with us.

We also provide all our Associates with a step-by-step "Roadmap" to guide them through the process of setting up a business and help them through the fledgling stages.

#### **5. Arrange the finance**

Once you have your business plan laid out, you have to make sure that you have the finance to back your business venture. This is especially important for new enterprises as it takes time for them to start making a profit.

Once you are confident that your product will actually be profitable, you will need to find a source of finance, be it from your own savings, family or a government or bank loan.

Because your initial investment with Xenca is as little as £50 you can start earning straight away so there is no risk and no need to arrange loans or overdrafts.

## 6. Get expert advice and mentoring

When you operate your own business there is always the danger of overthinking, and, therefore, overreacting, to any challenges you may face.

This is why it is important to talk to somebody with the right knowledge, who has been there and done it.

You may think that what you are going through is unique and that no two start up experiences are the same, but this is simply not the case. A good mentor will have the wisdom and objectivity to offer honest and practical support for your business.

The Xenca community of mentors is second to none.

As an Associate you will have FREE access to advice from your peers and from experts at the company, all of whom have first-hand experience in doing exactly the same thing as you.

This means that as you develop your business you will always have access to plenty of the right advice to help you succeed.





## **7. Create a website or app**

In the modern world every business worth its salt has an effective online and mobile presence. If you don't have one, you will fall behind all of your competitors and ultimately be unsuccessful in your venture.

The website or app will be the place your potential customers will come and view your products and then move on to purchase them. Therefore an up-to-date, functional website or app is a must for any new business.

When you register with Xenca, you will be set up with your very own website and business tools straight away and with no fuss whatsoever. This removes all of the complex and costly issues that come with trying to create your own.

## **8. Set up a payment solution**

Let's be honest, this isn't something you would miss when setting up your business. Without setting up a payment option on your website you will not be able to do anything at all.

Setting up a payment option is quite a long and complicated process with lots of legalities to adhere to along the way.

There are sites such as PayPal who help by giving businesses a well-established system to work with, but in return they take a commission from everything that you sell through them.

At Xenca we do all the complicated work for you because we handle all the online transactions in our office on your behalf, free of charge, leaving you to concentrate on selling your products.



## 9. Order and store stock and set up a delivery process

Once you are up and running with a business, with products flying off your shelf, you will need to set up a place to store your stock and a delivery process for your customers.

You will also need to keep on top of your stock levels as running out of stock is a sure way to send your potential customers straight to your competitors, who will be more than happy to supply them.

With Xenca all of this is taken care of and it's all remarkably quick and hassle free.

Whether you want products for your own use or for local customers you can order them as you go because delivery is fast – typically just a couple of working days. So there is no need to hold stock unless you want to.

**Better still, we deliver direct to your online customers, if they prefer to shop that way, so you don't have to get involved in the process at all.**

## 10. Market your business

It is vital to get the word out that you have great products for sale. By directing traffic to your business, both on and offline, you will be making sure that you have an active customer base.

Without spreading the word your customers would eventually dry up, so it is important to use every marketing angle available to you.

Social media sites such as Facebook are fantastic platforms for doing this, as are more local tools, such as leaflets and business cards.

When you become an Associate with Xenca you will have access to a huge selection of promotional materials (at minimal cost) through your merchandise site and these can be personalised with your name and business details.

We also support you through our social media sites. We will provide you with FREE training, advice and the support that you need in order for you to do all of your own marketing.





## Chapter 5

# Why choose Xenca?

**Xenca is a revolutionary British business concept that truly has your best interests at heart.**

**We have one simple objective - to give you the best opportunity to create a successful business.**

Xenca is looking for ambitious people in the UK to join our rapidly growing team of Associates.

Our goal is to invest our time and effort into them to build a sustainable and profitable, long-term enterprise.

Our mission is to make a difference in people's quality of life because we believe passionately that we all deserve to enjoy the best health and wellbeing possible.

We pride ourselves on having created a wide range of health and beauty products which meet the highest standards.

Focusing on products that will make a really positive impact on our customers' health and wellbeing is our passion. But, just as important as that, we want to give people a way that they can improve their quality of life and increase their standard of living.

## **There are a number of ways that you can benefit from becoming an Associate with Xenca. Here are just a few.**

Xenca provides people from all walks of life – people like you – with the opportunity to work for themselves, full time or part time, by selling premium health and beauty products.

The company was formed by a team of experienced individuals with a 30 year track record of working together successfully in the health and beauty industry.

We created a business model which empowers people to set up their own business in selling Xenca products.

We now have a strong and steady team of Associates who each have their own franchise-style business but are also part of a friendly and welcoming community that we like to think of as the Xenca family.

### **Flexible Working Hours**

Xenca is a great way to earn extra money on top of another job or further education. Want to earn some extra money but don't want to be tied down to contractual hours? You can develop your Xenca business whenever you get a spare moment.

**You** get to decide how little, or how much you work. Unlike nearly every other job you have ever had, with Xenca you get to decide when, where and how you want to do business.







## Control over Your Earnings

**You** are the only person who decides how much you earn. At Xenca we don't require you to reach any sales targets at all, meaning that you really are your own boss.

You can do as much or as little as you choose, so you only have yourself to answer to when it comes to how much you earn.

Your product range is tailor-made for referrals and repeat custom, so the bigger your loyal customer base becomes, the bigger your income and the more flexible your time will be.

You also have the chance, if you wish, to boost your earnings and your repeat business by developing teams of other Associates.

## A Great Profit Margin

The minimum you will ever earn from Xenca products is a **30% profit**. Most of our business-building Associates earn **45%** on their sales and many also earn management bonuses on top. In this industry it is rare to find this level of profitability.

In fact, by creating your own team or by simply achieving a high sales turnover, your earnings are unlimited - it's all down to you.

## Work with a Trustworthy Company

Being worthy of our Associates' and customers' trust is really important to us at Xenca. We can't claim to be perfect but we do promise to be fair and transparent. We also like to think we are a bit different in that we give our Associates a say in the decision-making of the company.

When you choose to get started with us, for a registration fee of only £50 you will receive a starter kit which is worth around £80 to sell, as well as your own web shop and access to lots of FREE training and support.

There is no risk in becoming an Associate at Xenca, you are never pressured into doing more than you want and will never be coerced into an auto-shipping agreement or stock-holding like some other companies do.

The Xenca Team and the company are there to back and support you every step of the way.

All you have to do is supply the effort and enthusiasm and to put in the action required to develop your business.

Come and join us as an Associate at Xenca. You will be your own boss but you won't be on your own.

To become an Associate you can quickly and easily set up your own personal account without delay at <http://www.xenca.com/associates/signup>

Alternatively, just get in touch at <http://www.xenca.com/contact>

Or call our office on 0800 121 7551, have a chat with a member of our team and they will point you in the right direction.

Go for it – after all, you have everything to gain and nothing to lose.

Thanks for your time

*David Butler*



**David Butler**  
Marketing Director, Xenca



# Still not convinced?

**For more information please take a look at these resources:-**

Main Xenca Site <http://www.xenca.com/>  
Xenca Merchandise Site <http://www.xencamerchandise.com/>  
Xenca Business Plan Site <http://www.xencaplan.com>  
Xenca Nutrition Course Site <http://www.xencanutrition.com/>

## **Product Information Sites**

Xenca Product Review Site <http://www.xencaproductreviews.com/>  
Xenca Five a Day Plus Site <http://www.5-a-day-plus.com/>  
Xenca Collagen Site <http://www.xencacollagen.com/>  
Xenca Collagen eBook Site <http://www.collagenjointaid.com>

## **Xenca has a great selection of Social Media sites to support Associates**

Twitter <https://twitter.com/xencaltd>  
Facebook <https://www.facebook.com/xencaltd>  
Pinterest <https://www.pinterest.com/xenca/>  
LinkedIn <https://www.linkedin.com/company/xenca-ltd>  
Instagram <https://instagram.com/xencaltd>  
Google+ <https://plus.google.com/+XencaLtd/posts>

## **Xenca also has a large selection of videos on YouTube**

<https://www.youtube.com/user/XencaLtd>

## **Here are some links to our YouTube Playlists**

The Xenca Opportunity  
<https://www.youtube.com/playlist?list=PL3OemL3-SPZqUEVPrdgnfYdjBxRCSku3t>  
Xenca Interviews  
<https://www.youtube.com/playlist?list=PL3OemL3-SPZqZBO-sLuRkWfDFqErd2l8x>  
Product Reviews  
[https://www.youtube.com/playlist?list=PL3OemL3-SPZpVXpNzInBdR\\_8YYxF4LUNp](https://www.youtube.com/playlist?list=PL3OemL3-SPZpVXpNzInBdR_8YYxF4LUNp)  
Xenca Sports Stars  
<https://www.youtube.com/playlist?list=PL3OemL3-SPZo-vnRQfgK8TiNQ19xN-zT->

Xenca Training site <http://www.buildyourselftraining.com/>  
Xenca Blog <http://www.xencablog.com>

Xenca also has a mobile app available on Android and iOS. Search Xenca in the app stores or use the buttons below.



# Take *ACTION* today to *ACHIEVE* your Goals!

Now you have had a chance to read through your FREE report “The Xenca Guide to Becoming Your Own Boss” you know some of the many ways you can earn a flexible and significant income as a Xenca Associate.

But if not, here are a few reminders:

**1. Flexible working hours**

- Decide your own hours
- Work alongside another career
- Spend more time at home with your family

**2. Control over your earnings**

- You decide how much you earn
- No sales targets

**3. Great profit margin**

- Minimum return on Xenca products of 30%
- 45% profit achievable based on turnover
- Additional management bonuses available

**4. A trustworthy company**

- For a registration fee of only £50 you will be given your chosen Product Welcome Pack worth £80 at retail
- No pressure and no hoops to jump through
- No auto-ship, renewal fees or ongoing subscriptions
- A chance to share in the company profits

**Take action today to start achieving your goals.**

To become an Associate you can quickly and easily set up your own personal account without delay at

**<http://www.xenca.com/associates/signup>**

Alternatively, just get in touch at

**<http://www.xenca.com/contact>**

**Or call our office on 0800 121 7551, have a chat with a member of our team and they will point you in the right direction.**

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