



Monica & Bryan Penrod

Texas, USA



“You can literally speak courage into others simply by heartfelt encouragement.”

Be careful what you say out loud, because someone might hold you to it. USANA all-stars Bryan and Monica Penrod learned that lesson this year when Silver Director Maurizio Flores held them to a commitment Bryan made at a team leadership event in early 2010. That commitment was to advance to 5-Star Diamond Director before the 2010 International Convention.

When they found out the Convention theme was “Breaking Through,” it seemed appropriate that to honor their commitment, they’d have to break through to a new rank.

The couple says it helps people believe they can advance if they know the truth about the challenges top leaders still face in their own lives. And there were definitely challenges in their run up to 5-Star Diamond. Bryan explains, “Personally, I had to start facing old fears again, along with a few new ones—the same fears most people have to face in order to build this business.”

“There’s a saying I love: ‘Face the thing you fear and watch that fear disappear,’” he says. “I had to go out there and practice everything I always teach! Because it had been a while since putting that amount of energy into this business, I felt ‘rusty’ at first.” But he knew from his past experiences that he could pull through by changing his daily habits, and most importantly, changing the words he was saying to himself. These positive affirmations along with the visualization of his goal paid off, and opportunities to grow his and Monica’s business were suddenly popping up everywhere.

Bryan says the inspiration he received from attending two Diamond Universities is another reason their business found momentum—big time. “You can’t help but be inspired—no matter who you are—when you get to hear from and rub shoulders with many other leaders. I learned about why they’re doing the business, and the results they’re receiving.”

All this paved the path to the Penrods’ advancement to 5-Star Diamond Director and the realization of the commitment they’d made earlier in the year.

During this time, Monica was undergoing massive breakthroughs. While speaking at a Diamond University in California in front of hundreds of people, she was challenged by an audience member to sing, and she had just recently started lessons. She did it. And two weeks later those hundreds turned into nearly 1,000 people, and then at International Convention, a packed arena!

The Penrods live by this ancient proverb: “Out of the abundance of the heart, the mouth speaks,” or, in Monica’s case, sings.

Bryan says, “I believe that when you hear enough good news, then you start speaking it to yourself, and you get so filled up with enough good news that you are naturally drawn toward the uncomfortable mission of stepping outside your comfort zone. Then you are so filled up that USANA just starts to overflow and multiply to others.”

So maybe the other lesson is this: Be careful what you say out loud, because—with hard work, dedication, and a strong sense of purpose—it might just come true. ■

Written by David Baker

\$93,000 is the average yearly income for an established, full-time USANA Associate. \$24,500 is the annual average of those who earned as little as one commission check each month. Total includes all earnings from the Compensation Plan, Leadership Bonus, Matching Bonus, contests, and incentives. Calculations based on earnings for fiscal year 2009. Figures should not be considered as guarantees or projections of actual earnings, which result only from consistent, successful sales efforts. To be considered in a rank’s earnings, Associates must have earned checks at a median rank for at least 20 weeks. According to results from an in-house survey taken between 2004 and 2006, the primary reason 17% of USANA independent business owners join the company is to improve their financial future. 21% of that group earns a check at least once a month. Of those whose primary reason is to earn enough to replace a full-time income, 90% have been Associates for at least one year and 57% are full-time Gold Directors and above. The number of Gold Directors and above who have maxed at least 1 Business Center during the year equals less than 1% of all Associates. Those earning as little as one check a month equal approximately 3% of all Associates. If you include all 165,710 with the title of Associate, which includes Associates not actively building a business (acting as wholesale buyers), Associates who just joined, (as little as one day), and those who are just beginning to build their customer base, the average yearly income is still \$616.71 with nearly one in three earning a check. To date, USANA has more than 140 Associates who are lifetime Million Dollar Club members.



"Look up, get up,
and never give up!"