

Business owners Don and Nancy Carson found a product that helps them achieve their weight loss goals and a company that feels like family.

SHARING IS CARING

by Kate Nash

How Don and Nancy Carson turned a personal trial into a business triumph

Canadian couple Don and Nancy Carson found Valentus in the wake of an awful boating accident. Another boat dangerously crossed in front of them and left them both with significant injuries. Their recovery slowed down their activity level, which led to weight gain. They struggled to take it off and felt their metabolism was working against them as they aged.

But when they started using Valentus products, they found the boost they needed. They lost the weight and felt better than ever.

In addition to the powerful product experience, the couple also saw potential in building

a business with Valentus. As seasoned entrepreneurs, they recognized all the key factors were there. Things grew organically as they shared their positive results with others.

"We came to Valentus with a success story, credibility and confidence to share with people," Don says. "And we've had a lot of fun doing it."

Don and Nancy love that it's about sharing and not selling.

"We are information directors and professional friend makers," Don says. "It's our job to give them the tools and show them that we care . . . We believe that the world needs hugs and we get to do that with this business."

Nancy agrees, "Our company



**DON & NANCY
CARSON**

events feel like family reunions!"

They help new team members plug into the company's business tools while giving them support and accountability.

"We are getting people to write down their goals, put pen to paper," Don says. "We have to know their goals so we know how to help them."

One of the couple's biggest passions is personal development and they love the way it is built into network marketing.

"In fact, I attribute my success in traditional business today to the self-development and communication skills I learned

in network marketing," Don explains.

The flexibility of direct sales allows Don and Nancy to share Valentus while running other successful companies and spending time with their children at the family's lake house. They love being able to take their children on company reward trips and show them the world.

The future of Valentus? Don and Nancy could not be more enthusiastic about what is to come.

"To participate in a company that is growing like this and become a leader in the first five years is exciting," Don says.