



Juan & Alicia Ruelas

FOUNDERS EXECUTIVE DIAMOND

Putting others first *builds a community*

LIKE MANY OTHERS, JUAN AND ALICIA RUELAS BEGAN THEIR AMWAY™ BUSINESS WITH VERY PERSONAL DREAMS. On their journey to Founders Executive Diamond, these former teachers learned something special: Success means so much more because of the people you help.

“My dream now is to develop and coach others, to help them accomplish what we have,” Juan said. “You feel better when you know that it is not just about you. It’s about building a community.”

“It has to be more than just wanting to make money,” Alicia said. “You have to want something greater.”

In those 15 years, they’ve created a foundation based on perseverance and belief, and those fundamentals continue to guide them.

“When we started our Amway™ business, we wanted to earn some extra money,” Juan said. “But then you start building up the organization, and start communicating strategy and planning. That’s when a very strong relationship starts to develop.

“People have dreams and goals. The first thing we work on is building up their beliefs and convictions. When they put those into action, they help themselves.”

THE RUELASES’ INITIAL GOAL was for Alicia to be able to leave her teaching job

to spend more time with their children and homeschool them. They have three boys: Juan Jr., 19, who is majoring in computer engineering at the University of California, Riverside; Angel Jacob, 13; and Antonio, 10.

Alicia immediately saw the potential in Amway. “Somehow I knew in my heart this business might help me reach that goal,” she said. Juan was harder to convince. But after attending several meetings and seeing the excitement that others had, he wanted to start right away. “I thought the whole concept was so good that I just wanted to get out there and sell products and sponsor people to do the same before anybody else did.” It wasn’t quite that easy, and the Ruelas faced challenges. But they got on track.

As their business grew, they accomplished another goal: buying a home for Juan’s grandmother in Mexico. “My biggest motivator was that I wanted to help my grandmother, who raised me.”

AS LEADERS, JUAN AND ALICIA HAVE A VERY STRUCTURED APPROACH IN HELPING OTHERS GET THEIR BUSINESSES STARTED AS QUICKLY AS POSSIBLE. Their one-on-one training includes live rehearsals of presentations and practicing of techniques. “They have to learn how to sell product, show the Plan, how to do a follow-up, how to write >



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— Juan



a list, and how to talk to people," Juan said. "We do it that way so they can see that it can be done."

THEY ALSO COUNSEL DOWNLINE IBOS TO BE REALISTIC. "When you face rejection, it's important to understand that maybe they are not looking for that opportunity right now. So don't take it personally. Just move on to the next person."

Alicia's leadership style is more introspective. "They go to Juan for the goals, but whenever they have to deal with emotional struggles, or motivation, they come to me," she said. "I like to direct their hope. Just finding the little things that hold people back is so important. It could be emotions, because that's often what keeps us from achieving our goals. And emotions come into play at different times."

An avid reader, Alicia has a library of self-help books she uses when interacting with downline IBOs. She knows people find inspiration in different ways. "I'm always learning new ways for people to see the world. Learning about other perspectives builds me up too."

INSPIRATION ALSO COMES FROM THE GREAT AMWAY™ PRODUCTS. For Alicia, Artistry® products are the most effective door-opener. "It's just amazing when we teach the girls how to share Artistry® products with prospects and new IBOs. You can see how the women feel. Maybe they haven't used quality products, and just to see their eyes light up is amazing."

For the Ruelas' sons and for Juan, it is XS® Energy Drinks. "They take them to their sporting events, karate tournaments, and soccer tournaments, and they share them with their friends."

THE RUELASES LOVE TO TRAVEL, especially when the trips involve soccer. In 2010, the family traveled to South Africa to watch a championship soccer game, and they followed that in 2014 with the championship in Brazil.

Those vacations motivated Juan and Alicia to organize a trip with their leaders. They traveled to Spain in fall 2014 with more than 30 IBOs and their families. "If you spend time together, you develop relationships. You just enjoy being

around each other," Juan said.

Juan and Alicia both emphasize the importance of developing those deeper, more personal relationships. "When we started caring about their dreams and creating opportunities to get together, that became a major asset," Alicia said. "If I say, 'Hey, come on over to my house, have lunch with us,' then I get to see your children and I see that you want us to be in your life. Not just as a business partner, but as a member of a community."

TO THE RUELASES, THE CONNECTION GOES BEYOND BUSINESS. "You have to remember that your personal goals are very similar to theirs," Juan said. "It's not just about earning money. It's about understanding that you care about them, that you care about their needs. If you do that, then people are willing to open up, be themselves, and really allow you to get to know them better. And in a way, I guess we become more human."

And that inspires Juan. "Be someone who makes a difference." ■

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— Alicia



A family legacy

Juan and Alicia's three boys help out with the business, and Alicia said it has taught them how to set and achieve goals. They want their children to choose their own careers, but know their achievements give their children the freedom they did not have.

"I see our children traveling on the path that we have built for them, but going further. With the high work ethic they have learned, they can take it to another level. Seeing that will be satisfying."

The average monthly Gross Income for "active" IBOs was USD \$202 (in the U.S.)/CAD \$198 (in Canada).

Approximately 46% of IBOs in the U.S., and 48% of IBOs in Canada, were "active."

IBOs were considered "active" in months in 2010 when they attempted to make a retail sale, or presented the Amway IBO Compensation Plan, or received bonus money, or attended an Amway or IBO meeting. If someone sustained that level of activity every month for a whole year, their annualized Gross Income would be \$2,424 (U.S.)/\$2,376 (Canada). Of course, not every IBO chooses to be active every month. "Gross Income" means the amount received from retail sales, minus the cost of goods sold, plus monthly bonuses and cash incentives. It excludes all annual bonuses and cash incentives, and all non-cash awards, which may be significant. There may also be significant business expenses, mostly discretionary, that may be greater in relation to income in the first years of operation. For the purposes of the calculation in Canada,

individuals who were IBOs for less than the entire year in 2010 were excluded.

Before registering as an Independent Business Owner (IBO) powered by Amway, you should read and understand the AMWAY™ Business Overview Brochure, which contains important information for those interested in becoming IBOs.

Following is the approximate percentage of IBOs in North America who achieved the illustrated level of success in the performance year ending August 31, 2014; Executive Diamond and Above, 0.0146