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## Network Marketing for Moms, Passion Makes it Easy

*By Sophie Braccini*

Kathy Franklin was a publicist in her previous life (life-before-kids) and a part time outdoor photographer. Then the Moraga mom discovered Juice Plus+ from a friend and became passionate about the concept, so much so that she is now a representative for a company called National Safety Associates (NSA), the firm that sells the product. "It is a part time job I can do from anywhere...truly," says Franklin, "and it really doesn't feel like work. It is fun."

Franklin started her relationship with Juice Plus+ last January. "Once we started taking Juice Plus+ I realized quickly that I would be sharing it with friends and family and the home based business model was perfect for me," said Franklin. NSA claims that the product is not a vitamin, but the micronutrients of fruits and vegetables put into a capsule, chewable or gummie, using a proprietary process of juicing, drying and turning the result into powder.

Going into business was simple for Franklin. "All I have to do is share the information with others and I can do that in person, at a presentation, with a brochure or through my website," explains Franklin. She says that her conversations seem to happen more at school and sports events than anywhere else. "I love it when someone is open to hearing more about the product and I am careful to make sure my friends don't think I am just trying to sell them something....I'm not. I hope my sincerity comes through," says the passionate mother.

Franklin explains the business model as a mix between network marketing, corporate business and virtual franchise. "In true multi-level-marketing you aim at transforming every customer into a dealer; it is not the case here," she says.

The corporate office set up her website and virtual office and they do all of the shipping and billing. Franklin doesn't have to stock anything or worry about any of the financial aspects of the business. According to Franklin her results have been very good. "I work about two hours a day and sometimes go to a conference or workshop," she says, "I do not have yet a full time pay check, but I see it as a real possibility."

Kathy Franklin's web site is [www.kfranklinsharesjuiceplus.com](http://www.kfranklinsharesjuiceplus.com).

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