

Saturday 9 April, 2011

Work from home edition

BUSINESS IS BOOMING

The economic situation has hit everyone hard. For some, it's a small inconvenience – the price of their food shopping bill has risen or a luxury lifestyle has to be cut back. For others, though, the price of the recession is far higher. Many have seen their benefits, pensions, salaries all cut and are struggling to make ends meet.

However, one company and its army of home-workers, is bucking the trend. Kleeneze has provided a lifeline for many people over the years, offering the chance to top up or even replace incomes, flexibility of hours and a chance to own your own business.

The company are now in even more demand after launching a completely new way to join. The Break Free Kit was launched in January of this year and allows people to start their own business for free. In

a current climate of pay freezes, redundancies and price hikes, this new opportunity seems to have come at the perfect time.

A pioneer of UK network marketing practices in the 1970s, the well-known home-shopping company now has over 12,000 independent distributors within its network, selling a range of over 1,500 homeware, health and beauty, outdoor and seasonal products through its portfolio of catalogues.

Kleeneze works by paying each distributor a profit on their customer orders. It starts at 21 percent and people can up earn to 37 percent of their sales. Many also earn extra bonuses based on the sales from people in their team.

Managing Director, Jamie Stewart said: "We now have some serious earners in the business. These people have their own sizeable and ever-growing teams and several are now multi-millionaires thanks to our tried-and-tested business model.

"Kleeneze appeals to those who want to earn anything from an extra £50 a week on top of their full-time earnings to those who are looking to make



a complete life change. The work-for-yourself opportunity is especially popular with working families and those who have had their hours cut in recent months, as it offers total flexibility of hours and a chance to supplement low incomes.

"Plus you can now join Kleeneze for free, which has really opened it up to everyone in this difficult economic climate."

ONE MILLION TURN TO PAYDAY LOANS TO MAKE ENDS MEET

New research has revealed that 1.2 million people every year are taking out a payday loan in order to cope with their financial commitments.

According to watchdog Consumer Focus, the number of people taking out these small, short-term loans, which are designed to tide you over until your next pay packet, has quadrupled since 1996, despite the fact that some companies charge interest rates of more than 2,500 percent a year.

In light of these findings, catalogue company Kleeneze is reminding cash-strapped Britons that there is an alternative to resorting to high cost 'quick fix' debt solutions like these.

Jamie Stewart, Managing Director of Kleeneze, said: "While they can seem a convenient and efficient way to get hold of some extra cash, payday loans can in fact turn out to be a costly solution to short term cash flow problems.

"Due to the extremely high interest rates, your debt can quickly spiral out of control and lead to further financial problems."

Many Kleeneze distributors use their business to earn extra money and avoid having to resort to solutions like payday loans.

Jamie continued: "The flexibility attached to working with Kleeneze means that, if you know you have extra expenses coming up, you can spend more time working on your business to increase your income.

"It also means you can build up your savings in your spare time in order to avoid financial problems in the long term."

REDUNDANT SALESMAN NOW EARNS IN A WEEK WHAT HE DID IN A MONTH

Spending a Christmas unemployed and struggling to make ends meet after being made redundant from his job in sales, Peter Rea was feeling increasingly desperate which was the catalyst for him to make some serious life changes.

Eleven years on, he now earns in a week what he used to in a month, has built his £300,000 dream house and been awarded a 3-series BMW worth £25,000 as a reward for his continued efforts with the company.

Peter, of Gateshead, was introduced to the Kleeneze opportunity by a friend, thinking it might be a good way of earning an income while he looked for another job in sales.

He began by distributing Kleeneze catalogues

to former colleagues, friends and neighbours and earning a 21 percent retail profit on their orders. It went so well that Peter and wife Claire began recruiting other distributors into their network – they now have over 400 working with them and earn commission from their sales too. That sales job that Peter was looking for is now a thing of the past.

"The whole experience has been life-changing," said Peter. "We were just another normal couple working in the rat race and had shrunk our dreams to match our income.

"We have qualified for several of Kleeneze's five-star overseas conferences. These have taken us all over the world, to the likes of South Africa, Mauritius and Sydney."

Peter has been bowled over by the level of support given to him by Kleeneze: "The support



offered by the company is superb; there are no two ways about it. It's a simple process to join and you simply need to go out and do what you are shown to do. There's a little bit of organisation, but it's certainly not difficult.

"Becoming a Kleeneze distributor is the best decision I ever made, it's changed the pattern of our lives. Kleeneze is something I shout about from the rooftops – I'm literally running after people down the street to tell them about it!"

Re-order code: 82120



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Going to work costs 30% of our pay

Millions of people spend a third of their take-home pay on costs linked to going to work.

A typical family forks out 30% of its disposable income on commuting, lunches, childcare and clothing.

The bill for these essentials can amount to

£5,796 per person, almost a third of the average net individual income of £18,897, says research from home shopping firm Kleeneze.

The firm says the only people who can avoid this cost are Britain's 680,000-strong army of homeworkers.

BUILDING A
SMALL BUSINESS
PROVIDES SOLUTION
FOR EX-PUBLIC
SECTOR WORKERS

A record number of ex-public sector workers are planning to leave the effects of the spending review behind to start their own businesses, according to catalogue firm Kleeneze.

Kleeneze has reported a 200 percent increase in enquiries from former teachers, council workers and NHS staff who have been made redundant, are anticipating redundancy or have seen their salaries frozen as part of public sector cuts. It expects the figure to increase further following recent spending reviews and the axing of one in ten public sector jobs.

One ex-public sector worker who has learnt the benefits of running her own business is Sue Verga (47) from Horton, Windsor, who was made redundant from her job as an information and communication teacher in August.

Sue said: “Following my redundancy, I struggled to find new employment - until I found out about Kleeneze in May this year. Before I became a teacher, I’d worked in customer service, and liked the fact that I’d be able to use these skills in my new line of work.

“I am now gradually building up my Kleeneze business and creating a network of distributors.

The flexible hours mean I can work as and when I choose. It’s great to be out on the community every day and I love being my own boss.”

Many Kleeneze distributors earn between £50 a week to over £100,000 a year.

KLEENEZE MILLIONAIRE CELEBRATES
RECORD HIGH EARNINGS

While others are feeling the pinch, Tyne and Wear businessman Gavin Scott is conversely celebrating the effects of the recession after earning over £43,000 in just one month.

Former shipyard worker Gavin, 49, from North Tyneside has worked with his partner Bonnie to establish his Kleeneze business over the past 19 years.

Kleeneze, one of the UK’s largest direct selling companies with over 12,000 self employed distributors, offers people the chance to earn an income by delivering catalogues door to door, processing orders and delivering them to customers. Distributors can work as and when they chose and have the opportunity to build their own business.

Gavin said: “Working with Kleeneze appealed to me in the first instance as it offered me an alternative to my dangerous job at the shipyard and the ability to own my own business.

“When I first started my Kleeneze business, I was hoping that it would allow me to earn a bigger salary and am

ecstatic that the business has worked so well for me, as it has for many other Kleeneze distributors. The last six months have proved a real turning point in boosting our turnover, and we’re delighted that our hard work and positive attitude towards the business has paid off.”

The couple have been able to purchase a main property by the sea with the profits they’ve made from their Kleeneze business and have also built a dream second home in Northumberland.

Gavin said: “Our lifestyle is completely different to the one we had 20 years ago. With the recent recession hitting the ship building business hard, who knows where we would be now had I remained in my old job?”

Jamie Stewart, Managing Director of Kleeneze, was on hand to present Gavin with his latest monthly earnings cheque and congratulate him on his success.

Jamie said: “Gavin is a fantastic example of how hard work, dedication and a little initiative can reap real rewards, even with the current economic problems.



“His commitment to his Kleeneze business is evident from these fantastic financial figures and he should be extremely proud of his achievements.”

BACK TO SCHOOL PROBLEMS
FOR PRESSURED PARENTS

Nearly one in two parents in Britain have been forced to miss a key event at their child’s school because of work commitments, new research has revealed.

A total of 46 per cent of working parents had not been able to attend school functions such as sports days, school plays or parent-teacher evenings because they were unable to leave their office in time.

According to the poll of 1,000 parents, nearly one in ten had missed up to four key events at their child’s school in the past year. A third of parents had missed one school event and one in four had been unable to get

to two school functions aimed at them.

The study found parents with jobs were under such pressure to work harder that many felt they were losing touch with their children. Nearly one in three (29 per cent) said work commitments meant they felt they were becoming distanced from their children.

“I started my Kleeneze business because being a mum of two, and having one child at school and one at pre-school, I wanted to find a way of earning an income around my children,” said Michaela Williams.

“The more I looked into trying to find employment, the more I realised that I was virtually



Cash strapped Britains turn to
part-time work with Kleeneze



Following recent reports that an increasing number of people are taking on part-time work, catalogue company Kleeneze has identified a rise in the number of applications from those struggling to find more traditional full-time jobs.

According to the Office of National Statistics, the UK is enjoying the largest rise in employment in 20 years as the number of part-time workers lifted by 115,000 to a record 7.84 million.

Glyn and Claire Hillier are one couple who turned to direct selling company, Kleeneze, after their hours were cut at work.

Glyn comments: “Claire and I joined Kleeneze in February this year with their free start kit. Having worked for 16 years at a local supermarket, we found ourselves looking to make some extra cash when my hours were cut from 36.5 a week to just 16.

“Claire is a qualified care assistant for the elderly, but had taken time out after the birth of our two young

daughters. When my hours were cut, she started to look for a flexible job opportunity, but to no avail. Then we found Kleeneze.

“Within our first week, we made £241.95 in sales with just 5 catalogues, giving us a profit of £50. It was fantastic to be able to make that profit from day one.”

Jamie Stewart, Managing Director of Kleeneze, says: “With many people struggling to find full-time work in their chosen field, we’ve seen a significant increase in applications from those wishing to work with Kleeneze on a part-time basis.

“Working with Kleeneze allows distributors to decide on their own hours, working as little or as much as they like to generate some vital extra income. This makes it ideal for people who want to make some money while they look for a more permanent job role, and also for those feel let down by the current job market and want to explore Kleeneze as a full-time opportunity.

unemployable. I wanted a job that I could work at from 9.30am to 2.30pm maximum, 3-5 days a week, probably increasing when my youngest daughter starts school in September. I wanted to have weekends off to spend as family time, and school holidays as I haven’t got cover for those either.

“I also couldn’t work evenings, other than from home as my husband works away a lot. Even having a business degree didn’t really help as I was over qualified for some part-time positions. The only jobs I could see that might fit with the hours that I needed were in schools, but of course these vacancies were few and far between.

“The Kleeneze opportunity fitted all of the criteria that I had for a job like a glove. I have retailed £2,062 by myself in my first four weeks and have generated over 100 customers, in addition to the 19 orders I received from family and friends.”

Jamie Stewart, Managing Director of Kleeneze, said: “It is vital that parents can experience some of the triumphs of their children’s school time not only to give their child support, but also to ensure they do not become distanced from their children.

“More and more parents are turning to part-time jobs which enable them to work round their child’s day. Around 65 percent of our distributors are working parents who have chosen Kleeneze as it gives them greater flexibility and balance in their lives.”

HOUSEWIFE TURNED BUSINESS WHIZZ
BRINGS HOME SIX FIGURE PAY CHEQUE

A former housewife and part-time hairdresser who was once forced to live off just £30 a week now runs a retail business which brings in an annual salary of over £120,000.



Amanda Bibby (44) from Woking in Surrey left school at 16 with just a handful of GCSEs, and started

working as a trainee in her local hairdressers on the basic £30 wage. She stayed in the hairdressing industry for the next 15 years but, with four children to take care of, she was never able to work more than a few hours a week; as a consequence, she was never able to achieve a decent salary.

Now Amanda uses the time she used to spend hairdressing running her own retail business with Kleeneze alongside her husband Mike, and is one of the catalogue company’s highest earners.

Amanda and Mike initially started up the business simply as a way to boost their earnings. Their hard work delivering and picking up Kleeneze catalogues door-to-door and dropping off customers’ orders meant the business soon became very profitable for them; so much so that, in 1999, Mike was able to give up his job as a prison officer and Amanda shelved her hairdressing work so they could focus on Kleeneze instead.

Since then, they’ve been able to gradually build their income and now lead a team of over 600 distributors.

Amanda said: “With the kids to take care of, I wasn’t able to put many hours into my hairdressing work and so

the wage I received was terrible. Mike was working long shifts as a prison officer, but we were still struggling to make ends meet.

“We initially started working with Kleeneze in our spare time. However, we soon realised that, if we put all our efforts into the business, we’d actually be able to make much more money than we ever could in our previous jobs.

“Starting our own business was a lot of hard work at first, but we’ve now grown it to such a level that we can take more of a back seat and really enjoy spending our increased earnings.

“Having left school with so few qualifications, I never dreamed I’d be able to run my own business and earn this kind of money; it’s completely changed my life.”

Amanda isn’t the only Kleeneze distributor to take the decision to focus on building her business full-time. Although 1 in 4 distributors initially start their own business with the company to supplement their salary, over half eventually take the decision to pursue the business as a full-time opportunity.

Interested?
Contact us for further information.

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