



SOME BASICS (a work in progress) #9

What do we mean by “**Some Basics**”?

Often someone will come in our store or call or email us asking for suggestions or recommendations regarding a particular problem or dis-ease they're dealing with. They will ask: “**What can I do or take to make the problem go away?**” Or they’re just starting to get interested in a more natural way of taking care of themselves and are looking for **a better understanding of natural supplements.**

This is the final article in this series we call “**Some Basics**”.

If you have been following this series, you realize that these ideas have attempted to place you in the driver’s seat. As dad would say often “**You’re with you more than anybody else. You know how you feel.**” & “**Your health is no better than your own interest in it.**”

OK. So here we go.

You have decided that you want to take a more pro-active stance with regards to your own health and wellness.

You have made inquiries to various sources **and determined a path** toward better health.

You have made the commitment, to yourself, to do this.

What next?

When my father and mother were first introduced (over 80 years ago) to a healthier way by the legendary [Bernarr Macfadden](#) there were relatively few involved in the so-called “health business”. Today it seems like everybody and their brother/sister wants to get in on what has been called by economist Paul Zane Pilzer “**the next trillion dollar business**”. That’s great! The more the merrier. There is a problem though for you the consumer. With so many choices/options **how do you choose** which way to go?

Does quality and cost have a value? We think so.

"Quality is like buying oats. If you want nice, clean, fresh oats you must pay a fair price. However, if you can be satisfied with oats that have already been through the horse....That comes a little cheaper." Anonymous

Is getting the best important to you? It is to us.

"Quality is never an accident. It is always the result of intelligent effort." - John Ruskin

"There is hardly anything in the world that some man cannot make a little worse and sell a little cheaper, and the people who consider price only are this man's lawful prey". - John Ruskin

Is product **quality** important to you?



Is **cost** important to you?



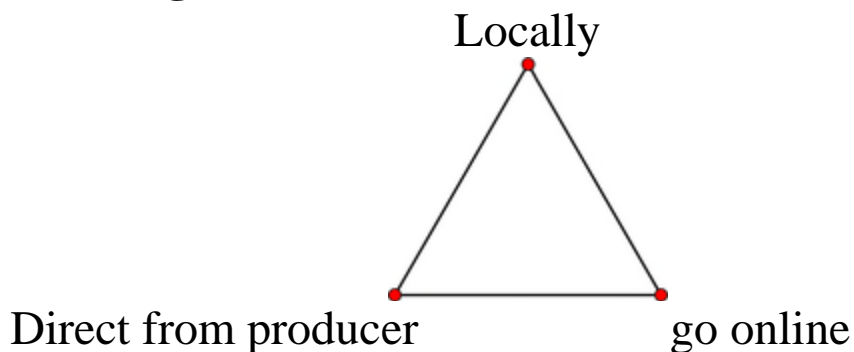
Is getting **the best at the best price** attractive to you?

Forgive me if I assume that your answer is “yes” to the questions above.

How do you get **the best at the best price**? We quite often joke with our customers and members that you can buy vitamins at a gas station anymore. Not necessarily the good ones but

Depending on how much information you need to make a choice or choices, you can:

- **shop locally** or
- **buy direct** from the producer or
- **“go online”**.



There are **benefits to shopping locally**. You personally **know who you're dealing with**. If you have a problem or question, you have direct access to the local business.

Dealing direct with a producer has its benefits also. Those include the **best price and freshest product**.

Going online to place an order does have its benefit in convenience if you are inclined to do this and if you are dealing direct with the producer. Just **going "online"**, in our opinion, **is somewhat risky**. What are your guarantees when dealing with an online store? Who are you dealing with and how do you contact them **when there is a problem?**

Can you do all of these? We think so.

What if you could **deal locally with a real person** while **having the benefit of dealing direct and using the internet?** Would that be of interest to you? What if, at the same time, you could avail yourself of **the latest health/wellness information** and educational materials available? Would that be of interest to you? How could you do that?

The answer is called networking by some. It's called direct sales by some. Others call it multi-level marketing. Some think of it like joining a buying club. **In essence you're dealing direct** with the producer/manufacture. In these situations **you are also dealing/working with the person or persons that introduced you to the products and company**.

What is important is the quality of the company/producer and **the quality** the products they have.

This is where it gets touchy. Everybody's product and plan is the best out there. Just ask them if they don't tell you first.

This is where you may have to **spend some time evaluating what you want and what will benefit you the most**. What will it take to convince you which way to go? Some people just want to be told what to do. Others want to know as much as possible about everything. And in between those two extremes is everybody else. Realize there is no right or wrong here, just different ways people act or react.

This link takes you to a page on our store website with information about us and the two main companies we represent (*Nature's Sunshine Products* and *4 Life Research*). We have over 65 years combined experience with these two companies and are prepared to explain why we feel **they represent a unique opportunity for you and your health**.

<http://www.naturesbetterway.com/about-us.htm>

We will cover the current nature of networking the way we understand it in a future email.

“Some Basics” started out as an attempt to give information to people that contact us looking for answers with regards to their situation without violating the “practicing medicine without a license (permission)” laws that restrict free speech. It was **a list of ideas and herbal/nutriceutical/transferenceutical products** that we compiled to assist people in getting into a productive frame of mind with regards to herbal and nutritional and transferenceutical supplements. It evolved into a series of articles that are intended to be a guide/resource for those interested in learning more.

*"Do not go where the path may lead,
go instead where there is no path and leave a trail"*

Ralph Waldo Emerson

We have attempted to leave a trail for those searching.

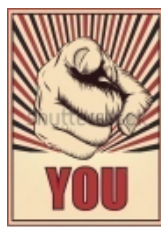
We reserve the right to amend this series from time to time.

We started this series with a disclaimer. We have included our disclaimer prominently in each part of this series and we finish the series with it.

Disclaimer: We do not directly dispense medical advice or prescribe the use of herbs or supplements as a form of treatment for illness. The information found here is for educational purposes only to empower people with knowledge to take care of their own health. We disclaim any liability if the reader uses or prescribes any remedies, natural or otherwise, for him/her self or another.

Historically all of these herbs & vitamin supplements may nutritionally support the body's biological systems. Please consult a licensed health professional should a need be indicated.

These are our ideas. We are not doctors nor do we play one on TV. We cannot diagnose and we will not prescribe. No claims are made. These are just our ideas based on a long family history (over 80 years) in and around the health and nutrition business. Do your own "due diligence" and investigate this. You are the most important person in the world! To you - you are! No one cares more about you than you do. Pay attention! We only go around once.



Are in charge!

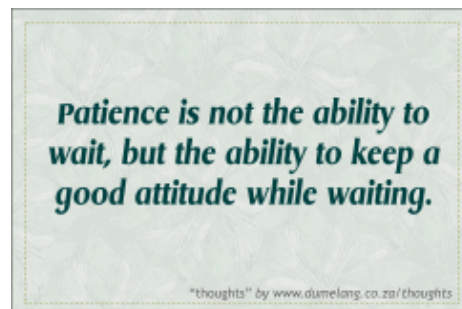
This is by no means the be-all and end-all. Others will have additional thoughts on this. Here's the original list:

- **Real "Want to"**
- **Conviction**
- **Consistency**
- **Clean Air**
- **Pure Water**
- **Transfer Factor**
- **Multiple Vitamin/Mineral (Food Source)**
- **Probiotics**
- **Digestive Enzymes**
- **Hydrated Bentonite**
- **Psyllium**

Thomas Edison predicted that:

"The doctor of the future will give no medicine but will interest his patients in the care of the human frame, in diet and in the cause and prevention of disease."

To quote Yoda: **"Do or do not. There is no try."**



Patience is a virtue possessed by few.



Balance

You can do this if this is what you want to do.

If we can be helpful in your earnest endeavors, please do not hesitate to contact us.

To your health and wellness,

Chuck & Judy Erkfitz

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