



D'Marko Blewett

Getting People in Shape with Isagenix

Two-Star Golden Circle from Salt Lake City, Utah, was once compared to Arnold Schwarzenegger in the 1989 issue of *Muscle and Fitness* magazine. His titles include Mr. Los Angeles, two-time Mr. Utah, Mr. U.S.A. sixth place finalist, and Mr. America finalist. D'Marko has been featured in two movies, a popular Las Vegas show, and over sixty magazines. A competitive body builder for the last 25 years and founder of the Custom Fit Nutrition retail chain in Utah, D'Marko is no stranger to fitness and weight loss supplementation. "I am very sensitive to different products and am aware when products work and don't work really quickly," D'Marko says. "The first four or five days of taking the 9 Day Cleanse, I felt something really good. I had a lot of energy, and lost three inches in my waist and about twelve pounds in a total of nine days." In his 16 years in the nutrition retail business, D'Marko never felt he had an effective weight loss product on his shelves and was eager to offer Isagenix to his customers. "I've been making a living off my physique for about 25 years," D'Marko says, "so it was really exciting to see something work and kept the weight off." Although his wife, Leslie, was skeptical about another weight loss program, it didn't take long for her to experience her own results. Leslie lost six inches in the waist and hips and an additional twelve pounds in nine days.

At the time D'Marko was introduced to Isagenix, he and his wife were managing three retail stores and 26 employees. D'Marko relates how they often felt stressed with the workload and the constant supervision his employees required. D'Marko's commitment to his retail business took a turning point when he won an all expenses-paid cruise with Isagenix that he and his family flew out to enjoy. The day they were supposed to load the ship, D'Marko received a call from one of his stores informing him of an upsetting employee situation that required D'Marko's personal attention. "The cruise was paid for!" D'Marko relates. "I had to cancel the cruise and come back. Basically, I was being held hostage because my employees were acting up."

Since that experience, D'Marko has sold two of his stores and now manages only one retail store and his online Isagenix business. The change has not only reduced his work responsibilities, but has given D'Marko the time freedom he has searched for since he began selling products retail. "Going from having 26 employees and three structures last year to having no employees and only one structure with a multi-million dollar company there to run all my shipping, handling, receiving, returns, accounting, and everything else is just a blessing," D'Marko says. Financially, the change has provided more earning potential in a less demanding work arena. D'Marko gladly reports, "I am making just as much money having one structure and one Isagenix Internet store as I did having three structures." He has also been able to eliminate his usual up-front costs. "For me to make \$1,200 in one week in the retail business, I would have to actually pull out of my pocket about \$3,200 in product," D'Marko explains. With Isagenix, D'Marko has found a way to match his previous salary with less responsibility and less of his own capital. "I can make more money in less time doing what I've been trying to do for years," D'Marko explains, "getting people in shape."

D'Marko feels the competitive edge he now offers his customers is the opportunity to improve both their health and financial future. D'Marko presents Isagenix to his customers as "the only system out there that can get you in shape and get you good wealth in a year," and he can tell them so from his own experience. "People love me because not only am I helping people get healthy, but I'm helping them get wealthy," D'Marko says. "I've had people lose 60 to 70 pounds on this product and they just think I'm walking on water. I tell them that it has nothing to do with me! I tell them, 'It's all you. The power is in your hand.' A lot of people then decide to turn it into a business because they have one heck of a story." D'Marko's focus on the customer has carried over from the same standard he upholds in his retail store. "At Custom Fit Nutrition, we customize individuals' needs," D'Marko explains. "That's our catch phrase. There are too many businesses where people count their cash. What we do is we count our customers, and the cash counts itself." D'Marko feels that it is this focus on the customer that has become the driving force in his Isagenix business success. "It's so true in Isagenix," D'Marko says. "If you don't worry about the cash, it's going to be there. If you concern yourself about the cash, you're going to lose the customer. John Anderson knew this when he began the company. He concerned himself more with the product and customer than with the cash." Now that D'Marko has found the vehicle to sustain his financial goals, D'Marko's next endeavor is to earn enough income to justify selling his last retail store and working Isagenix full-time with his wife. D'Marko says with enthusiasm, "Now I have the right tools to get people in shape and actually make a living doing it. It feels great! I just love the product. It's definitely the way of the future."