

MARCH 2023

# BIOMAT

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RICHWAY & FUJI BIO INC.  
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### CEO INTERVIEW

Jeanna Kim

### ISA SPOTLIGHT

Marla Koupal | Jocelyne Colombe | Jennifer Lyall

### PRIME

Measuring Pain and Stress Reduction

### MEDCRAVE

Dr. George Grant, Ph.D

### BIOMAT PRACTITIONER DIRECTORY

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### EMPLOYEE SPOTLIGHT

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### ROCKIN' ON THE ROCK



IN MEDICAL SCIENCE  
WITH PROVEN EFFICACY

**JOCELYNE COLOMBE**

**HOLISTIC NURSE PRACTITIONER**

**BIOMAT DISTRIBUTOR**

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# Jocelyne Colombe

DIAMOND EXECUTIVE (ISA)

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**M**ost people associate becoming a distributor as “selling,” and are deterred. After experiencing the therapeutic effects of the Biomat® through a massage therapist, Jocelyne realized that becoming a Richway ISA meant more than simply that.

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“I dislike ‘selling.’ What I love is to help people feel better in non-invasive ways, and I love teaching,” said Jocelyne.

The Biomat provided Jocelyne with relaxation and stress relief from her 12-hour work shifts. She loved it so much, she would offer the Biomat to those visiting her home when they complained of stress and

pains. At this time, she was simply a happy owner of a Biomat and not interested in selling them.

One day, she received a phone call requesting a Professional Biomat set from a yoga class connection. The son of the woman on the phone was in a stressful state and on the brink of flunking college. She wanted a Biomat to help him relax.

A happy ending to this story – the woman’s son stress was greatly alleviated by the Biomat – and he even ended up graduating from college. Unexpectedly, Jocelyne was asked to do a demo at the woman’s home to help share her son’s story. With six holistic practitioners present and “intently” watching those who tried the Biomat, six mats ended up being sold.

“In time, I realized that everyone is subject to holding onto stress, Consequently, everyone needs a Biomat. At the very least, ONE Biomat per household!” declared Jocelyne.

These events led Jocelyne to enroll as an ISA. She’s since been with Richway for ten years and continues to help people daily. While she had explored some multi-level marketing companies in the past, she was deterred by the requirement of purchasing products recurrently to remain a member, and the sense of pushiness to meet quotas.

What made the Richway business model attractive to Jocelyne was the lack of a timeline to reach various levels, and goals that were not daunting to achieve. In her words, this gave her a “sense of flow rather than force.” Working part-time in a hospital setting, practicing energy medicine, and teaching “various healing techniques” inadvertently helped Jocelyne to boost her business. Having a large student base for teaching helped, too.

“Although I reached the Diamond level in a year, income was steady through my



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sales. More financially lucrative, I had two very active ISAs with their own downlines keeping each side of my tree with ample points generating bonus binary payouts,” explained Jocelyne.

After ten years with Richway, Jocelyne has gone from long shifts at the hospital to having the freedom to set her own work hours. The business has allowed her to work from anywhere that offers internet and phone service.

“A cell phone, scanner, and laptop are all I need to conduct business,” said Jocelyne.

Along the way, she has also formed many invaluable friendships with her clients, fellow ISAs, and health practitioners.

“I feel I have impacted many people’s lives to self-care as they purchase Richway products for home use,” said Jocelyne.

Teamwork is key to making the Richway business model “work.” In addition to her sales, enrolling two ISAs who were also strong business builders also helped Jocelyne right off the bat. Since enrolling, Jocelyne has demonstrated that she is a dedicated supporter and leader for her team, and in many cases, she goes above and beyond to ensure everyone is on the same page, and everything runs smoothly.

“I am available for my team by phone, text, e-mail, as well as a support when someone is doing a home demo or trade and home show. I encourage ISAs to work as a team,” said Jocelyne.

Her attention to detail is prevalent in the work she does. Aside from guiding prospective ISAs through the enrollment process, she takes the time to explain the compensation and commission structure in detail. She also spends the time to learn as much as possible about the products and policies associated with Richway, so she can answer any questions they may have. If she’s not sure, she’s sure to ask and get the answers they need.

“[Jocelyne makes] sure that everything [she] and Jeff [does] works to the benefit



of the entire team! [She puts] a positive spin on everything! I stuck it out because of [her]; [she is] the reason I’m still doing the business. We, who are a part of Universal Biomat, team are very blessed!” remarked Diamond Executive Michelle McCarthy.

Going the extra mile, from the time an order is placed to the time the shipment is signed for, Jocelyne ensures that the orders she and her downline ISAs place get to their destination without a hitch. To keep her team unilaterally informed, Jocelyne conducts quarterly training calls for her new ISAs, and will do additional “one-on-one” training when needed. When an ISA in her team places an order, she will review the order for accuracy to avoid processing delays.

She credits her sponsor, Royal Family

ISA Emily Black, with helping her navigate the business. She has attended teleconferences provided by her uplines for the past ten years and has listened to their recorded training sessions.

“My direct sponsor, Emily Black, was instrumental and very patient with coaching me and my partner, Jeff, also a business builder, to understand and navigate the binary system, so that we could do it on our own and for my entire team,” Jocelyne elaborated.

With all that Jocelyne does surrounding the business and her team, what drives her? Well, when she was eight years old, she experienced a near-death experience.

“I was left with a strong sense that I am

here to help people have a better life by treating them with kindness and not hurting them,” replied Jocelyne.

Through her work as a Nurse Practitioner in the hospital setting, Jocelyne performed many invasive procedures on infants. She explains that although a challenge, her technical skills helped to diminish the trauma. In contrast with these experiences, the Biomat works differently.

“The Biomat works in a gentle, non-invasive way, I have felt and still feel that Richway products and the people drawn to me for purchases or to join my team bring me into greater alignment with my mission,” said Jocelyne.

Throughout her distributorship, Jocelyne has pushed the boundaries of her comfort zone to strengthen her team and grow her business. While she generally has the ability to learn and adapt quickly, she realizes that not everyone learns at the same speed or in the same manner.

“I tend to be very independent, focused, and driven. As my team grew, I had to open up to embrace the uniqueness, strengths, and weaknesses of each person,” said Jocelyne.

Her inclusiveness of everyone’s abilities is displayed through the development of websites by herself and her business partner, Dr. Jeff Behr. These websites help her downline learn through “auditory and visual means” to “help strengthen the learning process.” Jocelyne takes the time to get to know each ISA on her team and supports them based on those unique needs.

“I have found ISAs get disillusioned when they realize the effort they have to make to grow a business and sustain it. I continue to encourage ISAs by reminding them the value and health benefits of the products and my own motto, ‘Everyone needs a Biomat,’” said Jocelyne.

After her first few years as an ISA, she and Dr. Behr owned a clinic for the Biomat with five Biomats on hand. Through the clinic,



they observed various, unique experiences of family members, friends, and clients all trying out the Biomat. Since becoming an ISA with Richway, Jocelyne has had the opportunity to gain more control in her work life.

“This business has allowed me to shed some misconceptions about MLMs. I have grown as a person embracing the fact that ‘it takes a village!’ Most importantly, I have made many friends with my ISAs and clients as their life has changed for the better,” explained Jocelyne.

Jocelyne has had her fair share of challenges in life. Her most notable and traumatic challenge was when she endured

five months of bedrest to carry her second pregnancy to near term. During that time, there were more than a few tears shed, and Jocelyne spent a lot of time journaling and reflecting to get herself through it.

“I accepted the support of others around me from family members and colleagues to help out with my four-year old’s care. After delivery, to recover from the loss of muscle tone, I began practicing yoga (23 years ago!) and ended up teaching for a decade,” said Jocelyne, reminiscing.

Jocelyne’s approach to handling challenges has evolved over the years as she comes to understand herself more every day. She lives with the conviction that the only

“Success is loving what you do and living life to its fullest. Doing one’s best to keep all areas of life balanced is living successfully. That’s actually mastery – that’s what I strive to achieve.”

Jocelyne Columbe

person she can change is herself and perspective.

“Looking for a silver lining, if there is one, with every challenge is very helpful. When there is a challenge, there is a solution! As such, I’ve become very ‘solution oriented.’ The strong conviction that I am not alone, and there is support all around me, and all I have to do is simply ask,” explained Jocelyne.

In addition to self-reflection and journaling, Jocelyne finds peace and calm in daily meditation so she can “enjoy the ‘moments’ of her life.

“Life goes by very quickly and no single moment can ever be replicated. Expressing and honoring myself without hurting someone’s feelings is a goal of mine as I interact with people,” said Jocelyne.

When sales begin to slow, it can be a struggle for any ISA to overcome. Jocelyne does not let these tough times discourage her. By applying her “solution-oriented” mentality, she has come up with creative methods to keep her business going.

“I host teleconferences on a specific topic such as water or arthritis to stimulate discussion among past customers and ISAs. This often leads to more sales. I connect with my ISAs to see if they have ideas to generate interest,” said Jocelyne.

Jocelyne does not view her clients merely as “customers,” and this is important as everyone has a story to share and a reason for inquiring about our products. She approaches each of her clients as individuals and applies her “80-10-10 Rule.”

When she engages with a client, she makes sure the conversation is 80 percent about the client and what is occurring in their life that is prompting their potential purchase, 10 percent about the product, and 10 percent about herself. By taking time to learn about her clients’ individual needs, she can determine the Richway products which will be of most help to them, and help them understand how they will improve their lifestyle.

When clients contact Jocelyne via e-mail or phone, she makes it a priority to contact them back on the same day (even on the weekends!). She uses the Richway warranty schedule to follow up with her clients to ensure they are using the product properly and are satisfied with their purchase. When a purchase is made, she also adds an individualized touch by including a hand-written note to thank them for their purchase. On the note, she even writes their name in calligraphy!

“People are surprised to hear a voice at the other end of the phone rather than a recording, and that I am so knowledgeable about the products as well as their medical condition (being a nurse practitioner).

If I don’t know something, I will find the answer from [Richway] HQ. Customers truly appreciate efficiency and thoroughness,” said Jocelyne.

When it comes to her clients and team of ISAs, support is essential. Jocelyne gives a lot of attention to training her ISAs and keeping them updated with the latest information. She also makes herself available for questions and answers when ISAs and health practitioners are demonstrating Richway products or having clients use them.

Being a Richway ISA has also afforded Jocelyne many touching stories involving her clients and Richway products. One such story involved a client in her early 60’s who had been referred to her for a Biomat purchase.

“[My client] experienced pain to such a degree that the only time she got out of bed was to eat, use the bathroom, and visit her chiropractor,” said Jocelyne.

Jocelyne further recalled her client’s experience with various other devices in which she had spent thousands of dollars with only minimal and short term effects. While the woman was discouraged by her past experiences, she bought a Professional Biomat and Pillow set.

“Within three months, I received a call from her, and she shared the following: ‘I went

dancing Saturday night and I have part-time work. I have a life again! Four years later, she is still very grateful to have found the Biomat and [to have] a productive life out of the house,” remarked Jocelyne.

In her ten years with Richway, and based on her personal experiences, what advice does Jocelyne have for new ISAs who are trying to find their way? To sum it up – relax, enjoy the journey, and never stop learning. She

advises all ISAs to get familiar with the products and try them for themselves.

“Have your own experience. Get your feet wet, so to speak. Read about the products. It’s just like when flying. ‘Put the oxygen mask on yourself first, then help the next person.’ If you love the product, it will magnetize people to you,” Jocelyne advised.

Jocelyne also recommends having potential

clients experience the products for themselves and let them draw their own conclusions through their experience.

“Share your love of the Biomat, and let the client have their own experience without expectations of your own or theirs. Work with your upline and connect with other ISAs to showcase the Biomat together. Never stop learning!” declared Jocelyne.

## JOCELYNE’S TIPS FOR ISA’S

### Be honest with potential ISAs.

Being an ISA does require some work. Sales will come as you use the products yourself and share them with others. “Follow-up, follow-up, follow-up” is another key to success just as ‘location, location, location’ is to your buying or selling a home.



### SCHEDULE EVENTS



Schedule events with another ISA to get comfortable with showcasing Richway products.

### READ



Read each issue of Richway Wavelength.

### VISIT BACKOFFICE



Visit your backoffice.

### KEEP A JOURNAL



Stay inspired and keep a journal of your personal progress using Richway products.

### VISIT WEBSITE



Visit the Richway & Fuji Bio website.

### SPEND TIME



Spend time with your experienced (on the phone or face to face), an sponsored attend their conference calls.

### CONTACT



Make follow-up phone calls with your contacts and customers.