

Bella Flor®

A Division of Norcard Enterprises Ltd.



Sales Training

Dec 6, 2024



**For more than two decades,
Advice for Life ®
by Your True Nature
has offered thoughtful, quality
& environmentally sustainable
gift and stationery products
to millions of customers!**

Let's get started!





Today ...

- Team Introduction
- Advice for Life business intro
- Ilan Shamir - founder background
- Business Mission and Values
- Connection and partnership with Bella Flor
- Display options and how to configure an order to fill them
- Current item overview and top selling points
- Target markets and ways to connect with buyers
- Demonstration on how to showcase products in display
- “Power in grouping” products for your region and filling in with top general sellers





Ilan Shamir
Founder



Patti Slade
Operations Manager



Allison Rittner
**Wholesale Store and Rep
Management**

Why We're So Popular

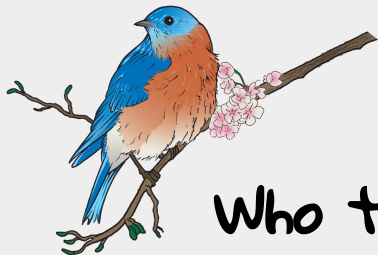
- Our Advice concept and text resonate deeply with customers
- Our environmental and sustainable practices are important to conscious consumers
- Our bookmarks, greeting cards, stickers, and magnets are beautifully designed, highest quality and celebrate the wisdom of nature
- At the store level we offer free displays and our products SELL.
- The \$ turn per sq ft pays its way



How to Sell & What to Sell

- Connect with buyer by having them pick their favorite advice from a small group. Engage why this is their favorite and what lines they like.
- Focus on Advice titles that fit in their area, and include our best-sellers.
- Sell our unique display packages
- Share our mission of sustainability and that every purchase supports environmental causes.





Who to Sell To

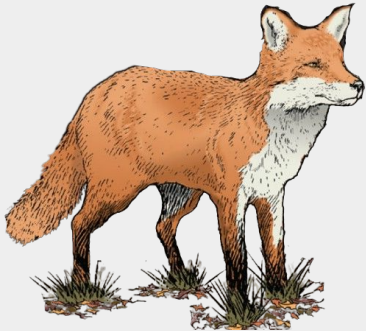
Our products appeal to a wide range of customers, including:

- **Eco-conscious consumers** seeking sustainable gifts.
- **Outdoor enthusiasts** and nature lovers drawn to our hiking and trail-themed designs.
- **Consumers that are purchasing gifts for someone else** who would love a particular advice.
- **Retail partners** who want to stock eco-friendly products with a meaningful backstory.
- **A wide variety of store types** who can customize their selection to fit their geographical location (ie Ocean, Forest, etc) as well as the animals and nature features found in their surroundings.

Support to Help You Succeed

You're never selling alone! Advice For Life and Bella Flor provide robust support, including:

- **Training**
- **A comprehensive catalog** showcasing our product range.
- **Sales materials & Plan-o-gram forms**
- **Best-seller lists**
- **A passionate team** dedicated to answering your questions and helping you grow.

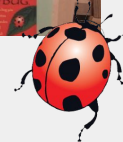


At Advice For Life, success means more than just sales—it's about building relationships, championing sustainability, and making an impact. Together, let's inspire customers and keep growing our community!

Advice for Life Values



Scan here to
watch video



ILAN BACKGROUND

- Corporate Marketing and Product Design 7UP / Willy Wonka
- Greeting Seeds - Greeting cards with Gift inside
- Wilderness Travel Iceland Solo Expedition

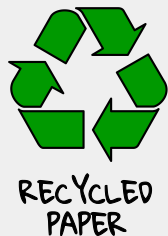


LEARN MORE
BY SCANNING
HERE



Model of Sustainability

Advice for Life products are used as outstanding examples of sustainability when presenting proposals to new locations.



10% of sales on many items go back to Environmental Organizations





Bella Flor®

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COMMITMENT & PARTNERSHIP

- Bella Flor has wholeheartedly embraced our commitment to sustainability by adopting our 100% Replanted initiative for the paper used in creating ADVICE FOR LIFE® products, ensuring every sheet of paper we use contributes to reforestation efforts. They also use recycled and Forest Stewardship Council (FSC) paper, reinforcing the importance of reducing waste and conserving natural resources.
- Additionally, Bella Flor supports our partnership with **1% for the Planet**, demonstrating their dedication to environmental stewardship by contributing a portion of each sale to donate back to non-profits that are focused on global efforts that protect and restore our planet.

**How we help
and serve you**





- FREE displays and merchandising tips
- Provide bestseller information and & specific titles that *ALIGN* with customer values and provide successful sales for shops small & large
- Training and help when asked for

DISPLAYS



FREE WITH
FILL!

Our most popular Mod-5 display is an easy choice for an extra table, bookshelf or wall space you need to fill.

18 flexible pockets for bookmarks or greeting cards to fit with ease.

Sturdy wood design lasts for years in a store making reordering an easy choice!

Removable separators
for holding greeting
cards!



FREE WITH
FILL!

The newest addition to our displays is our little Mod-3, which holds 9 bookmarks! Small enough to fit next to cash registers, on an end cap or in a secondary location within stores.

Removable separators
for holding greeting
cards!



MOD 5 with MG WINGS/PLATE

18 dozen Bookmarks & 16 half dozen Magnets

☐ Slatwall hooks needed

PAGE _____ OF _____

POSSIBLE ADVICE: Redwood, wilderness, river, beaver, bat, mushroom, lichen, ladybug, bear, fox, butterfly, moon, trail, silence, river, owl, chickadee, hawk, raven, bluebird, salmon, deer, chipmunk

POSSIBLE CUSTOM: Banana Slug, John Muir, Muir Woods, Ancient Forest, Old Growth Tree

	Redwood	Wilderness	Bat	Mushroom	River	Lichen	
	Beaver	Ladybug	Bear	Owl	Chipmunk	Chickadee	
	Blueberry	Silence	Ancient Forest	Muir Wood	John Muir	Banana Slug	

Ilan Shamir
ilans@yourtruenature.com
970-412-1262
Patti Slade
patti@yourtruenature.com
970-282-1620 x2
Christina Richartz
butterfly@yourtruenature.com

☒ BM

☒ MG

Plan-o-Grams worksheets are available!



PRODUCTS



LAMINATED BOOKMARKS

- Heavy 10 mil laminated to last for years
- Barcoded, ready for point of sale systems
- Oversized 8.25" x 2.25" - enhances perceived value with an affordable price and exceptional durability
- Inexpensive gift option
- People tend to buy multiple at a time and come back for more!
- More than a bookmark - they are special mementos to take home, to remember where they were when they found it. They are durable, reasonably priced, and easy to transport. All have thoughtful sayings that connect with many people - young and young at heart!

Top 12 selling titles are:

Bear, Night Sky, Tree, River, Lake, Butterfly, Dog, Cat,
Moon, Wolf, Hummingbird, Earth

Advice
from a
CHICKADEE™



Sing a Cheerful Tune

Be Full of Life

Learn to Adapt

Spend Time
in the Woods

Get Along
with Everyone

Make a Cozy Nest

Be Bold,
No Matter Your Size!

Your True Nature®

Advice
from a
BLUEBIRD™



Rise Early

Spread a Little
Happiness

Keep a Song
in Your Heart

Think Spring

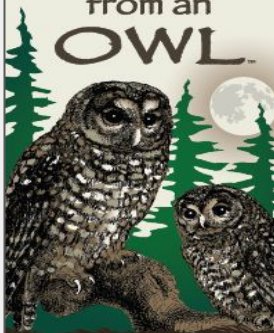
Be Colorful

Feather Your Nest
with Friends

The Sky's the Limit!

Your True Nature®

Advice
from an
OWL™



Stay Focused

Be "Whooh"
You Are

Trust in a
Wise Friend

Live Off the Land

Glide Through the
Dark Times

Be Observant

Life's a Hoot!

Your True Nature®

Advice
from a
CARDINAL™



Stand Out in a Crowd

Go Out on a Limb

Be a Bright Spot
in Others' Lives

Speak Up!

Be Home
Before Dark

Add Color to
Your Life

It's OK to be a
Little Flashy!

Your True Nature®

Advice
from a
GREAT BLUE HERON™



Wade into Life

Keep a Keen
Lookout

Don't be Afraid to
Get Your Feet Wet

Be Patient

Look Below the
Surface

Enjoy a Good Reed

Glide Above it All!

Your True Nature®

Advice
from a
HUMMINGBIRD™



Sip the Sweet Memories

Let Your True
Colors Glow

Be a Nectar Collector

Don't Get Your
Feathers Ruffled Over
the Little Things

Some Days are
Just a Humdinger

Just Wing it!

Keep Your Visits
Short and Sweet!

Your True Nature®

Advice from a HORSE.



Take Life's
Hurdles in Stride
Loosen the Reins
Be Free-spirited
Keep the Burrs from
Under Your Saddle
Carry Your Friends
When They Need it
Keep Stable
Gallop to Greatness!

Your True Nature®

Advice from a DOG.



Be Loyal
Delight in the Simple
Joys of a Long Walk
Unleash Your Talents
Hide Your
Favorite Snack
Make New Friends
Learn New Tricks,
No Matter Your Age
When Loved Ones
Come Home, Always
Run to Greet Them!

Your True Nature®

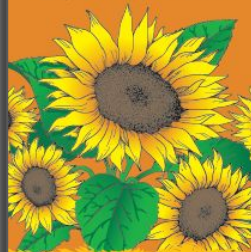
Advice from a CAT.



Be Friskyl
Pounce on Possibilities
Enjoy the Night Life
Always Land
on Your Feet
Stretch Often
Delight in the Simple
Joy of a Long Nap
Create Your
Purr-fect Day!

Your True Nature®

Advice from a SUNFLOWER.



Be Outstanding
In Your Field
Hold Your
Head High
Spread Seeds of
Happiness
Feed the Birds
Think Solar
Keep On
the Sunny Side
Grow Up!

Your True Nature®

Advice from a RESCUE.



Open Your Heart
Be Up for
Second Chances
Make New Friends
Learn Patience
Stay Hopeful
Get a New
"Leash" on Life
There's No Place
Like Home!

Your True Nature®

Advice from a GARDEN.



Cultivate Lasting
Friendships
Sow Seeds of
Kindness
Listen to
Sage Advice
Don't Let the Little
Things Bug You
Be Outstanding
in Your Field
Take Thyme for
Yourself
No Vining!

Your True Nature®

Advice
from a
STAR



Set a Shining
Example

Make a Wish

Keep Looking Up

Have a Stellar
Attitude

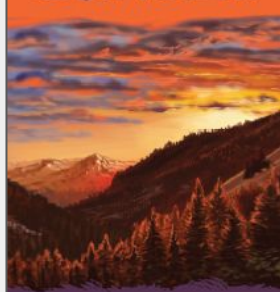
Keep a Twinkle
In Your Eye

Stay Full of Wonder

Be Out of
This World!

Your True Nature®

Advice
from the
SUNSET



Be Amazing

Savor Special
Moments

Close the Day
with Beauty

Have a Glow
About You

Keep Your
Inner Fire Burning

Make a Dramatic Exit

Show Your True
Colors!

Your True Nature®

Advice
from the
SOLAR SYSTEM



Follow Your
Own Path

Give Yourself
Some Space

What Goes Around
Comes Around

Be Attractive

Pull Yourself Together

Have a Stellar
Attitude

Stay Centered!

Your True Nature®

Advice
from the
MOON



Live Life
to the Fullest

Be Someone
to Look Up to

Don't be Phased by
Difficulties

Take Time to Reflect

Enjoy a Little Space

Honor the Cycles
of Nature

Light Up the Night!

Your True Nature®

Advice
from the
NORTHERN LIGHTS



Show Your True
Colors

Glow with
Excitement

Keep Looking Up

Have a Magnetic
Personality

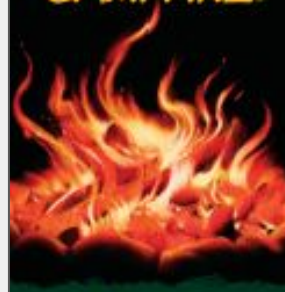
Get a Charge
Out of Life

Stay Full of Wonder

Lighten Up!

Your True Nature®

Advice
from a
CAMPFIRE



Bring People
Together

Spark New Ideas

Kindle Strong
Friendships

Radiate Warmth

No Smoking

Be a Good
Storyteller

Don't Go to Bed
Fired Up!

Your True Nature®

GREETING CARDS

- Thoughtful messages combined with wisdom and humor
- Full color inside and out
- Frameable size for lasting memories (5" x 7")
- Recycled and Replanted envelope included
- Fits easily in standard displays
- Again, people tend to buy multiple at a time and come back for more!

Top 12 selling titles are:

Wolf, Mountain, Owl, Tree, Butterfly, Wilderness, Trail,
River, Honey Bee, Polar Bear



Advice from a MOOSE®

Think big
Spend time in the woods
Eat plenty of greens
Hold your head up high
Stay on track
Keep your nose clean
It's OK to be a little wild!





Advice from a HONEY BEE

Create a buzz
Sip life's sweet moments
Mind your own beeswax
Work together
Always find your way home
Stick close to your honey
Be yourself!



Advice from a CHICKADEE

Sing a cheerful tune
Be full of life
Learn to adapt
Spend time in the woods
Get along with everyone
Make a cozy nest
Be bold, no matter your size!



Advice from a DRAGONFLY

Spend time near the water
Be colorful
Enjoy a good reed
Zoom in on your dreams
Appreciate long summer days
Keep your eyes open
Just wing it!



Advice from a WOLF

Trust your instincts
Be at home in nature
Keep your den clean
Stand firm what you believe
Stay on track
Hunt with your friends
Be a leader
Pack life with good memories!



Advice from the NIGHT SKY

See the big picture
Be a star
Keep looking up
Don't be afraid of the dark
Stay full of wonder
Expand your horizons
Turn off the lights!



Advice from a BAT

Trust in your senses
Don't be afraid of the dark
Spend time just hanging around friends
Get a grip
Enjoy the night life
Sometimes you've just gotta wing it
Guano happens!



Advice from a LADYBUG

Spot new opportunities
Spend time in your garden
Be well-rounded
Enjoy the wonders of nature
Don't let the small things bug you
Keep family close by
Be simply beautiful



Advice from a CRAB

Don't be Shellfish
Hold fast to your dreams
Always keep growing
Stay calm in a pinch
Be a good catch
Choose your direction wisely
See life's beauty!



Advice from the MOON

Live life to the fullest
Be someone to look up to
Don't be phased by difficulties
Take time to reflect
Enjoy a little space
Honor the cycles of nature
Light up the night!



Advice from a BEAR

Live large
Climb beyond your limitations
When life gets hairy, grin and bear it
Eat well
Live with the seasons
Take a good long nap
Look after your hooves!



TARGET MARKETS

- Tourist Attractions
- Nature enthusiasts - think stores close to popular hiking trails, ski resorts, etc.
- National and State parks gift shops
- Gift shops and Nature Centers
- Places that need encouragement - example hospital gift shops
- Postal and Packaging stores
- Book lovers, Pet Stores, Farm and Garden
- Small account - brick and mortar stores, mom and pop shops, small flower shops, etc
- Large account - grocery, multiple chain stores (Hallmark), Zoos and Aquariums

Building Relationships with buyers

We all have those loyal buyers who are always willing to take our call and make time to listen. Nurture these relationships by staying connected—check in regularly, and consider bringing them a small treat or new sample. This keeps the relationship rooted in genuine connection rather than just transactions.

Ilan Demo

How to showcase products effectively in display

Walking through their store and finding places they can put the displays - give options so they can envision where it might go. Try to place it in a high traffic area (aisleway, close to register, etc.)

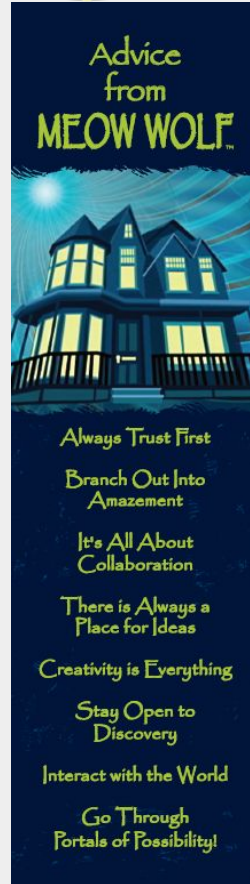
Offering samples or interactive engagement (e.g., stickers for kids).

Training on displays (mod 5 and mod 3). SHOW EASE OF SET UP.

Philosophy of Customer Service - buybacks, taking care of our customers, resolving problems, investment in accounts success, etc.

MEOW WOLF

Position/Placement of product in the shop
Volume of Visitors / SALES VOLUME
\$40K annual sales
Custom opportunities
Servicing/Support/Checking in
Fun Factor/Thoughtful/Humorous
BM, GC, STK, MG and Wood Sign Mix



POWER IN GROUPING

With over 100 different Advice it is possible to create groups for a wide variety of geographical areas and store types. Following are examples of popular assortments in the US market . . .

PACIFIC NORTHWEST



COASTAL



NORTH WOODS



MOUNTAIN OR SKI RESORTS



DARK SKY



NEW ENGLAND



FARM & HOME



GREAT PLAINS



YOUR TRUE NATURE
Grow Up!

ADVICE
from nature.

Advice from the
MOON
Live life to the fullest
The moon is the light
Open up your heart
Take time to reflect
Light up the night

Advice from a
WILDFLOWER
When you're in bloom
Twinkle in simple places
Spread the seeds of joy
Be open to
The world and all it has to offer

Advice from the
SUN
Smile with a warm heart
Warm your soul
Be bright

Advice from a
BEAR
Live large
When life gets busy
Grow and bear it
Live with the seasons
Take a good long nap
Look after your honey

Advice from
LIGHTNING
Follow the flash of inspiration
Stay present
Spark new ideas
Light up the night
Charge ahead

Advice from the
MOON
Live life to the fullest
The moon is the light
Open up your heart
Take time to reflect
Light up the night

Advice from a
CAVE
When you're in bloom
Twinkle in simple places
Spread the seeds of joy
Be open to
The world and all it has to offer

Advice from a
BAT
Smile with a warm heart
Warm your soul
Be bright

Advice from a
MOUNTAIN LION
Live large
When life gets busy
Grow and bear it
Live with the seasons
Take a good long nap
Look after your honey

Advice from a
PRAIRIE
Smile with a warm heart
Warm your soul
Be bright

Advice from a
COYOTE
Live large
When life gets busy
Grow and bear it
Live with the seasons
Take a good long nap
Look after your honey

Advice from a
BISON
Stand your ground
Have a tough hide
Have a strong spirit
Let the chips fall
where they may

Advice from a
SUNFLOWER
Be sunny
Grow tall
Follow your heart
Be bright

Advice from a
PRAIRIE
Explore new horizons
Keep a steady pace
Stay open to what life has to offer
Be bright

Advice from a
WOLF
Trust your instincts
Keep your den clean
Stand for what you believe
Roam with your friends
Pack life with great moments

Advice from a
COYOTE
Be curious
Stand up for your friends
Keep your nose open
Know when to make tracks
Trace a leading good trail

100%
REPLANTED

We replant all of the trees we use and print on
recycled paper with earth-friendly soy based inks.
yourtruenature.com

PRODUCED
MADE IN THE USA



ZOO



AQUARIUM



ALASKA



SOUTHWEST



Customer QUOTES

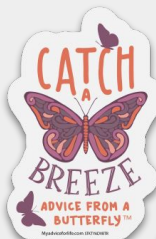
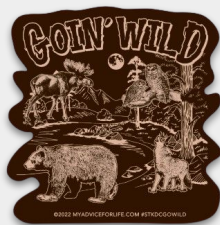
- The wisdom of each card is simple and spot on. I bought a different one for each of my siblings and grandchildren. I will be buying more! 😊 - Linda B.
- My grand daughter just began her first year of college, over 200 miles away, so this card was a fun way to keep in touch with her, just enough space for me to add a line or two of what is happening. She is an animal lover, and misses her pets from home so the cat & dog were very appropriate. But, I love the polar bear and the butterfly as well as all the rest I picked up to send to her. - Mary M.
- I often tell my husband “it’s not life or death” - the hummingbird says it better!! It also adds “Some Days are Just a Humdinger”. Definitely words to live by. - Connie E.

Store QUOTES

- I love your products! They make our customers happy. Everybody loves the ADVICE they get from them. We keep placing bigger and bigger orders from you! - Taos Adobe, NM.
- We were so happy and impressed with the way that our single wall display sold that we decided to upgrade to the floor model! During our peak season it is a challenge to keep these items in stock. I thought providing more themes would help, but our guests at Harpers Ferry National Historical Park just buy more! We added the postcards and greeting cards this year, and they are absolutely gorgeous! My only regret is that I don’t have room for an even bigger display! - Harpers Ferry, WV.
- The new spinner display is great! We successfully got it all set up and functioning, and it looks awesome. Thanks for all of your help and encouragement. - Audubon Society, OR.

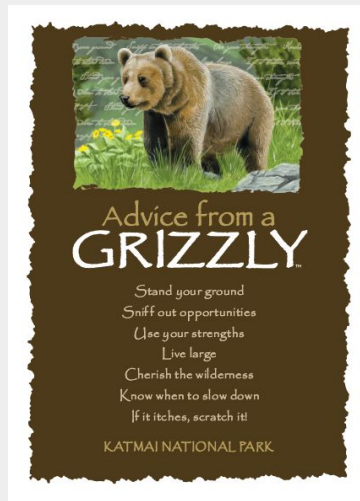
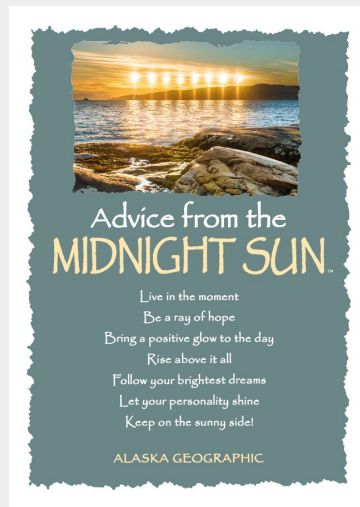
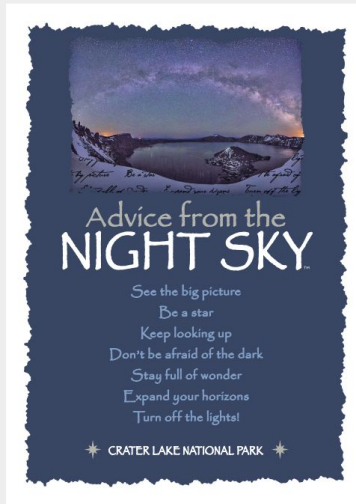
FUTURE PRODUCTS

Stickers and Magnets



FUTURE PRODUCTS

Site Specific and Name Drop items



FINAL QUESTIONS?
THANK YOU !

