

# ISALIFE™

## SUCCESS PLAN

The plan to help build your complete IsaLife.



## OUR STORY

We are dreamers, believers, and achievers of transformation. We are lovers of purpose and passion. We are leaders in wellness. We are experts in entrepreneurship. We are innovation and integrity. We don't wait for opportunities; we make them happen. We are a lifestyle. We live the IsaLife™. We celebrate the efforts and victories of others. We are a global family. No shortcuts, no excuses. Only the best in nature and science. No-compromise products that work and work well. We give back and move forward. We see health as the destination but wellness as the journey. We are in this together. **#WeAreIsagenix.**



## WELCOME LETTER

Welcome to your IsaLife™ Success Plan. If you're ready to achieve consistent, life-changing results in your Isagenix business, you're in the right place. Carry this workbook with you, not just for the next few days, but for months to come because if it's VISIBLE, it's MEMORABLE.

To get you on the road to results, we'll start by working on your 'why' – your emotional fuel. Then we'll drill down to the basics with Say, Share, Do™ to get you and your team comfortable and confident when sharing Isagenix with prospects. Finally, we'll identify the ACTIONS you'll take daily and weekly to reach your goals.

Then it'll be time for you to get to work and stay in momentum!

Take a moment right now to flip through this workbook and get familiar with your new Weekly Planner and Accountability sections. If you find that you're struggling with any part of your business, use the References and Resources section for help building skills and strengthening your Isagenix knowledge.

Let's get to work!

To your success,

Kathy Coover  
Isagenix Owner and Executive Vice President

# WHAT IS THE ISALIFE SUCCESS PLAN?

Welcome to your new best friend! The IsaLife Success Plan is a tool to help you accomplish measurable outcomes and massive action.

## HOW TO USE THE ISALIFE SUCCESS PLAN

Carry this planner with you every day and keep track of your goals and income producing activities. The IsaLife Success Plan will help you keep your goals at the top of your mind, and push you to take daily action toward achieving them.

## WHY SHOULD YOU USE THE ISALIFE SUCCESS PLAN?

Clinical psychologist Dr. Gail Matthews has studied goal achievement. Her research found that participants who wrote down their goals achieved significantly more than those who only thought about their goals. The study also demonstrated the effectiveness of accountability and commitment. What does that mean? Participants who wrote down both goals and action commitments were more likely to achieve those goals. Better yet, participants who formulated action commitments, sent their goals and commitments to a supportive friend, AND sent weekly progress reports to that same friend were the most likely to reach their goals.

|  |                       |
|--|-----------------------|
| Written Goals  | 43% accomplished goal |
| Written Goals and Action Commitments                   | 64% accomplished goal |
| Written Goals, Action Commitments, and Weekly Progress | 76% accomplished goal |

Source: [www.dominican.edu/dominicannews/dominican-research-cited-in-forbes-article](http://www.dominican.edu/dominicannews/dominican-research-cited-in-forbes-article)

## WHO SHOULD USE THE ISALIFE SUCCESS PLAN?

Anyone who is serious about building their Isagenix business or is ready to become a professional network marketer. If you want to achieve your goals, the IsaLife Success Plan will help you identify the steps you need to build strong business-building habits. Whether you're new to network marketing or a seasoned professional ready to break through with momentum, the IsaLife Success Plan is your map to focused success.

## SAY, SHARE, DO

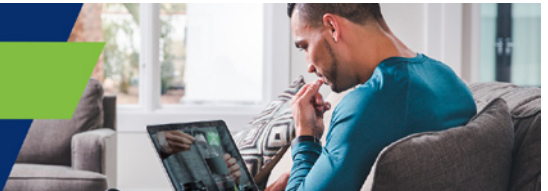
Have you ever shared a must-see movie with a friend or recommended a restaurant to a family member? Isn't it interesting how you easily recommend some things, but when it comes to sharing Isagenix, some people can freeze or act weird? Not all of us are natural-born sharers. In fact, some of us can be downright awkward when it comes to sharing Isagenix. Whether you've been an Associate with Isagenix for years, are just getting started, or haven't even thought about the business side of it yet, it can be hard to decide what to say, share, and do (minus the awkwardness) when you're approaching a potential prospect.

### SAY



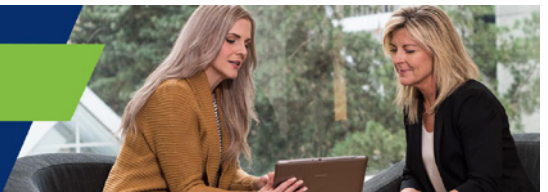
**SAY** – Finding the right thing to say when sharing Isagenix can be hard. We're providing sample language to help new Associates get started via text message, phone, and social media.

### SHARE



**SHARE** – Send all your new prospects to **IsaMovie.com** to introduce them to Isagenix and answer their most common questions and objections. The site also walks them through pack options so they can find the system that's right for them! The best part – it's all tied to your personal Isagenix site!

### DO



**DO** – After they've looked around IsaMovie, this script will help you overcome some common remaining hesitations and help get them started the right way.

Find the digital copies of these scripts and steps at [IsagenixBusiness.com](https://IsagenixBusiness.com) under the "Start Here" tab.

Let's get started!

## TEXT MESSAGE

### IF YOU HAVEN'T STARTED YET

**You:** Hey, \_\_\_\_\_! Any interest in starting a health and wellness system with me? I'm ready to \_\_\_\_\_ (lose weight, get shredded, etc.) and feel like myself again. I've \_\_\_\_\_ (explain why you are excited about the system). It is a simple, effective system, and I am so excited to get started. Want to try it with me?

### IF YOU HAVE ALREADY STARTED

**You:** Hey, \_\_\_\_\_! Any interest in starting a health and wellness system with me? I've only been using it \_\_\_\_\_ (number of days) and am already experiencing \_\_\_\_\_ (explain your results). I was tired of seeing everyone else's "before" and "after" photos and was ready for my own! It's simple to follow, and everything tastes \_\_\_\_\_. Want to try it with me?

### IF YOU WANT TO SHARE THE OPPORTUNITY

**You:** Hey, \_\_\_\_\_! I was recently introduced to an amazing global health and wellness company called Isagenix. I've only been using their system for \_\_\_\_\_ (days/weeks/months) and have experienced \_\_\_\_\_, and \_\_\_\_\_ (your authentic experience). When I looked at the business side of Isagenix, I realised that there is an incredible financial opportunity along with the amazing products, too.

Now, I know you (love your job/are really passionate about your business/already have so many irons in the fire already, etc.), but you're one of the most \_\_\_\_\_, \_\_\_\_\_, and \_\_\_\_\_ (write from the heart) people I've ever met, and I just think the world of you. I'm going to run with this, and I think you'd absolutely crush it, too.

Ultimately, I have no idea whether this will be for you... but if it is, you're going to be really happy I shared it with you.

Would you be open to taking a look and learning more about it?

**Them:** Yes!

**You:** Great! My box is already on its way/my box has already arrived. I'd like to send you a video that I loved, which helped me get started. If I send you the website, when can you watch it for sure?

**Them:** Tomorrow at 9:30 a.m.

**You:** OK, that's perfect. I'll follow up with you then, and we'll discuss the video. So excited to do this together! Wait till you see the results people are getting with this; you'll love it. Here's the link: [INSERT YOUR REPLICATED WEBSITE/IsaMovie].\* Talk to you at \_\_\_\_\_ (time and date).

**Them:** I'm excited! Thanks for thinking of me!

### OPTIONAL WRAP-UP

SEARCH FOR A FUN GIF to send them (i.e., "bikini," "fit," "shredded").

**You:** This will be us soon (enter finger pointing up emoji).

**Them:** Woo!

\*To create a link to your personal Isagenix website, log in to your Back Office (where you order products), and hover over the “Resources” tab. Click “Manage My Website” to create your website URL. Then copy and paste that URL. Add “/IsaMovie” after “.com.” This will hyperlink to your personal Isagenix website, so if your prospect decides to purchase a pack right away, the sale will go to you! Please note that you must be an Associate to have a personal Isagenix website.

## FACEBOOK POST

The intention of this post is to assist in helping you make an impact on the health of your friends within your social network. Sharing through social media can be challenging, so we have provided you with a sample “Post Template” and “Follow-Up Template” to help maximise your results.

### Pro Tips:

1. Posts with photos receive more engagement on social media. If you don't have your own “before” and “after” photos yet, we recommend using your Enrolling Sponsor's photos in your post (include the weight loss disclaimer when posting).
2. Peak social media traffic typically falls Sunday through Thursday between 7:30-8:30 p.m. (your local time).

### IF YOU HAVEN'T STARTED YET:

After watching my friend, (tag Enrolling Sponsor), release/experience/have \_\_\_\_\_, \_\_\_\_\_, and \_\_\_\_\_ (describe his or her results) thanks to an amazing health and wellness system, I decided it was time for me to have my own experience, because I am tired of feeling \_\_\_\_\_, \_\_\_\_\_, and \_\_\_\_\_ (it's OK to be vulnerable here!).

I'm so excited to get started. My system hasn't even arrived yet, and I'd love to have some of my good friends join me so we can hold each other accountable. Who's up for looking and feeling their best?

### IF YOU'VE ALREADY STARTED:

After watching my friend, (tag Enrolling Sponsor), release/experience/have \_\_\_\_\_, \_\_\_\_\_, and \_\_\_\_\_ (describe his or her results) thanks to an amazing health and wellness system, I decided it was time for me to have my own experience, because I was tired of feeling \_\_\_\_\_, \_\_\_\_\_, and \_\_\_\_\_ (others can relate to your struggles – be authentic).

I've only been using the system for \_\_\_\_\_ days, and I'm already \_\_\_\_\_, \_\_\_\_\_, and \_\_\_\_\_ (be real and honest with your experience here).

I'd love to have some of my friends join me on this journey so we can hold each other accountable. Who's up for looking and feeling their best?

### PROGRESS POST (we highly recommend including photos of your progress, if you have them):

Before I found this system, I was feeling \_\_\_\_\_, \_\_\_\_\_, and \_\_\_\_\_ (insert a powerful message here), and I decided that enough was enough. After watching my friends get results, I finally decided to get started on an amazing health and wellness system, and I can't believe what's happened already!

I've only been using the system for \_\_\_\_\_ days/weeks, and I've already experienced \_\_\_\_\_, \_\_\_\_\_, and \_\_\_\_\_ (don't be shy! Share the results of your work)! I've tried so many things before this, and I'm incredibly grateful to my friend, (tag Enrolling Sponsor), for introducing me to this. It's super simple to follow, and everything tastes \_\_\_\_\_! Finally, a solution that works for me!

**ONCE FRIENDS START COMMENTING, HERE'S WHAT TO SAY THROUGH DIRECT MESSAGE USING THIS TEMPLATE**

Once your friends start commenting, reply to them saying you will send them a direct message with the information, then use the template below. Remember that for every comment, there are likely 5-10 other friends just reading the comments and not saying anything. By direct messaging them the details, they have to connect with you to find more information instead of just reading your conversation with someone else.

**YOU:** Hey, (name)! I'm glad you commented. One of the things that excites me most about starting this system is doing it with \_\_\_\_\_ (friends/family/people I know/co-workers, etc.). This may or may not be for you, but if it is, what would you love to see happen?

**THEY GIVE THEIR RESPONSE:** (i.e., lose weight, have more energy, etc.)

**YOU:** Awesome! A big reason I was inspired to get started is because this system can help people in different ways. I've seen so many incredible transformations. I know that some of my biggest challenges (with staying in shape are/that contributed to my getting out of shape were) \_\_\_\_\_, \_\_\_\_\_, and \_\_\_\_\_ (describe your personal challenges, i.e., no time to eat healthy, didn't know where to start, too busy with the kids, working long hours, etc.).

What have been some of your biggest challenges with (enter their goal - losing weight, sleeping better, etc.)?

**THEY RESPOND.**

**YOU:** I can understand that. I'd love for you to watch a video that I watched in the beginning to get started. If I send you the link, when would you be able to take a look?

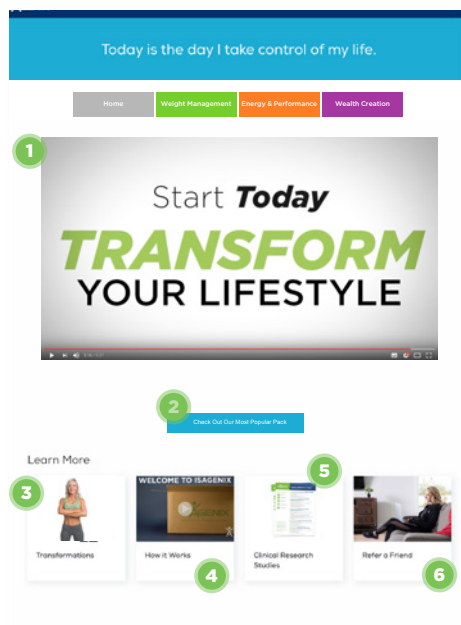
**THEM:** That sounds great! I can take a look tomorrow at 8 a.m.

**YOU:** OK, awesome. Here is the link (ISAMOVIE.COM LINK FROM YOUR REPLICATED SITE). I'll give you a call around 8:15 a.m. for your feedback, after you've explored the site a little.

**THEM:** Great! Can't wait!

**AND THAT'S IT! YOU CAN CONTINUE THE CONVERSATION AFTER THEY'VE WATCHED THE VIDEO.**





- 1 'Transform Your Life' is a powerful video that will give an overview of Isagenix Systems and Solutions.
- 2 'Check Out Our Most Popular Pack' will show the Ultimate Pack, break down the included products, and compare the pack with others to determine which pack fits their needs.
- 3 'Transformations' will show "before" and "after" photos that highlight how our products can help people reach their goals.
- 4 'How It Works' will highlight what they can expect when using an Isagenix pack or system. They'll watch videos on what's in your box, how to do a Shake Day, and how to do a Cleanse Day\*.
- 5 'Clinical Research Studies' gives an overview of clinical trials Isagenix has been conducted in the US\*\*. This will give your prospect confidence that Isagenix is truly backed by science.
- 6 'Refer a Friend' will show them You Share, They Share, Repeat™ and how they could get paid for sharing Isagenix products with others.

## IsaMovie.com

After you've captured your new prospect's interest, "Share" with them your personal IsaMovie website, and let the site do the explaining for you! The page features the 'Transform your Lifestyle' video and links to answers for some of the most common objections we hear from prospects. On this homepage, prospects can see "before" and "after" photos, read clinical research studies conducted in the US\*\*, learn how the Isagenix System works, and discover how they can make some money by sharing Isagenix products with others. Here they will also find a breakdown of our three most popular packs: Ultimate Pack, Premium Pack, and 30-Day Systems. Prospects can explore the price per day of each pack and the included products, and they can compare the packs side by side in a table to select the option that works best for them.

## How to Share IsaMovie from YOUR Isagenix Website

Remember, IsaMovie can be connected to your replicated website, so any direct purchases can be credited to you!

To create a link to your personal Isagenix website, log in to your Back Office (where you order products), and hover over the "Resources" tab. Click "Manage My Website" to create your website URL. Then copy and paste that URL. Add "/IsaMovie" after ".com." This will hyperlink to your personal Isagenix website, so if your prospect decides to purchase a pack right away, the sale will go to you! Please note that you must be an Associate to have a personal Isagenix website.

\* A Cleanse Day is a nutritionally supported fast that nourishes and energises your body's own detoxification systems. For further Cleanse Day information, visit Isagenix.com.

\*\* All Scientific Studies and published Research conducted in the USA using Isagenix North American products and systems.

# What system works for you?

## Weight Management



### □ 30-Day Weight Loss System

4 IsaLean™ Shake (any flavour), 2 Nourish for Life™, 1 Ionix® Supreme, 1 Isagenix Snacks™, 1 IsaMove™, 1 Thermo GX™, 1 IsaShaker

Starting at £227/about £7.57 per day

## Energy & Performance



### □ 30-Day Energy & Performance System\*

2 IsaLean™ Shake (any flavour), 1 IsaLean™ Bar (Chocolate Decadence), 1 Nourish for Life™, 1 Ionix® Supreme, 1 IsaPro® (Vanilla), 2 e-Shot™ (6 count), 1 AMPED™ Hydrate (Juicy Orange), 1 IsaShaker

Starting at £213/about £7.10 per day



### □ Weight Management Premium Pack

4 IsaLean™ Shake (any flavour), 1 IsaLean™ Bar (Chocolate Decadence), 2 Nourish for Life™, 1 Ionix® Supreme, 1 IsaDelight™ (any flavour), 1 Isagenix Snacks™, 1 e-Shot™ (6 count), 1 IsaMove™, 1 Thermo GX™, 1 IsaBlender, 1 IsaShaker, 1 free membership for one year

Starting at £317/about £10.57 per day



### □ Energy & Performance Premium Pack\*

4 IsaLean™ Shake (any flavour), 2 IsaLean™ Bar (Chocolate Decadence), 2 Nourish for Life™, 1 Ionix® Supreme, 1 IsaPro® (Vanilla), 3 e-Shot™ (6 count), 1 AMPED™ Hydrate (Juicy Orange), 1 IsaBlender, 1 IsaShaker, 1 free membership for one year

Starting at £358/about £11.93 per day

## Wealth Creation



### □ Ultimate Pack\*

4 IsaLean™ Shakes (any flavour), 1 IsaLean™ Bar (Chocolate Decadence), 2 Nourish for Life™, 1 Ionix® Supreme, 2 Whey Thins™ (White Cheddar), 1 IsaPro®, 1 IsaDelight™ box (any flavour), 1 Isagenix Snacks™, 2 e-Shot™ (6 count), 1 AMPED™ Hydrate (Juicy Orange), 1 IsaMove™, 1 Thermo GX™, 1 IsaBlender, 1 IsaShaker, £50 Isagenix Event Certificate, 1 system guide, and 1 free membership for one year

Starting at £440/  
about £14.47 per day

\* IsaLean Shakes are meal replacement shakes for weight loss and weight maintenance. Providing 24 grams of high-quality protein per serving, they also contribute to the growth and maintenance of muscle mass.

\*\* Prices will vary. Please visit your Back Office for the latest price list for your country.

# What system works for you?

## Weight Management

## Energy & Performance

Good



### □ 30-Day Weight Loss System

4 IsaLean™ Shake (any flavour), 2 Nourish for Life™, 1 Ionix® Supreme, 1 Isagenix Snacks™, 1 IsaMove™, 1 Thermo GX™, 1 IsaShaker

Starting at €294.55/about €9.82 per day



### □ 30-Day Energy & Performance System\*

2 IsaLean™ Shake (any flavour), 1 IsaLean™ Bar (Chocolate Decadence), 1 Nourish for Life™, 1 Ionix® Supreme, 1 IsaPro® (Vanilla), 2 e-Shot™ (6 count), 1 AMPED™ Hydrate (Juicy Orange), 1 IsaShaker

Starting at €260.39/about €8.68 per day

Better



### □ Weight Management Premium Pack

4 IsaLean™ Shake (any flavour), 1 IsaLean™ Bar (Chocolate Decadence), 2 Nourish for Life™, 1 Ionix® Supreme, 1 IsaDelight™ (any flavour), 1 Isagenix Snacks™, 1 e-Shot™ (6 count), 1 IsaMove™, 1 Thermo GX™, 1 IsaBlender, 1 IsaShaker, 1 free membership for one year

Starting at €399.30/about €13.31 per day



### □ Energy & Performance Premium Pack\*

4 IsaLean™ Shake (any flavour), 2 IsaLean™ Bar (Chocolate Decadence), 2 Nourish for Life™, 1 Ionix® Supreme, 1 IsaPro® (Vanilla), 3 e-Shot™ (6 count), 1 AMPED™ Hydrate (Juicy Orange), 1 IsaBlender, 1 IsaShaker, 1 free membership for one year

Starting at €440.37/about €14.68 per day

## Wealth Creation

Best



### □ Ultimate Pack\*

4 IsaLean™ Shakes (any flavour), 1 IsaLean™ Bar (Chocolate Decadence), 2 Nourish for Life™, 1 Ionix® Supreme, 2 Whey Thins™ (White Cheddar), 1 IsaPro®, 1 IsaDelight™ box (any flavour), 1 Isagenix Snacks™, 2 e-Shot™ (6 count), 1 AMPED™ Hydrate (Juicy Orange), 1 IsaMove™, 1 Thermo GX™, 1 IsaBlender, 1 IsaShaker, €60 Isagenix Event Certificate, 1 system guide, and 1 free membership for one year

Starting at €536.84/  
about €17.89 per day

\* IsaLean Shakes are meal replacement shakes for weight loss and weight maintenance. Providing 24 grams of high-quality protein per serving, they also contribute to the growth and maintenance of muscle mass.

\*\* Prices will vary. Please visit your Back Office for the latest price list for your country.

Ireland



## DO – GET THEM STARTED

"What did you like best about what you saw on IsaMovie? I know when we spoke last, your goals were \_\_\_\_\_, and I know this system can really help!"

**THEY RESPOND.**

"Before we talk more about Isagenix, I want to take some time to learn more about your goal. What are two to three areas of your life/body where you would like to see these results?"

**THEY RESPOND.**

"How long have you had this goal?"

**THEY RESPOND.**

"Sounds like it's time to make a change! On a scale of 1-10, with 10 being totally committed, how committed would you say you are to achieving \_\_\_\_\_ (enter their goal)?"

**THEY RESPOND.**

"Why is this so important to you?"

**THEY RESPOND.**

"How would you feel if you achieved these goals in the next 90 days?"

**THEY RESPOND.**

"How would you feel if you did NOT achieve these goals?"

**THEY RESPOND.**

Tell a story about someone in the community (it can be ANYONE, including YOU) that they remind you of. 30 seconds TOPS!

**Pro tip:** Memorise the story well so you can keep this part brief and keep the conversation flowing.

"Are there any questions I can answer for you?" OR "What are some other questions I can answer for you?"

(Answer their questions quickly, and move into the next line.)

"Would you like me to make a recommendation for how to get started?"

**THEY RESPOND.**

"Based on the goals you shared, there are two packs I would recommend. One breaks down to about £7.60 / €9.85\* per day, while the other breaks down to about £14.70 / €17.90\* per day. Remember, with both packs, you're having two meals a day provided for you.

The £7.60/ €9.85\* per day pack is specifically designed to help you get started on your weight loss journey and achieve your goals through balanced, everyday nutrition. This pack is called 30-Day Weight Loss system.

The £14.70 / €17.90\* per-day pack, however, is my highest recommendation and would be great to help you reach the goals you shared. Not only does it include the products in the previous pack, but it also comes with products that can help you achieve a lasting transformation.

You'll get a box of bars which you can use as snacks, Whey Thins™/Harvest Thins™, which are a high-protein savory snack so you can snack without the guilt; a canister of IsaPro®, which is a great addition to any meal or post-workout snack, a box of AMPED™ Hydrate, specifically designed for use during

and after exercise; two boxes of naturally sourced plant-based caffeine eShots; a beautiful blender; a £50 / €60 Isagenix event coupon; a system guide and a free one-year membership.

This system is called the Ultimate Pack, so if you really want to do it right, and if it works within your budget, this is hands down THE BEST recommendation.

Which sounds like the best fit for you?"

\*Price based on Preferred Customer on Autoship for UK and Ireland. Pack prices will vary depending on product selection and country of residence. Visit your Back Office to see the latest pricing for your region.

## THEY RESPOND.

### IF NO:

"I completely understand! Do you want to take a look at the other available pack options? There are so many price points and combinations. You can look at the options here: [\[LINK TO THE Pack PAGE ON ISAMOVIE\]](#). Let me know which one would fit for you!"

### IF YES:

"Great! Do you feel like you have enough information to get started today?"

**Pro tip:** Ask for the order, and then say no more. If you try to give too much information at once, you may overwhelm them.

If at ANY point they say "no" or do not want to continue the conversation – that's OK! Tell them "thank you for taking the time," and ask them if you may keep them on your list to circle back with them down the road. Timing is everything, and you never know when someone will realise they really do need what you have to offer.

## DO – ONCE THEY'VE JOINED

**YOU:** "Do you know two people who would want to do this with you for sure?"

(Let them answer.)

**YOU:** "The reason I ask is because Isagenix rewards its Customers for referring new Customers. So, if you help \_\_\_\_\_ and \_\_\_\_\_ get started and meet certain conditions, you could earn up to £570 / €617\*\*. How awesome is that?"

(Show them You Share, They Share, Repeat™.)

**YOU:** "If I showed you a system that could help you share Isagenix with \_\_\_\_\_ and \_\_\_\_\_, would you be willing to give it a try?"

(Show them the [Say, Share, Do page at IsagenixBusiness.com](#). Then take them through the [New Member Checklist](#).)

This script features an example. Needs will vary based on their goals.

\*\* Prices shown are rounded for marketing purposes.

The ability to earn income under the Isagenix Compensation Plan depends on many factors including an individual Associate's business, social, and sales skills; personal ambition and activity; availability of time and financial resources; and access to a large network of family, friends, and business contacts. Isagenix cannot and does not guarantee any particular level of earnings. Even Associates who dedicate a significant amount of time, effort, and personal funds may not achieve a meaningful level of success. For average earnings, refer to IsagenixEarnings.com.

## THE ISAGENIX TEAM COMPENSATION PLAN AND PROMOTIONS

### YOU SHARE, THEY SHARE, REPEAT™ SCRIPT

What excites me most is that Isagenix has a simple way to help you pay for your products. It's called 'You Share, They Share, Repeat'.

So, who do you know... that would want amazing results like yours?

There are packs to suit every goal and budget, but for this example let's use an Ultimate Pack.

Let's say that <.....name.....> enrolls with an Ultimate Pack, Isagenix will pay you a £50/€53 Product Introduction Bonus known as a PIB.

Then <.....name.....> also enrolls on an Ultimate Pack, Isagenix will pay you another £50/€53 PIB.

### HERE'S WHERE IT GETS REALLY EXCITING!

If both friends get started and place their initial orders on Autoship in the same commission week – that's Monday through Monday (UK Time) – Isagenix will DOUBLE your bonus. That's a total of £200/€212.

When you do this, you'll move to the first leadership level and Isagenix will pay you a one-time bonus of £37/€40.

You have now earned a total of £237/€252!

### This is called 'You Share'.

Together we will help your two friends do exactly what you did, and share the Isagenix products with two people.

And you will receive a £74/€81 bonus for helping <.....name.....> and another £74/€81 bonus for helping <.....name.....>.

### This is called 'They Share'.

Up to this point, you have earned a total of £385/€414!



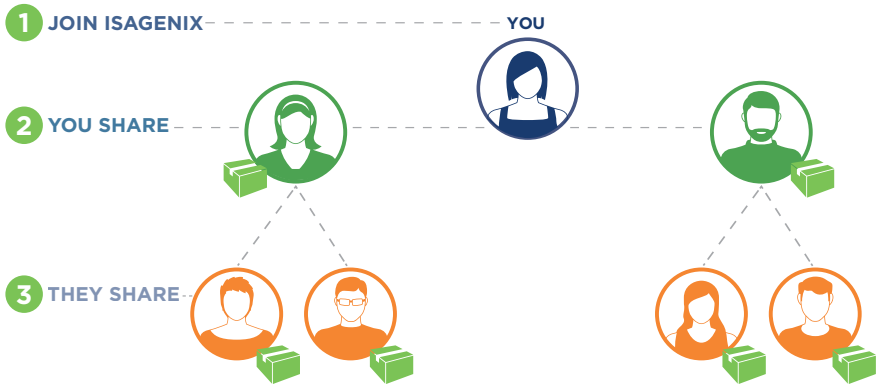
# THE ISAGENIX TEAM COMPENSATION PLAN AND PROMOTIONS

When you do this within your first 60 days of becoming an Associate, you move to the second leadership level and receive a further bonus of £185/€203.

That's a grand total of £570/€617. Now you can do this once and pay for your products. Or you can **'Repeat'** it as often as you like.

**Repeating these steps can help you pay for your products each month or even build a secondary income. 'You Share, They Share, Repeat' is just the beginning, the earning potential with Isagenix is amazing!**

## PRACTICE YOU SHARE, THEY SHARE, REPEAT™



## PRACTICE HERE

For illustration purposes only. The amounts depicted here are not typical and reflect the maximum earnings available assuming all conditions are not projections or guarantees. Isagenix does not guarantee any amount of earnings. Please refer to the Isagenix Team Compensation Plan and the Isagenix earnings disclosures for details. Product Introduction Bonuses subject to change. A commission week is Monday to Sunday (ET time) until Sunday at 11:59pm (ET time).

\*Prices shown are rounded for marketing purposes

## NEW MEMBER CHECKLIST

Name \_\_\_\_\_ Phone \_\_\_\_\_

Order Date \_\_\_\_\_ Order Pack \_\_\_\_\_

☐ Enrolled on Autoship      Autoship Run Date \_\_\_\_\_

☐ Schedule a Welcome Call      Date: \_\_\_\_\_ Time: \_\_\_\_\_

☐ Send a Welcome Email (be sure this includes links to all of the Isagenix sites and your team sites)

**EXAMPLE** *"Welcome, (name)! I'm so excited for our call scheduled for (day) at (time). I'm looking forward to working with you to help you achieve your goals."*

☐ Invite them to any of your/your team's social media pages

☐ Direct them to visit WelcomeToIsagenix.com

☐ Familiarise them with IsaMovie.com

☐ Have them register for the IsaBody Challenge® (IsaBodyChallenge.com)

☐ Take their IsaBody "before" photos and measurements

☐ Set them up on the IsaLife™ app (download from Google Play or the App Store)

☐ Walk them through getting started on their personal product plan

☐ Product goals: \_\_\_\_\_

☐ Weight Wellness

**Current Weight** \_\_\_\_\_

**Goal** \_\_\_\_\_

☐ Energy

☐ Performance

☐ What is your driving reason to achieve this goal?

☐ What will your life look and feel like when you reach this goal?

☐ Isagenix goals:

☐ Customer (Product user only)

☐ Casual sharer (Do you want to earn Product Introduction Rewards or commissions?)

☐ Business builder (Earn commissions as an Associate)  
Income goal \_\_\_\_\_ per month

☐ Customer – Would you be a little curious to know how to get some of your products paid for?

☐ Casual sharer/business builder – Review the Isagenix Compensation Plan at IsagenixBusiness.com



# NEW MEMBER CHECKLIST

## Casual Sharer/Business Builder. Qualifying Questions

Within the enrollment process, you will ask them if they are interested in learning how they could get paid for sharing Isagenix products with others. Let your new Member know that in order to set them up for success, you're going to ask them some additional questions, which are listed below. As you ask these questions, dig deeper into each question to learn more about them, their goals, and their reasons for wanting change in their life.

1. What do you do for a living now?  
Do you enjoy your work?
2. What would your ideal life look like if you could design it?
3. How much money do you think you'll need to achieve that ideal life?
4. How much time do you have per week to achieve those goals?
5. On a scale of 1 to 10, how committed are you to achieving your goals?
6. I want to help you achieve your goals; taking focused action quickly is the best way to start. So, will you write down the names of the top 10 people who you think might be interested in doing this with you and get them to me by tomorrow? Think of people who have a burning desire to live a life of their dreams or people who are dissatisfied with their health or financial-wellness situation – people who have to have the life of their dreams!

**Work with your new Member to create the list of their top 10 people they think may be interested in doing this with them.**

### Let's Do This Together. Top 10 People

- 1 \_\_\_\_\_
- 2 \_\_\_\_\_
- 3 \_\_\_\_\_
- 4 \_\_\_\_\_
- 5 \_\_\_\_\_

- 6 \_\_\_\_\_
- 7 \_\_\_\_\_
- 8 \_\_\_\_\_
- 9 \_\_\_\_\_
- 10 \_\_\_\_\_

What attracted you to direct sales/referral marketing?

\_\_\_\_\_

Who do you know in direct sales/referral marketing?

\_\_\_\_\_

Who do you know who lives internationally?

\_\_\_\_\_

What are your financial goals for the next:

- ☐ 30 days \_\_\_\_\_ ☐ 60 days \_\_\_\_\_  
☐ 90 days \_\_\_\_\_

What do you think will be your biggest obstacles in building your business?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

List several places where you interact with people in your daily life (gym, shopping, social events, work, etc.):

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

### Learning While You're Building

Next Core 4 Event you're committed to attending:

- ☐ Super Saturday (date) \_\_\_\_\_  
☐ Global Celebration (date) \_\_\_\_\_  
☐ Other (date) \_\_\_\_\_  
☐ IsaU (date) \_\_\_\_\_  
☐ UIA (date) \_\_\_\_\_

I will complete the **IsaLife™**

**Success Plan** training by: (date) \_\_\_\_\_

# MAP TO CRYSTAL EXECUTIVE

To become a Crystal Executive, you need to personally develop five people on each team leg (right and left) then help those ten people become Consultants. If you complete this within 180 days of becoming an Associate, you will achieve Crystal Executive status.

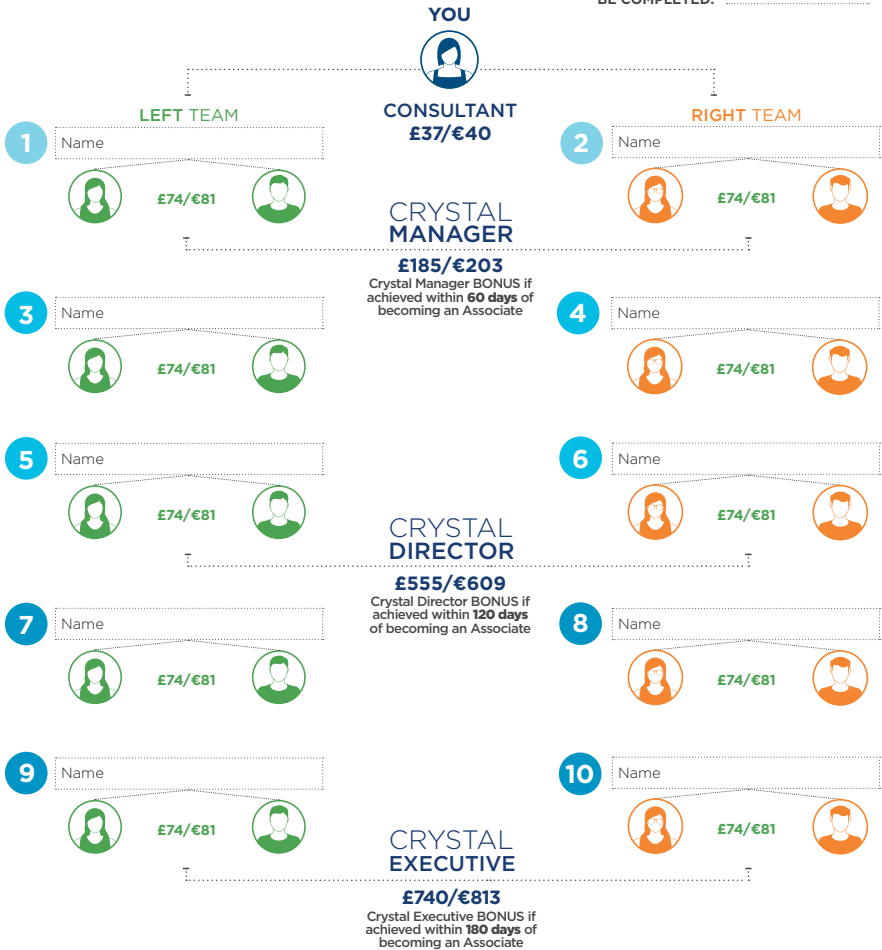
£37/€40  
+ £185/€203  
+ £555/€609  
+ £740/€813  
+ £740/€810

Consultant Advancement Bonus  
Crystal Manager Bonus (achieve within 60 days of becoming an Associate)  
Crystal Director Bonus (achieve within 120 days of becoming an Associate)  
Crystal Executive Bonus (achieve within 180 days of becoming an Associate)  
Consultant Development Bonus (£74/€81 each) (maximum 20)



= up to **£2,257/€2,475\*** in Bonus Money!  
(Consultant to Crystal Executive 180 days)

GOAL DATE TO BE COMPLETED: .....



\*\* Associates participating in the Crystal Challenge outside of their 180-day join date from becoming an Associate period do not qualify for the £740 / €813 Crystal Executive Bonus. The £2,257 / €2,475 bonus can only be achieved if Crystal Manager is achieved within 60 days of becoming an Associate, Crystal Director is achieved within 120 days of becoming an Associate, and Crystal Executive is achieved within 180 days of becoming an Associate.

Earning levels for Isagenix Independent Associates that appear in this publication are examples and should not be construed as typical or average. Income level achievements are dependent upon the individual Associate's business skills, personal ambition, time, commitment, activity and demographic factors. For average earnings, see the Isagenix Independent Associate Earnings Statement found at [www.IsagenixEarnings.com](http://www.IsagenixEarnings.com).

Amounts shown in this document are converted from USD to GBP using a conversion rate of 1.35 or from USD to EUR using a conversion rate of 1.230 . Please note that this is not a fixed exchange rate, the amounts are rounded down and are for indicative purposes only.

NOTES

Handwriting practice lines consisting of 20 horizontal dotted lines.

NOTES

Handwriting practice lines consisting of 20 horizontal dotted lines.

# MY PLANNER

No shortcuts. **No excuses.**

A large, dark blue diagonal shape that starts from the top-left corner and extends towards the middle of the page, creating a dynamic background element.

## MY PLANNER

Don't wait for opportunities. **Make them happen.**

# MY GOALS

## Goal Setting

By June 2019, I want to achieve: \_\_\_\_\_

My current recognition rank is: \_\_\_\_\_

My recognition rank will be \_\_\_\_\_ by June 2019.

I have \_\_\_\_\_ Personally Enrolled Consultant(s).

I will have \_\_\_\_\_ Personally Enrolled Consultants by June 2019.

My weekly Isagenix income is: \_\_\_\_\_

My weekly income with Isagenix will be \_\_\_\_\_ by June 2019.

I currently have \_\_\_\_\_ Personally Enrolled Executives(s).

I will have \_\_\_\_\_ Personally Enrolled Executives(s) by June 2019.

When I achieve my goal by June 2019, I will feel \_\_\_\_\_ and celebrate  
by \_\_\_\_\_

### HINT:

**Consultant** 0-1 Personally Enrolled Consultants

**Manager** 2-5 Personally Enrolled Consultants

**Director** 6-9 Personally Enrolled Consultants

**Executive** 10+ Personally Enrolled Consultants

How is your Isagenix business going to change your life over the next six months?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

SET YOURSELF UP FOR SUCCESS

We all want to spend more time with family and friends enjoying our "why," rather than spending precious time doing the things we feel we have to do. Many people begin their Isagenix businesses part time within the pockets of their busy lives.

ELIMINATE DISTRACTIONS/EXCUSES

I will stop....

spending too much time in front of the TV, on Facebook, etc.

I will start....

organising my office, smiling more, carrying Isagenix products to give as samples, wearing Isagenix gear, etc.

I will spend \_\_\_\_\_ hours per week/day building my business.

To achieve these goals, I will perform Say, Share, Do \_\_\_\_\_ times a week.



## EXAMPLE DAY+ACCOUNTABILITY

Use the following calendar to help you make plans for your future and work towards your goals. Schedule income-producing activities in the daily portion and set priorities for each week. Hold yourself accountable, and make sure you check everything off your list by the end of the week!

### INCOME PRODUCING ACTIVITIES EXAMPLES

**SAY** - Sharing Isagenix on social media, over the phone, or in person by hosting a home party.

**SHARE** - Sending people to IsaMovie.com.

**DO** - Helping a new Customer pick their first pack or system.

Sharing the You Share, They Share, Repeat™ system with those who have already viewed IsaMovie.com.

#### MONDAY

01

- NEW MEMBER CALL WITH MARY ① 9 A.M.
- FOLLOW UP WITH BECCA ON ISAMOVIE ① 11 A.M.
- TRAIN ON YOU SHARE, THEY SHARE, REPEAT WITH JAKE AT SIP & SAMPLE ① 7 P.M.

02

#### TUESDAY

- SEND "SAY" TEXT MESSAGE TO ERIKA
- POST PROGRESS ON FACEBOOK
- HOST FACEBOOK PARTY ① 6 P.M.

### TOP PRIORITIES

- ☐ FOLLOW-UP WITH 3 PEOPLE
- ☐ SHARE MY STORY WITH 5 PEOPLE EACH DAY THIS WEEK
- ☐ ASK CURRENT CUSTOMERS FOR REFERRALS.
- ☐ REACH OUT TO ONE PERSON OFF MY LIST!
- ☐ SCHEDULE SIP & SAMPLE

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**TOP PRIORITIES**



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**TOP PRIORITIES**



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**TOP PRIORITIES**



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### TOP PRIORITIES



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TOP PRIORITIES



TO-DO LIST



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TOP PRIORITIES



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**TOP PRIORITIES**



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TOP PRIORITIES



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TOP PRIORITIES



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**TOP PRIORITIES**



NOTES:

*“ No matter how small you start,  
start something that matters. ”*

- Brendon Burchard



## REFERENCES AND RESOURCES

We are **leaders in wellness.**

We are **experts in entrepreneurship.**

We are **innovation and integrity.**

## REFERENCES AND RESOURCES

### Website Guide

#### Websites

- **IsagenixBusiness.com**  
Access tools, training, and resources to build your business.
- **IsaMovie.com**  
Introduce your prospects to what Isagenix is all about.
- **Isagenix UK YouTube Channel**  
View our wide range of videos from 'How to do a Shake Day' to 'The IsaBody Challenge'; you'll discover everything you need to know in minutes!
- **Isagenix Business Facebook Group UK & Ireland**  
(<https://www.facebook.com/groups/IsagenixBusinessEurope/>) Lean on us and your fellow Associates for business-building news and advice.
- **Isagenix Business Facebook Group Netherlands & Belgium**  
([Facebook.com/groups/IsagenixBusinessNetherlandsBelgium/](https://www.facebook.com/groups/IsagenixBusinessNetherlandsBelgium/)). Lean on us and your fellow Associates for business-building news and advice.
- **Isagenix Business Facebook Group Spain**  
([Facebook.com/groups/IsagenixBusinessSpain/](https://www.facebook.com/groups/IsagenixBusinessSpain/)). Lean on us and your fellow Associates for business-building news and advice.
- **IsagenixCompliance.com**  
View policies and procedures, tools, and resources.
- **IsaBodyChallenge.com**  
Register for this 16-week transformation challenge.
- **STARTYourLife.com**  
Introduce those ages 18-35 to the START vision through Isagenix.
- **EU.IsaFYI.com**  
Explore the blog that informs, entertains, and motivates people to take part in an Isagenix lifestyle.
- **EU.IsagenixEvents.com**  
Learn about the exciting Isagenix events held throughout the year.

## FINDING YOUR 'WHY'

It's time to GET CRYSTAL CLEAR ON YOUR 'WHY'. A well-developed why can help you break through unexpected obstacles and guide you in prioritising your time, focus, and talents. Answer the following questions to clarify exactly why you're here to take action.

1. What changes would you make to feel truly fulfilled in your life?

---

2. If you could improve your life/lifestyle, what would it take? What would that look like?

---

3. What excites you? What are you passionate about?

---

4. If you designed your life, what would it look like? What would it feel like to live that life?

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5. If you had all the means necessary, where would you make the biggest impact?  
(Family, health, income, etc.)

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## CONNECTING: A F.O.R.M.ULA FOR SUCCESS

If you want better answers, you need to ask better questions. Before you recommend Isagenix as a solution, you need to know the problem you're trying to help solve.

F.O.R.M. stands for Family, Occupation, Recreation, and Motivation. This template for directing conversations can be extremely useful for those working on their connecting and communication skills. Direct the conversation through these four points to get to know others' needs. Later, you can use this information to match your prospect to the best Isagenix Solution for them.

When asking F.O.R.M. questions, be sure to make mental notes about the person you're talking to, and start thinking about what Isagenix Solution(s) is/are right for them.

Are they passionate about exercise, running marathons, etc.? Isagenix Energy & Performance products could be a great fit for them. Are they actively trying to lose weight? If so, they may be interested in the 30-Day Weight Loss System. Remember that the purpose of F.O.R.M. is to learn more about your prospect, establish trust, and create a connection that will allow you to share your Isagenix story.

"We have to find out if someone even has an interest in solving their problems – whether they want to lose weight, work on their financial problems, etc. Once we observe where people are in life, presenting becomes more about solving individual problems than making a sales pitch."  
– Michael S. Clouse

### A Few Examples of F.O.R.M. Questions

#### Family

- Where are you from? • Where did you go to school? • How many kids do you have?
- Are you married? • Is this your sister/brother/mum/dad/spouse?

#### Occupation

- What kind of work do you do? • How long have you been working there?
- Do you enjoy your job? • What did you go to school for?

#### Recreation

- What do you like to do for fun? • Where is your favorite place to holiday? • Where would you love to go on holiday? • Do you have any hobbies?

#### Motivation

- If you could do anything, what would you do? • Aside from work, what is important to you? • What makes you the happiest? • Do you wish you had more flexibility with your time? • My passion is \_\_\_\_\_. What is yours?

#### M Is for Motivation

"My questions revolve around the intimate details surrounding what motivates people," said Angelike Norrie. "For instance, if they want to lose weight, I ask them how much weight they'd like to lose, followed by, 'Why that amount, and why is it important or significant? Have you been at that weight before? What did that feel like? How was your life different?' Then I go from there. Ask questions in sequence, and really delve in."

# CONNECT WITH YOUR STORY

Simply sharing your personal story can be one of the most effective ways to market your Isagenix business. We love your excitement and passion for Isagenix, and we want to make sure you share your success in a compliant and accurate way.

## ALWAYS BE SURE THAT YOUR STORY:

- Is accurate and truthful.
- Gives reasonable expectations.
- NEVER suggests products treat, cure, or prevent any disease.
- NEVER promises, implies, or guarantees financial or physical results.

Always follow these guidelines in print, verbal, and written presentations, on social media and other online outlets, and even in casual conversation.

To build your 30-second story, answer the following questions:

**1. Your background:**

My job, my health, my family was...

---

---

**2. What didn't you like about it?**

I didn't like that...

---

---

**3. What was your solution (related to Isagenix)?**

I found a solution with Isagenix...

---

---

**4. How do you feel about your future now?**

I now feel/believe/am...

---

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# CONNECT WITH YOUR STORY

Look at the questions you answered on the previous page. Now, put that together in a 30-second story that accurately (but quickly) reflects your Isagenix journey so far.

**Here’s a compliant sample story to give you a sense of how it flows together:**

*“I was working a full-time job on top of parenting, and I was not fitting into any of my pre-pregnancy clothes. I was so frustrated. I was tired all the time, and I felt like I just couldn’t keep up with everything. I found a solution when I met up with my friend, Sally. She was so energetic and had this new glow about her, and I wanted that for myself. I have been on the products for almost a year now, and I can’t imagine a day without them. I now feel even more energetic than my kids and fit into my jeans from school! I don’t remember ever feeling this good! I believe everyone deserves a body that allows them to do everything they want to do.”*

Write your 30-second story here:

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Like what you see? Want to make a few changes? Write your final story here:

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## MAKE YOUR 'WHO DO YOU KNOW?' LIST

You know more people than you may think. So, let's work on a 'Who Do You Know?' list.

This list should always be growing. Think of this as a memory jogger that you can keep coming back to when your prospect list is short.

### Attribute-Focused Memory Jogger

Who do you know who is:

- Health-conscious.
- Always tired.
- A competitive athlete.
- A regular at the gym.
- Super busy.
- A stay-at-home parent.
- Bilingual.
- Entrepreneurial.
- Positive and outgoing.
- A business owner.
- An international traveler.

### Location-Focused Memory Jogger

Who do you know from:

- Work.
- The salon you visit.
- Your doctor's office(s).
- Your dentist's office.
- Your chiropractor/massage/physical therapist's office.
- Your estate agent's office.
- Your car dealership or mechanic shop.
- Your dry cleaner.
- Your nail or spa technician.
- Your vet's office.
- Your gym.
- Your kid's/children's school or activities.

## WHO DO I KNOW?

As you look at the memory-jogger lists, write down the names of people you know. Add a checkmark to the Say, Share, Do™ column after you introduce them to Isagenix using the Say, Share, Do system. If they don't sign up after connecting with them initially, set a date to follow up with them. You never know when someone might realise they need what you have!



## WHO DO I KNOW?

As you look at the memory-jogger lists, write down the names of people you know. Add a checkmark to the Say, Share, Do™ column after you introduce them to Isagenix using the Say, Share, Do system. If they don't sign up after connecting with them initially, set a date to follow up with them. You never know when someone might realise they need what you have!

## **“THE FORTUNE IS IN THE FOLLOW-UP.”** BUT WHAT DOES THAT MEAN?

It can take up to 12 follow-ups with someone before they may decide to try a product or service. And some may never make the decision. Remember to be patient and respectful. Follow-up allows you to build rapport and trust. If someone isn't ready to talk about Isagenix, or isn't ready to get started, that's OK. You can keep them on your list, maintain a relationship, and when the time is right, offer Isagenix as a solution again.

Part of following up is overcoming objections.

Sometimes, objections are hiding another concern or worry. For instance, when someone says they don't have enough money to place an order, they might actually be afraid of making an investment into something before they know it works. It's important to remember that you don't have to take every objection at face value. Keep asking questions until you get to the root of their real concern, and you'll be more likely to find a solution that works for them. Think of it as peeling back the layers off an onion – the more questions you ask, the more likely you are to get to the real objection, and in turn, the more likely you'll be to resolve it.\*

### **OVERCOME** OBJECTIONS

When you're sharing Isagenix, you're likely to receive questions and objections. A very effective way to address these is by listening and showing you understand. Try the 'Feel, Felt, Found' method. For example, you might say:

*“I understand how you feel. I felt hesitant about buying a 30-day supply of food all at once, too, but when I started using the system, I found that I spent less than usual throughout the month because I wasn't eating out nearly as much as I did before I found Isagenix.”*



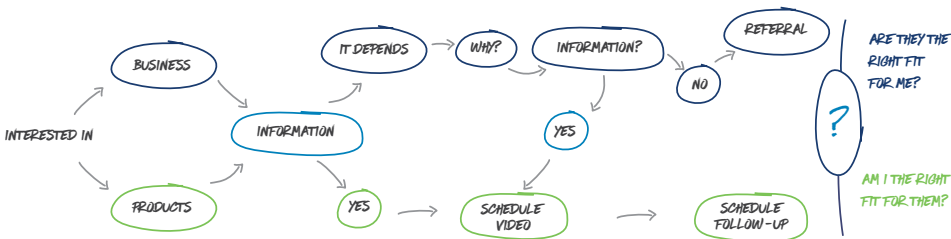
\*If someone has previously asked you not to contact them or if a prospective customer asks you not to contact them, please respect their wishes.

# CONNECTING - SHARE ISAGENIX

Remember, when sharing Isagenix:

- 1. **Less is more.**  
Don't overwhelm people with too much information.
- 2. **Use the tools.**  
Utilise your team members, 3-way calls, Facebook groups, and the resources at [IsagenixBusiness.com](http://IsagenixBusiness.com).
- 3. **Keep it simple.**  
Keep your approach to Isagenix simple by following Say, Share, Do™. By showing others how easy it is to share Isagenix, they'll be more likely to start sharing, too.

## SHARING ISAGENIX



## NOTES

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NOTES

Handwriting practice lines consisting of 20 horizontal dotted lines.

## NOTES

# ISABODY CHALLENGE®

## THE PATH TO COMPLETION



### 1 'Before' Photos:

#### **The final look at the old you**

Snap four full-body photos of you standing up (at least one with a newspaper as proof of end date). Upload within two weeks of your start date.

### 2 'After' Photos:

#### **Show off the new you**

Snap four full-body photos of you standing up (at least one with a newspaper as proof of start date). 'After' photo must be taken on or before the last day of your Challenge and uploaded within two weeks of your end date.

### 3 Inspirational Essay:

#### **Tell us your story**

Write a 250-500-word essay sharing your IsaBody Challenge® journey. Submit your essay with your 'after' photos.

### 4 500 BV:

#### **Use the products**

You must purchase and use a minimum of 500 BV in Isagenix products throughout your 16-week Challenge period\*.

### 5 Maintenance:

#### **Photos and weigh-ins**

If you complete your Challenge three weeks or more prior to your Challenge judging period deadline, you must submit four final full-body maintenance photos (one with a newspaper as proof of date).

#### **Laura Hallett**

2017 ISABODY CHALLENGE®  
UK GRAND PRIZE WINNER

\*To be considered as an Honourable Mention or Finalist, including a Grand Prize winner, Associates must be active during and after the judging period.

# ISABODY™ FOR YOU AND YOUR BUSINESS GETTING DOWN TO BUSINESS

## DID YOU KNOW?

The IsaBody Challenge® doesn't just TRANSFORM BODIES AND LIFESTYLE; it can also help TRANSFORM YOUR BUSINESS. Getting your team enrolled in the IsaBody Challenge® can help boost retention, increase order basket and Cycles, and help convert product users to business builders!

# 80%

of the people who join Isagenix and register for the Challenge within their first 90 days, and complete the Challenge, are still with Isagenix a year later.

# 227 BV



The average BV for a person completing the IsaBody Challenge® is 227 BV – that's almost double the average BV for an active Member.



*"I believe our business has grown at a fast and steady rate because of the IsaBody Challenge. The IsaBody Challenge has given my wife and me the ability to create a story and bring people along with us on our journey by using social media. Staying consistent is an important component."*

— **JESSE JOHNSON**,  
2015 ISABODY  
CHALLENGE®  
NORTH AMERICAN  
FINALIST,  
2-Star Golden Circle,  
Crystal Executive

*"We believe everyone has a basic need to be supported, and that's what the IsaBody Challenge community provides. Through encouraging our Customers to enroll in the IsaBody Challenge, we have seen a noticeable increase in retention long term, as well as more complete and lasting physical, mental, and emotional transformations. We have been able to reach more people through our own IsaBody Challenge journeys. Through being consistent on social media, our networks have taken notice of the success we are experiencing through this lifestyle, and many are wanting to become a part of it. Success is contagious!"*

— **DANIEL PARTEN**,  
2016 ISABODY  
CHALLENGE®  
NORTH AMERICAN  
FINALIST RUNNER-UP,  
3-Star Golden Circle,  
Crystal Executive

*"When I enroll new teammates, I always ask them to create a vision of their ideal life and body. I encourage them to take that vision right into joining the IsaBody Challenge and to go for it. I know that with my coaching and the support of the IsaBody community that those 16 weeks will turn into another 16 and so on. The Challenge has been a huge boost for my Isagenix business, because when people are happy with themselves, they are more likely to continue their Isagenix journey."*

— **ALVIE SHEPHERD**,  
2016 ISABODY  
CHALLENGE®  
NORTH AMERICAN  
GRAND PRIZE  
WINNER,  
4-Star Golden  
Circle, 3-Star Crystal  
Executive\*

*"Our Isagenix business has been such a blessing for our family. It allows me to stay at home with our kids and still be able to contribute to the family's income. It is so awesome getting paid every week for helping other mums and families get healthier and start their own businesses!"*

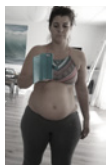
— **RACHEL KREBS**,  
2017 ISABODY  
CHALLENGE®  
NORTH AMERICAN  
FINALIST,  
Crystal Manager\*

\*Ranks current as of 7 March 2018.

Weight loss, muscle gain, lifestyle, and other results depicted here reflect exceptional individual experiences of Isagenix Customers and should not be construed as typical or average. Results vary with individual effort, body composition, eating patterns, time, exercise, and other factors, such as genetic and physiological makeup.

The ability to earn income under the Isagenix Compensation Plan depends on many factors including an individual Associate's business, social, and sales skills; personal ambition and activity; availability of time and financial resources; and access to a large network of family, friends, and business contacts. Isagenix cannot and does not guarantee any particular level of earnings. Even Associates who dedicate a significant amount of time, effort, and personal funds may not achieve a meaningful level of success. For average earnings, refer to IsagenixEarnings.com.

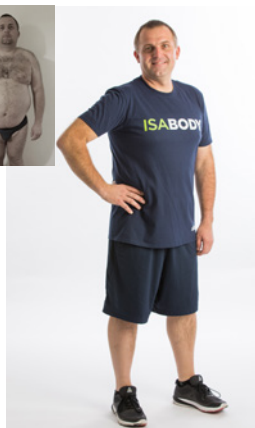
## TRANSFORMATION SNAPSHOTS



### JUDITH PEEREBOOM

ISAGENIX CUSTOMER SINCE 2017  
ISABODY CHALLENGE® EUROPE  
2018 FINALIST  
ROUND 1

CHALLENGES COMPLETED : 1  
ISAGENIX SOLUTION UTILISED:  
WEIGHT MANAGEMENT



### SIMEONAS KOZEMIAKINAS

ISAGENIX CUSTOMER SINCE 2017  
ISABODY CHALLENGE® EUROPE  
2018 FINALIST  
ROUND 1

CHALLENGES COMPLETED : 1  
ISAGENIX SOLUTION UTILISED:  
WEIGHT MANAGEMENT



### EMMA BOWYER

ISAGENIX CUSTOMER SINCE 2017  
ISABODY CHALLENGE® EUROPE  
2018 FINALIST  
ROUND 1

CHALLENGES COMPLETED : 1  
ISAGENIX SOLUTION UTILISED:  
WEIGHT MANAGEMENT

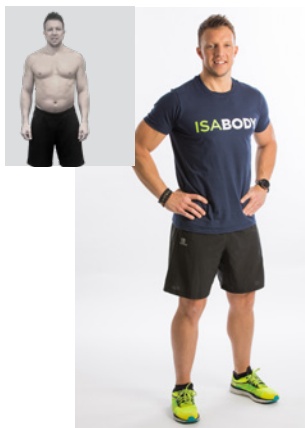
# ISABODY™

## 2018 Europe Round 1 Finalists

Weight loss, muscle gain, lifestyle, and other results depicted here reflect exceptional individual experiences of Isagenix Customers and should not be construed as typical or average. Results vary with individual effort, body composition, eating patterns, time, exercise, and other factors, such as genetic and physiological makeup. If you are pregnant, nursing, diabetic, on medication, have a medical condition, or are beginning a weight-control program, consult your physician before using Isagenix products or making any other dietary changes or attempting to lose weight.



## TRANSFORMATION SNAPSHOTS



### TOBY GILES

ISAGENIX CUSTOMER SINCE 2017  
ISABODY CHALLENGE® EUROPE  
2018 FINALIST  
ROUND 2

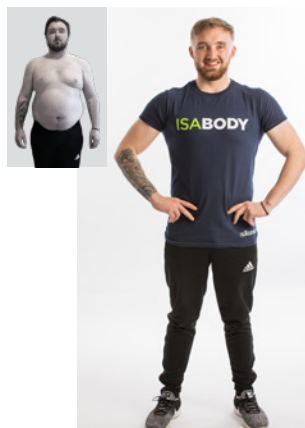
CHALLENGES COMPLETED : 1  
ISAGENIX SOLUTION UTILISED:  
WEIGHT MANAGEMENT



### KATHRYN HARROLD

ISAGENIX CUSTOMER SINCE 2018  
ISABODY CHALLENGE® EUROPE  
2018 FINALIST  
ROUND 2

CHALLENGES COMPLETED : 1  
ISAGENIX SOLUTION UTILISED:  
WEIGHT MANAGEMENT



### DONNACADHA LYNCH

ISAGENIX CUSTOMER SINCE 2018  
ISABODY CHALLENGE® EUROPE  
2018 FINALIST  
ROUND 2

CHALLENGES COMPLETED : 1  
ISAGENIX SOLUTION UTILISED:  
WEIGHT MANAGEMENT

# ISABODY™

## 2018 Europe Round 2 Finalists

Weight loss, muscle gain, lifestyle, and other results depicted here reflect exceptional individual experiences of Isagenix Customers and should not be construed as typical or average. Results vary with individual effort, body composition, eating patterns, time, exercise, and other factors, such as genetic and physiological makeup. If you are pregnant, nursing, diabetic, on medication, have a medical condition, or are beginning a weight-control program, consult your physician before using Isagenix products or making any other dietary changes or attempting to lose weight.

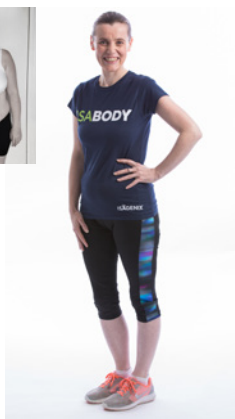
## TRANSFORMATION SNAPSHOTS



### STUART LLOYD

ISAGENIX CUSTOMER SINCE 2017  
ISABODY CHALLENGE® EUROPE  
2018 HONOURABLE MENTION  
ROUND 1

CHALLENGES COMPLETED : 1  
ISAGENIX SOLUTION UTILISED:  
WEIGHT MANAGEMENT



### AMANDA McCAMMON

ISAGENIX CUSTOMER SINCE 2017  
ISABODY CHALLENGE® EUROPE  
2018 HONOURABLE MENTION  
ROUND 1

CHALLENGES COMPLETED : 1  
ISAGENIX SOLUTION UTILISED:  
WEIGHT MANAGEMENT



### KASIA DEN DIJKER

ISAGENIX CUSTOMER SINCE 2017  
ISABODY CHALLENGE® EUROPE  
2018 HONOURABLE MENTION  
ROUND 1

CHALLENGES COMPLETED : 1  
ISAGENIX SOLUTION UTILISED:  
WEIGHT MANAGEMENT



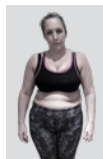
### RHIANNE McILROY

ISAGENIX CUSTOMER SINCE 2017  
ISABODY CHALLENGE® EUROPE  
2018 HONOURABLE MENTION  
ROUND 1

CHALLENGES COMPLETED : 1  
ISAGENIX SOLUTION UTILISED:  
ENERGY & PERFORMANCE

## ISABODY™ 2018 Europe Round 1 Honourable Mentions

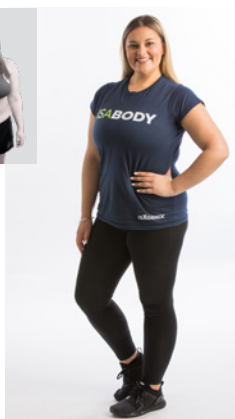
Weight loss, muscle gain, lifestyle, and other results depicted here reflect exceptional individual experiences of Isagenix Customers and should not be construed as typical or average. Results vary with individual effort, body composition, eating patterns, time, exercise, and other factors, such as genetic and physiological makeup. If you are pregnant, nursing, diabetic, on medication, have a medical condition, or are beginning a weight-control program, consult your physician before using Isagenix products or making any other dietary changes or attempting to lose weight.



### CAROLINE SLADE

ISAGENIX CUSTOMER SINCE 2017  
ISABODY CHALLENGE® EUROPE  
2018 HONOURABLE MENTION  
ROUND 2

CHALLENGES COMPLETED : 1  
ISAGENIX SOLUTION UTILISED:  
WEIGHT MANAGEMENT AND  
ENERGY & PERFORMANCE



### CAITLIN O'HARA

ISAGENIX CUSTOMER SINCE 2017  
ISABODY CHALLENGE® EUROPE  
2018 HONOURABLE MENTION  
ROUND 2

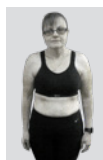
CHALLENGES COMPLETED : 1  
ISAGENIX SOLUTION UTILISED:  
WEIGHT MANAGEMENT



### STEPHEN PERRY

ISAGENIX CUSTOMER SINCE 2017  
ISABODY CHALLENGE® EUROPE  
2018 HONOURABLE MENTION  
ROUND 2

CHALLENGES COMPLETED : 1  
ISAGENIX SOLUTION UTILISED:  
WEIGHT MANAGEMENT



### SHARON IVES

ISAGENIX CUSTOMER SINCE 2018  
ISABODY CHALLENGE® EUROPE  
2018 HONOURABLE MENTION  
ROUND 2

CHALLENGES COMPLETED : 1  
ISAGENIX SOLUTION UTILISED:  
WEIGHT MANAGEMENT

## ISABODY™ 2018 Europe Round 2 Honourable Mentions

Weight loss, muscle gain, lifestyle, and other results depicted here reflect exceptional individual experiences of Isagenix Customers and should not be construed as typical or average. Results vary with individual effort, body composition, eating patterns, time, exercise, and other factors, such as genetic and physiological makeup. If you are pregnant, nursing, diabetic, on medication, have a medical condition, or are beginning a weight-control program, consult your physician before using Isagenix products or making any other dietary changes or attempting to lose weight.

RECOGNITION TIPS

How will you celebrate when your team member achieves their goals?  
E.g.: Card, flowers, dinner, recognition call, social media post, etc.

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Tip: Send team members a congratulations text or Facebook message as soon as they achieve a new rank.

## NOTES





## IMPORTANT MESSAGE FROM COMPLIANCE

**We are glad you want to learn more about Isagenix and its life-changing products and opportunities!**

During your time with Isagenix, you are likely to hear various testimonials as well as certain statements or references to extraordinary product experiences, weight loss results, and Independent Associate earnings. We want to celebrate and recognise each person's individual successes and results, whatever they may be, but we want to avoid creating unreasonable expectations concerning the success you or others may experience. We also want you to have accurate information to make informed decisions about using the products and participating in the income opportunity.

We recommend that you carefully review and become familiar with the following information, which is designed to clarify and qualify the claims about products and earnings. We also encourage you to review and become familiar with the Key Facts About an Isagenix Membership found in this workbook and online at [IsagenixEarnings.com](https://IsagenixEarnings.com). If you have any questions, contact the Isagenix Compliance team at [ComplianceEU@IsagenixCorp.com](mailto:ComplianceEU@IsagenixCorp.com)



## BUSINESS OPPORTUNITY AND EARNINGS CLAIMS

Isagenix offers an advanced Compensation Plan that is intended to reward Associates for product sales. While some Associates earn substantial amounts of income, most who join Isagenix are primarily product users who never earn any income. Whenever you hear statements about the business opportunity or earnings of an Independent Associate, keep in mind the following:

- Earning levels for Isagenix Independent Associates depicted at this event substantially exceed the average results achieved by all Associates during the same time period and should not be construed as typical or average. The success stories we share, including recognition of substantial income achievements, the ability to quit a job, or portrayals of improved lifestyles, are intended only to show what is possible with the Isagenix business opportunity, but these results are neither typical nor guaranteed. Earnings depend on many factors, including the individual Associate's business and sales skills, personal ambition and activity, time commitment, and sphere of influence. Isagenix cannot guarantee any particular level of earning. Even Associates who dedicate a significant amount of time and effort may not achieve a meaningful level of success.
- An Isagenix Millionaire is an Independent Associate to whom Isagenix has paid a gross total of \$1 million or more since joining Isagenix.
- All earnings representations reflect gross amounts that do not include a deduction for business expenses associated with pursuing the business opportunity. Business expenses will vary greatly.
- For average earnings, refer to the Key Facts About an Isagenix Membership Statement found in this workbook. It can also be found at [IsagenixEarnings.com](http://IsagenixEarnings.com).

## PRODUCT AND WEIGHT LOSS CLAIMS

Isagenix offers innovative products developed to help its Customers reach and maintain nutritional goals – weight loss, more lean muscle, improved health, increased energy, and more. Whenever you hear product or weight loss claims, bear in mind that:

- Isagenix products are not intended to diagnose, treat, cure, or prevent any disease. Any claims to the contrary are not approved by Isagenix.
- Weight loss and other product testimonials reflect individual experiences of Isagenix Customers and are not typical of the results you may obtain. Results vary with individual effort, body composition, eating patterns, time, and exercise.
- In a study performed in 2012 by University of Illinois at Chicago researchers, subjects lost an average of 9 pounds with an average of 2 pounds of the loss from visceral fat after 30 days on Isagenix North American products and Systems. The subjects also had a greater level of adherence and had more consistent weight loss from week to week compared to subjects on a traditional diet.
- If you are pregnant, nursing, diabetic, on medication, have a medical condition, or are beginning a weight control program, consult your physician before using Isagenix products or making any other dietary changes. Discontinue use if adverse events occur.

**INTEGRITY**  
COUNT ON ME



## KEY FACTS ABOUT AN ISAGENIX MEMBERSHIP

|                                       |  |
|---------------------------------------|--|
| <b>MEMBERSHIP TYPES</b>               | <p><b>ISAGENIX HAS TWO MEMBERSHIP TYPES: (1) CUSTOMERS AND (2) ASSOCIATES:</b></p> <p>Customers and Preferred Customers can purchase Isagenix products at reduced prices for their own or household use but cannot resell Isagenix products or participate in the Isagenix Team Compensation Plan or other business promotions.</p> <ul style="list-style-type: none"> <li>• Associates can purchase Isagenix products at reduced prices for their own or household use; they also have the opportunity to earn money by selling Isagenix products to Retail Customers and from purchases made by Personally Enrolled Members, which include both Customers and Associates.</li> <li>• A majority of Isagenix Members join Isagenix primarily to purchase Isagenix products at a discount. As a result, approximately 81% of Isagenix Members worldwide did not receive any earnings from Isagenix in 2017.</li> </ul> |
| <b>CUSTOMER BENEFITS</b>              | <p><b>CUSTOMERS ENJOY THE BENEFITS OF OUR NO-COMPROMISE, SCIENCE-BASED PRODUCTS. CUSTOMERS HAVE THE OPTION TO CHOOSE:</b></p> <ul style="list-style-type: none"> <li>• Basic membership: Fast, simple, free sign-up offering discounted prices on Isagenix products.</li> <li>• Preferred membership: Fast, simple sign-up offering additional discounts on Isagenix products for an annual membership fee of £34.80 (UK)/ 42,35 € (Netherlands, Belgium, Spain)/43,05 € (Ireland) (£22.80 (UK)/30,25 € (Netherlands, Belgium, Spain)/ 30,75 € (Ireland) if on Autoship program).</li> <li>• Autoship program: Optional program offering convenience and eligibility for Customer Loyalty Rewards.</li> </ul> <p>Customers are not eligible to participate in the Team Compensation Plan. A Customer may update his or her status from Customer to Associate at any time within the first two years.</p>               |
| <b>ASSOCIATE BENEFITS</b>             | <p><b>ASSOCIATES ENJOY THE SAME BENEFITS AS CUSTOMERS, WITH THE ADDITIONAL BENEFIT OF HAVING THE OPPORTUNITY TO PARTICIPATE IN THE ISAGENIX TEAM COMPENSATION PLAN AND OTHER PROMOTIONS. PURSUING THE INCOME OPPORTUNITY:</b></p> <ul style="list-style-type: none"> <li>• Does not require a significant investment in inventory, sales tools, or other materials, and you can set your own hours and workplace.</li> <li>• May be rewarding, but like any worthwhile business venture, results vary widely depending on many factors, including your skill, effort, time, demographics, and even luck.</li> <li>• Does not offer “quick riches” or guarantees of success. Building any long-term business is challenging, and relatively few achieve significant long-term financial success.</li> </ul>   |
| <b>HOW CAN ASSOCIATES EARN MONEY?</b> | <p><b>ASSOCIATES MAY EARN MONEY IN SEVERAL DIFFERENT WAYS:</b></p> <ul style="list-style-type: none"> <li>• Retail profits (from in-person sales to Retail Customers)</li> <li>• Retail direct profits (from online sales through approved websites)</li> <li>• Product Introduction Bonuses (based on qualifying sales to new Members)</li> <li>• Team Bonuses, known as Cycles (based on recurring sales to Customers and other Associates)</li> <li>• Executive Matching Team Bonuses (as described in the Isagenix Compensation Plan)</li> <li>• Special incentives and other promotions (including Rank Advancement Bonuses)</li> </ul> <p>Associates cannot earn money simply for recruiting or sponsoring new Members. For more details, refer to the Isagenix Team Compensation Plan.</p>  |

\*Please visit [IsagenixEarnings.com](http://IsagenixEarnings.com) for more information.

|  |  |
|--|--|
| <p><b>HOW CAN ASSOCIATES EARN MONEY?</b></p>                             | <p><b>ASSOCIATES MAY EARN MONEY IN SEVERAL DIFFERENT WAYS:</b></p> <ul style="list-style-type: none"> <li>• Retail profits (from in-person sales to Retail Customers)</li> <li>• Retail direct profits (from online sales through approved websites)</li> <li>• Product Introduction Bonuses (based on qualifying sales to new Members)</li> <li>• Team Bonuses, known as Cycles (based on recurring sales to Customers and other Associates)</li> <li>• Executive Matching Team Bonuses (as described in the Isagenix Compensation Plan)</li> <li>• Special incentives and other promotions (including Rank Advancement Bonuses)</li> </ul> <p>Associates cannot earn money simply for recruiting or sponsoring new Members. For more details, refer to the Isagenix Team Compensation Plan.</p>  |
| <p><b>HOW MUCH MONEY CAN AN ASSOCIATE REASONABLY EXPECT TO EARN?</b></p> | <p><b>THIS EARNINGS DISCLOSURE STATEMENT (THE “EDS”) REFLECTS STATISTICS BASED ON ALL CUSTOMERS AND ASSOCIATES GLOBALLY IN 2017 AND THEREFORE IS NOT REPRESENTATIVE OF ANY POTENTIAL EARNINGS IN THE UNITED KINGDOM AS ISAGENIX UNITED KINGDOM IS A STARTUP AND THEREFORE LOCAL STATISTICS ARE NOT AVAILABLE AT THIS TIME. AT SUCH TIME AS STATISTICS ARE AVAILABLE, ISAGENIX WILL UPDATE THIS EDS ACCORDINGLY. FURTHERMORE, IN THE FUTURE WHEN ISAGENIX UNITED KINGDOM STATISTICS ARE AVAILABLE AND REFLECTIVE OF THE MARKET IN THE UNITED KINGDOM, ISAGENIX WILL PROVIDE AN APPLICABLE EDS. THE PURPOSE OF THIS EDS IS TO PROVIDE ALL POTENTIAL CUSTOMERS, OR ASSOCIATES WITH INFORMATION THAT IDENTIFIES HOW OUR MEMBERS ARE SEGMENTED BETWEEN THE CATEGORIES OF CUSTOMERS AND ASSOCIATES, THE BENEFITS OF EACH CATEGORY, AND PROVIDE INDICATIVE LEVELS OF EARNINGS OF ASSOCIATES IN ALL ISAGENIX MARKETS COMBINED.</b></p> <ul style="list-style-type: none"> <li>• 50% (about 39,000) made more than \$337, and the other half made less. (Top 50% median=\$985; top 50% average=\$6,237.)</li> <li>• 10% (about 7,800) made more than \$3,094. (Top 10% median=\$7,446; top 10% average=\$27,163.)</li> <li>• 1% (about 780) made more than \$40,323. (Top 1% median=\$84,804; top 1% average=\$184,725.)</li> <li>• As of Dec. 31, 2017, there were 254 Isagenix Millionaires globally (Associates who exceeded \$1 million in cumulative gross earnings since joining Isagenix, with 180 of those millionaires being U.S. Associates). Those in this U.S. group averaged approximately 6 years as an Isagenix Associate before becoming an Isagenix Millionaire, with the longest being over 15 years.</li> </ul> <p>Earning representations reflect gross amounts that do not include any business expenses associated with pursuing the opportunity. Associates are responsible for their own business expenses, and these expenses will vary greatly.</p> |
| <p><b>WHAT IS THE BUYBACK POLICY?</b></p>                                | <p>In addition to the product satisfaction guarantee that is available to all Associates and Customers, Isagenix will buy back any currently marketable inventory purchased within the previous 12 months by Associates who decide to cancel their Isagenix membership. For more details, see the Isagenix Return and Refund Policy and the Isagenix Buyback Policy.</p>   |

\*Please visit [IsagenixEarnings.com](http://IsagenixEarnings.com) for more information.

# NOTES

**Dream. Believe. Achieve.**

NOTES

Handwriting practice lines consisting of 20 horizontal dotted lines.



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