



90-DAY ACTION PLAN

WHAT CAN YOU ACCOMPLISH?

Summer/Autumn 2017

#90DayAP



Calendar of Events

PLAN YOUR ISAGENIX YEAR FOR 2017/2018

Events & Dates

Grand Opening
24-25 JUN 2017, LONDON

Isagenix University
27-28 OCT 2017, LONDON

University in Action
30 NOV-2 DEC 2017, LONDON
7-9 DEC 2017, TBC

Isagenix University
19-20 JAN 2018, TBC

For descriptions of each of these events, see page 32 for more information.

2017

JUNE						
S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
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JULY						
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30	31					

AUGUST						
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SEPTEMBER						
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OCTOBER						
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29	30	31				

NOVEMBER						
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DECEMBER						
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31						

2018

JANUARY						
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7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

All dates and locations may be subject to change.
See UK.IsagenixEvents.com for the most up-to-date information.

Find events near you at UK.IsagenixEvents.com or in your Back Office.

MY 90-DAY ACTION PLAN

WHAT CAN YOU ACCOMPLISH?

Dear Isagenix Associate,

Think back to 90 days ago. What did your life look like then? Did you expect to see yourself where you are today, committing to growing yourself personally and professionally with Isagenix? Now imagine 90 days from today. Can you envision all the possibilities in store for you when you commit to learning, growing, and building a business through Isagenix and this 90-Day Action Plan?

I can tell you with years of experience in this outstanding industry that it's absolutely incredible what you can accomplish in 90 days. What's even more amazing is how much more we can accomplish when we commit to growing as One Team at our events.

We will work together over the next few days to complete this action plan so you leave this event with solid tracks to run on. You'll establish your vision for your future and build an action plan to set yourself up for success. We are in this together! Register for your 90-Day Action Plan in your Back Office right away to receive additional support and guidance to stay the course and finish.

Make sure you lean on your team for help and provide them the support they'll need, too. Together, we are family. Together, we achieve.

Your 90-Day Action Plan begins today, so let's get started. We know you can do this, and we can't wait to celebrate your success in 90 days!

To your success!



Kathy Coover

Isagenix Owner & Executive Vice President



KEYNOTE

Heather Atkinson

Isagenix Millionaire, 8-Star Platinum, 1-Star Executive*

Heather began her Isagenix journey at one of the busiest and most challenging times of her life. A single parent with two young children, Heather was running a personal training business and working a job as a sports coach to top up her income. A financial crisis drove Heather to get to work building her Isagenix business and the results were nothing short of life changing. Heather and her family are financially secure for the first time. She is passionate about helping others build financial security for their families with Isagenix.

Jay Bennett

Isagenix Millionaire, 20-Star Platinum, 20-Star Executive*

With 33 years' experience in the industry, Jay had been a part of several network marketing companies who lacked integrity. When Jay was introduced to Isagenix, he was attracted to the company's family values and opportunities for growth. A top Isagenix income earner and Isagenix Millionaire*, Jay is proud of his team and fellow leaders, and of the legacy and financial security that he has been able to provide for his family. Jay will share the key business strategies he's used to build an incredible business with Isagenix.

Brett Davis & Samantha Gascoigne

Isagenix Millionaires, 10-Star Platinum, 11-Star Crystal Executives*

Brett and Samantha began their Isagenix journey back in 2013 and had a burning desire to change their lives. They built their Isagenix business fast and went on to becoming Isagenix Millionaires* in under 2 years. As busy parents of five children they know what it takes to build an Isagenix business in the pockets of their life. You'll hear how they stayed focused and motivated to build a solid financial wall around their family how they focus on their 'WHY' to drive them forward. Brett and Samantha are passionate about helping others experience the same success they've had.



Andrew Logan

Isagenix Millionaire, 8-Star Platinum, 2-Star Executive*

Andrew started Isagenix, like so many others, just for the products! He wanted to lose the stubborn pounds that wouldn't shift before his wedding. At the time he was a business owner and Physiotherapist, travelling the world with sports teams. He thought that's all there was to life and wanted nothing to do with the business side of things. But three days into using the products, he felt amazing and was compelled to share. Now full time parents, he and his wife Angie and their two children travel the world together building their Isagenix business and helping other families do the same.

Paul McAneny & Suzanne Skillen

Isagenix Millionaires, 9-Star Platinum, 4-Star Executives*

Before Isagenix, Paul and Suzanne were living in between Bali and Jakarta. One day, their previous company closed its doors and they were left devastated. When they were introduced to Isagenix, they didn't think they had the courage to start again but decided to give the products a try. When they fell in love with the products, their decision to build a business was a no brainer! Cannonballing into the business, Paul and Suzanne devoted their time, focus and energy on sharing the opportunity with passionate likeminded people and have now built a successful global business.

Irene Miller

Isagenix Millionaire, 11-Star Platinum, 9-Star Crystal Executive*

Before Isagenix, Irene and her husband David were traditional business owners. One day their suppliers went into liquidation, forcing them to close their business. Thankfully, it was at this time they found Isagenix. Irene had a big WHY. Her family was her driving force and her dream was to own a family home in Italy and return to her roots. Thanks to Isagenix, they have been able to build a financial wall around their family and owning their dream home in Tuscany is now a reality.

Debbie Munn

Isagenix Millionaire, 8-Star Platinum, 1-Star Crystal Executive*

Originally from the UK, Debbie had a very successful career in marketing and sales. After moving to Australia she started a business in Bundaberg and was a busy mum of two when she was first introduced to Isagenix. Since then, after a slow start and some steep learning curves, Debbie and her husband Alec they have built a successful business and have a team of over 80,000.

SPEAKERS

Lisa DeMayo

Isagenix Millionaire, 11-Star Platinum, 13-Star Crystal Executive*

As a single mum of three children, Lisa DeMayo has built a hugely successful business alongside raising her kids. Lisa is also a certified life and leadership coach who loves teaching others how to create their own destiny. Her goal is to build one of the biggest teams in the company, including here in the UK, and help Isagenix to fulfill its vision of becoming the largest health and wellness company in the world. You'll emerge from the Grand Opening with a newfound desire to change your life after hearing Lisa's training!

Aaron Hairston

1-Star Golden Circle, 1-Star Crystal Executive, 2013 IsaBody Challenge Finalist

Former Professional American Football Player, Aaron started Isagenix back in 2011. He was named an IsaBody Challenge Finalist after releasing almost 3 stone and 16% body fat. Aaron is now a full-time dad and is on his way to becoming a professional network marketer. Aaron is focused on transforming as many lives as possible and sharing Isagenix with the world!

Helen Koi

Isagenix Millionaire, 8-Star Platinum, 2-Star Executive*

With over 20 years' experience in management and business development and 15 years in the anti-ageing industry, Helen brings a passion for helping others grow their businesses with Isagenix. Two years ago, she was able to help her husband retire through her work building her Isagenix business. Helen considers herself a citizen of the world, having lived and worked in over eight countries and travelled to many more.



Cathy Savage

Isagenix Millionaire, 11-Star Platinum, 13-Star Crystal Executive*

As an international fitness coach, presenter, entrepreneur and Isagenix leader, Cathy knows what it means to be busy. When she was first introduced to Isagenix she said NO but after seeing the impact the products were having on her clients, Cathy couldn't put off trying them for herself. Cathy began fueling her body with the products and saw great results. Finally believing in the products and the company, Cathy began building her business. Thanks to the freedom this business gives her, she now gets to be present in her children's lives and can leverage her time to spend with the people she loves.

Tami Shervey

Isagenix Millionaire, 8-Star Platinum, 3-Star Executive, 2013 IsaBody Grand Prize Winner*

Mum of three Tami has built a million dollar business with Isagenix. Tami has not only created incredible wealth for herself and her family, but also incredible health. She was the 2013 IsaBody Challenge Grand Prize Winner in Australia, releasing 7 stone and gaining over a stone of lean muscle mass. She's passionate about sharing the IsaBody Challenge with others to help them achieve their best health ever!

Zach & Eden Slobin

START Ambassadors, Isagenix Millionaires, 6-Star Golden Circle, 7-Star Crystal Executives*

Zach and Eden are on a mission to change the world. This driven young couple have backgrounds in business management, training, coaching and building sales teams. They have built a successful business with Isagenix and are passionate about the company, the vision, the products and what this opportunity can do for others. You'll hear why Isagenix is home for them and how they have transformed their lives. Zach and Eden will share why they believe that network marketing is the way of the future and how Isagenix is leading the pack when it comes to companies who are doing it right!

**An Isagenix Millionaire is an Independent Associate to whom Isagenix has paid a gross total of \$1 million or more since joining Isagenix.*

Achieved ranks are current as of 24th May 2017.

WHAT IS THE 90-DAY ACTION PLAN?

WHAT IS THE **90-DAY** ACTION PLAN?

The 90-Day Action Plan is your business-building strategy for setting measurable goals and reaching those goals within a set period of time.

WHY SHOULD YOU USE THE **90-DAY** ACTION PLAN?

Sharing Isagenix comes naturally thanks to the transformations our Customers enjoy by using our scientifically-developed products. However, building a successful business does not simply fall into place. Having the ability to reach more Customers and investing valuable time into building a team takes commitment, vision and action. This is why Isagenix has developed an Action Plan specifically to help Isagenix Associates do just that in an accelerated 90-day time frame.

HOW TO USE THE **90-DAY** ACTION PLAN!

Utilise this 90-Day Action Plan to record your goals and strategise the steps you need to take for your future accomplishments. Use it to share your goals and celebrate your progress with your team, friends and family. It is their support that can make the difference between success and letting your vision slip away.

How to get started:

- Fill in any incomplete portions of your workbook.
- Register for the 90-Day Action Plan training in your Back Office.
- Review the Prep Week Checklist on page 35, and check all the boxes.

WELCOME TO THE 90-DAY ACTION PLAN. THIS IS YOUR VISION IN ACTION!

CREATE YOUR 90-DAY ACTION PLAN

Your first goal is to fill in the blanks of the 90-Day Action Plan. If you need additional help putting it in place, connect with your support team or visit UK.IsagenixBusiness.com.

VISION

- **Clarify and Connect With Your ‘Why’** 7
Identify the spark that ignites your passion.
- **See Your Vision** 8
Establish your vision for the next 90 days and beyond. What will you commit to changing over the next 90 days to overcome obstacles?
- **Set Yourself Up for Success** 11
Set up your workspace, ensure you have the essential materials and rid yourself of distractions that will keep you from achieving your goals.
- **Develop the Right Mindset** 12
It's all about the Customer. When you build good relationships, the opportunity to share Isagenix will happen naturally.
- **Connect** 13
Utilise your skills online and in person, set appointments and share Isagenix.
- **Follow Up** 18
Follow up with people who were unsure about joining. Overcome their objections and learn how to encourage them to join your team. But remember, don't force Isagenix on them.
- **Get Your New Members Started** 19
Help your new Customers have a great first product experience. Build a relationship with them and when they're ready, teach them how to share Isagenix with others.
- **‘Who Do You Know?’ List** 22
Create a contact list to identify potential Customers and track your contacts.
- **Share Your Story** 24
Share your story the right way.
- **Build an Isagenix Business Full or Part Time** 26
Set business hours, develop your schedule and plan your business-building activities.
- **Recognise Your Team** 30
Reward your team's success and celebrate their achievements.

ACTION

- **Commit and Get Ready to Grow** 36

NOW GO FOR IT!

Now is the time to think bigger, perform better and make the impossible possible!

VISION

WHAT CAN YOU ACCOMPLISH?

“Since day one, Jim and I have always believed ‘If it’s not right for the Customers, it’s not right for the company’. Thanks to loyal Associates like you, our Customers, and employees who share our vision, Isagenix has helped to transform countless lives worldwide.”

- Kathy Coover

CLARIFY AND CONNECT WITH **YOUR 'WHY'**

Your 'why' is what will drive your success. To find your 'why', dig deep and identify what is motivating you to build your business. A well-developed 'why' will clearly and powerfully help you break through unexpected obstacles and will guide you as you prioritise your time, your focus and your talents.

To help you discover your 'why', answer the following questions:

1. Why do you want to live a healthier life?

Do your health goals include increased energy or possible weight loss?

2. Why do you want to share Isagenix with others?

To help friends and family to lead a healthier life? To potentially earn additional income?

3. What drives you the most? What drives your actions NOW?

Creating a strong future for your family, and helping others to do the same?

4. How will you connect with your 'why'?

Post your 'why' somewhere you will see it everyday.

ACTION: Share your 'why' with someone.

LEADERSHIP DEVELOPMENT

5. How will you help your team to connect with their 'why'?



Tools for Success

See page 8 for guidance on how to set your 'why'.

THE ISAGENIX VISION

Our vision is to impact world health and free people from physical and financial pain, and in the process, create the largest health and wellness company in the world.

MY 90-DAY VISION

Develop a powerful vision for you and your team's future using your 'why'. This is the spark that ignites the passion to achieve your dreams. Imagine all the possibilities when you focus on your 'why' and put action behind it.

What is your vision for the next 30 days? What about the next 90 days?

What actions are you going to take to accomplish your vision?

ACTION: Host a party with your team members to create vision boards. Be sure to place yours somewhere you will see it daily and encourage your team members to do the same.

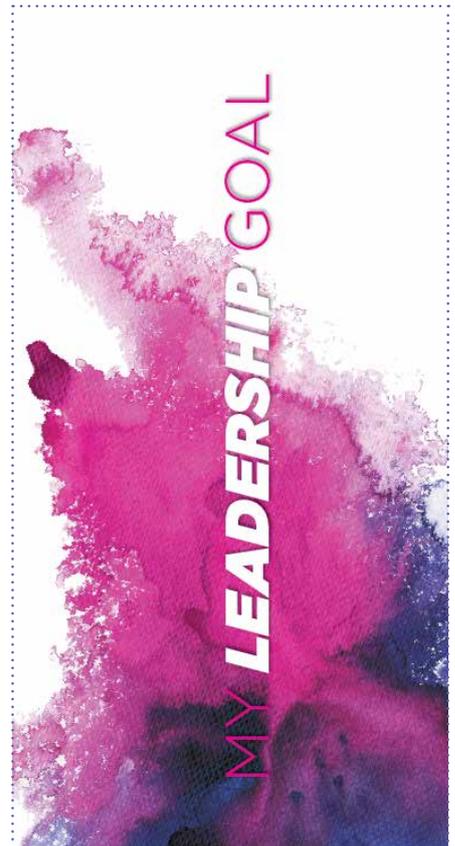
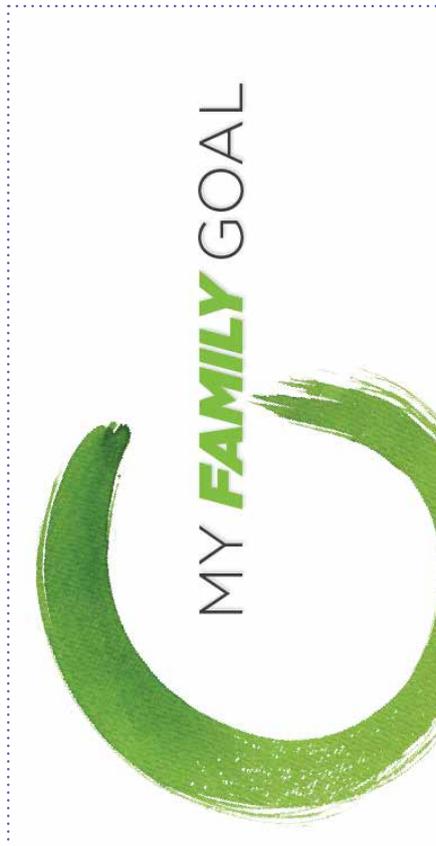
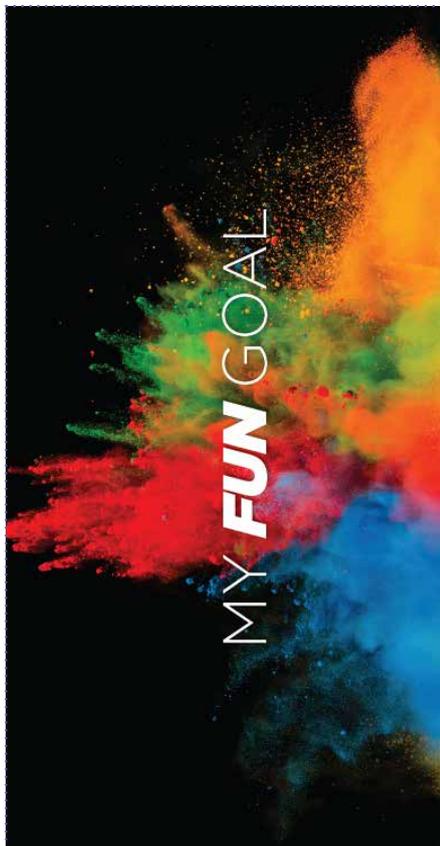
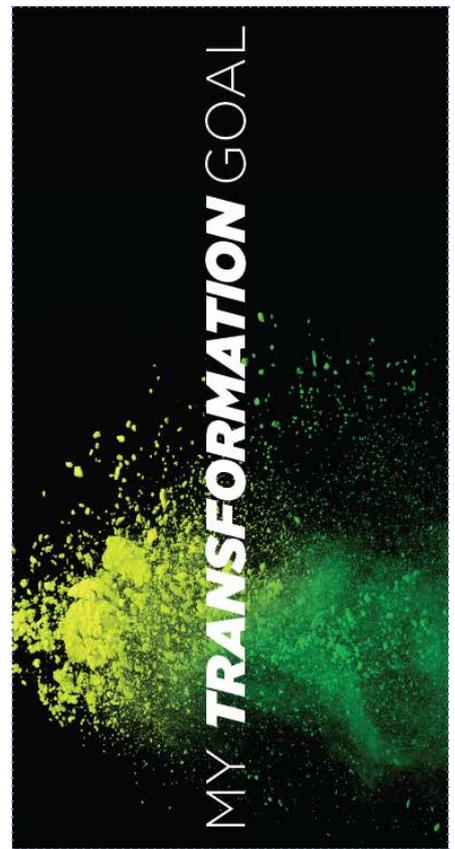
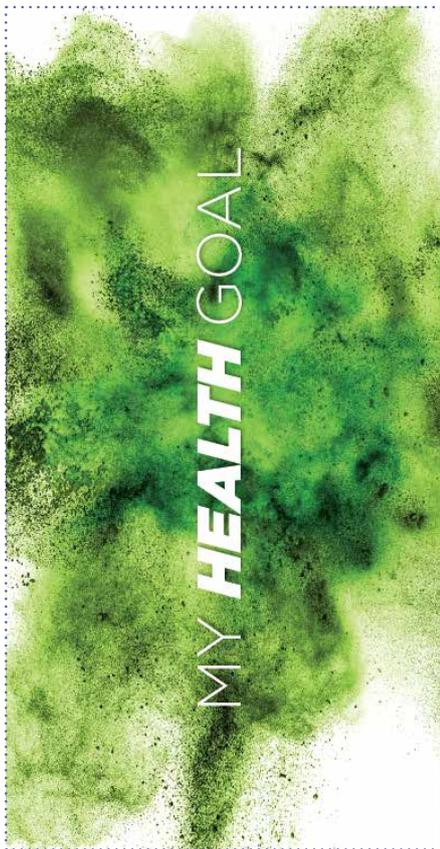


LEADERSHIP DEVELOPMENT

What is your team's vision?

WHAT DRIVES YOU?

USE THESE GRAPHICS TO CATEGORISE THE GOALS ON YOUR VISION BOARD.





SET YOURSELF UP FOR SUCCESS

We all want to spend more time enjoying our 'why' instead of spending our precious time doing the things we feel we have to do. Most Associates begin their Isagenix business experience by working part time. Don't feel like you have to set unrealistic goals. Commit to reasonable goals and celebrate achieving them.

MY 90-DAY PERSONAL GOAL:

MY 90-DAY BUSINESS GOAL:

What is holding you back? How will you eliminate distractions and excuses?

E.g.: I will stop spending too much time watching TV, eating unhealthily, etc.

Now, how can you make better use of that time?

E.g.: I will start organising my time better, calling my contact list, etc.

Be clear, disciplined and consistent with your goals and commit to action!

ACTION: Be clear on what you will accomplish by listing your action items here.

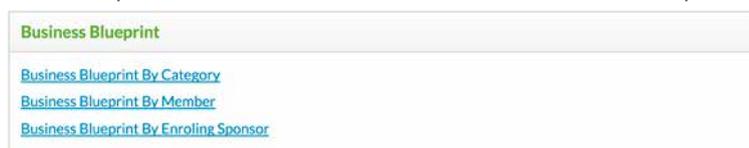
	Due by:
	Due by:
	Due by:

LEADERSHIP DEVELOPMENT

The Blueprint Reports are available to everyone in all markets, and do not require a special agreement.

HOW BLUEPRINT REPORTS WILL APPEAR IN THE BACK OFFICE

To access the Business Blueprint reports, log in to your Back Office. Click on the 'Teams' tab located in the top left toolbar and select 'View Downline Reports'.



DEVELOP THE RIGHT MINDSET

Every person you come into contact with presents an opportunity for you to share an Isagenix Solution that could make a difference to his or her life. Keep in mind why you want to share Isagenix with others, and remember that when you build good social connections, the opportunity to share Isagenix will happen naturally.

IT'S NOT ABOUT YOU – IT'S ABOUT THEM

When you connect, your aim is simple: to get to know that person better. Ask open-ended questions so you can find out how Isagenix can fit into their life.

DON'T HAVE AN AGENDA – BE INTERESTED, NOT INTERESTING

Build trust by listening to what they have to say. If you ask a question, show interest in their answer!

YOUR POSTURE AND MINDSET DICTATE THEIRS

Body language can play a big part in putting others at ease. Even something as simple as sitting up straight and having open body language (no folded arms, etc.) will help you to come across as more approachable and for them to feel more comfortable asking questions.

BE TRULY AUTHENTIC

Are you being yourself? If not, how can you expect others to open up to you? Your honesty is what can make you more relatable to others, so be as genuine as you can. Remember, before people have an interest in the products, they need to be interested in what you have to say.

ACTION: Follow two or three Isagenix leaders you relate to on social media, and take note of how they connect, share, present and interact with people.



CONNECT: STEP 1 - CREATE INTEREST

CREATE INTEREST ONLINE

Don't be afraid to share your personal journey and your success. Be positive, be authentic and be yourself! It's important not to force Isagenix on others.

CREATE CURIOSITY AND INTEREST

To help you find people who may be interested, look at the tone of people's posts on social media. If their statements and tone indicate a desire to improve their body image/shape, wellbeing or financial status, this could be an indication that they'd benefit from joining the Isagenix family.

USE GOOD FORM

Connecting is all about SHARING not SELLING, and it starts with asking the right questions! Use F.O.R.M. as a guide to the type of questions that can help you to match them to the solution that fits their needs.

F - Family _____

O - Occupation _____

R - Recreation _____

M - Motivation _____

SPARK CURIOSITY IN PERSON

How can you start a conversation about Isagenix? Lead with our amazing products!

- ✓ **Carry your IsaShaker™** to stay hydrated and enjoy your favourite products on the go.
- ✓ **Share samples** to give others a taste of Isagenix.

ACTION: Meet someone new and ask a few open-ended questions to learn more about him or her.



Tools for Success

Need help telling your story? Learn more about how to build your business compliantly on page 39 so that when you talk about the products, share a success story, or talk about the potential to earn income with Isagenix, you do it the right way!

TIPS FOR CREATING INTEREST ON SOCIAL MEDIA

- ✓ Always remember that less is more; don't post very long messages when a short one will do! The point is to build relationships, engagement and brand awareness.
- ✓ Pick your top two social media platforms.
- ✓ Be genuine. People can sense if you are trying to rush them into signing up instead of trying to help them.
- ✓ Never post anything on social media that you wouldn't say in person.

ACTION: Stay active. Create at least one social media post per week that will spark their curiosity about what Isagenix has to offer.

THE DO'S & THE PLEASE DON'TS

for building your IsaBusiness on social media



DO UNTO OTHERS
Before posting, ask yourself, "Would I want to see this?" Keep your audience's personality, needs, and wants in mind.





DON'T BE "THAT GUY" or "THAT GIRL"
Don't beg for likes or comments. Share interesting, relevant content to encourage engagement.



SHOW, DON'T TELL
Share interesting, high-quality images and videos to tell your story. Visuals are what engage!



WORDY, WORDY, WORDS
Keep it short, snappy, and to the point. Think "photo caption."

TWINKLE TWINKLE LITTLE STAR
Let your personality shine. Be yourself, and use everyday language, so conversations are easy to jump into.



THE WALKING ADVERT
75% of followers unlike a brand doing too much shameless self-promotion.¹





SOCIAL BUTTERFLIES
Tag friends, ask questions, and share and comment on your friends' posts. Respond quickly to comments - both good and bad.



SPAMMY SPAMMY
Don't post more than twice per day - you'll just fill up people's newsfeeds, making them more likely to unfollow you.

TEACHER'S PET
Take an extra minute to proof-read for ~~mistake~~ mistakes.



#HASHTAG #HACKS
#DoNotGoOverboard
#TooManyHashtags
#NoMoreThan3
#DontBeObnoxious





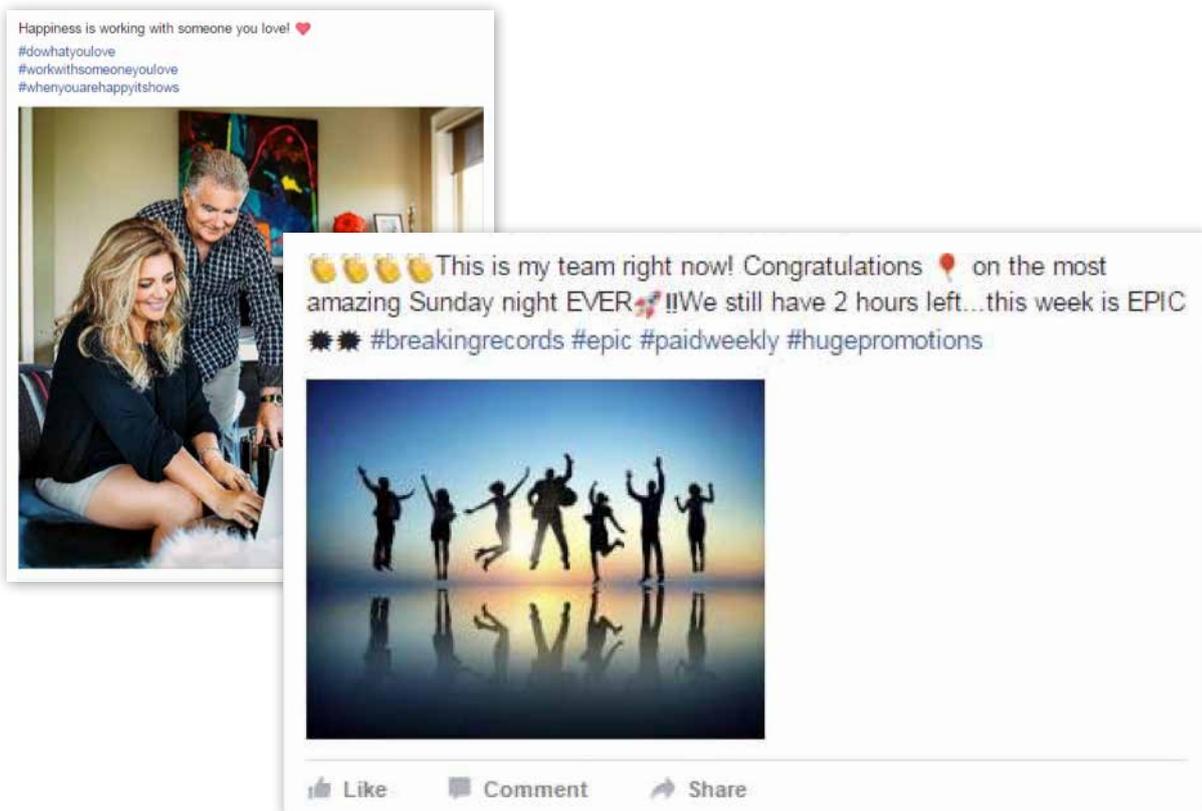
WHO ARE YOU TALKING TO?
Check your privacy settings to make sure you're reaching the right audience before you go public.

¹IntelesysOne: Do's and Don'ts of Social Media

CONNECT: STEP 2 - GET CONTACT INFORMATION

Once you have met someone with whom you would like to follow up, connecting with them on social media and/or swapping contact information should be your first priority. If you have already discussed the products, share an Isagenix sample and ask how you can get in touch with them to find out if they liked it. When someone expresses interest in learning more about Isagenix, always set up an offline meeting to tell him or her more.

If your interaction has taken place entirely on social media, such as a comment on your Isagenix-related posts, send a private message to start building a relationship. Ask for additional contact information to send them more information about whatever they are interested in.



ACTION: Connect with someone new through social media or in person.

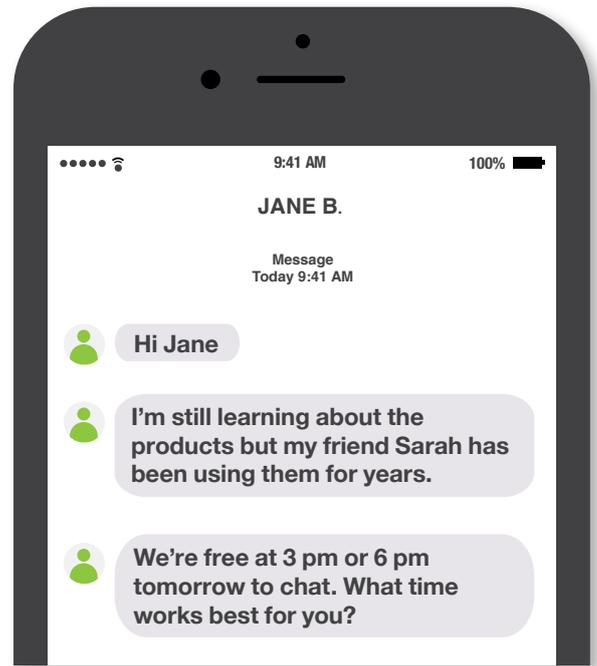
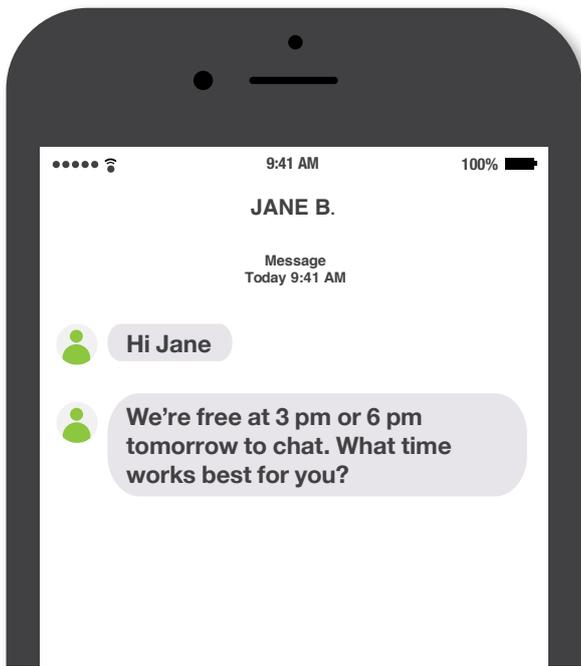
CONNECT: STEP 3 - SET THE APPOINTMENT

KEYS TO SUCCESS

- ✓ Be quick! Arrange the appointment within 48 hours of them showing interest in Isagenix.
- ✓ Remember, you are in control!
- ✓ Suggest two appointment time options.
- ✓ 'Meet' on the phone or have a face-to-face meeting with them and a friend.
- ✓ Treat this like a business!

When arranging an appointment, your message might look something like this:

Or if you are just getting started with your Isagenix business, you can say something like this:



The key is to keep it simple and take the conversation offline where the same rules apply: Be yourself, be authentic and have fun!

ACTION: Set three to five appointments per week.

CONNECT: STEP 4 - SHARE ISAGENIX

REMEMBER:

LESS IS MORE

Don't overwhelm people with too much information.

USE THE TOOLS

Utilise your team members, three-way calls and the resources at UK.IsagenixBusiness.com.

KEEP IT SIMPLE

Keep your approach simple. Others are likely to do what you do, and mirror the experience you provide if they decide to build a business.

SHARE ISAGENIX:

- ✓ Use the Experience Isagenix presentation or Experience Isagenix Digital Tool to share the Isagenix culture with a group of people or during an online presentation.
- ✓ Invite them to a Launch Party where you can tell them more, and introduce them to like-minded people.

Resources: Visit UK.IsagenixBusiness.com to find the tools you need to share Isagenix.

ACTION: Share Isagenix with five to ten new people each week.

EXPERIENCE ISAGENIX
WHAT DOES YOUR DREAM LIFE LOOK LIKE?

Isagenix can help make your dreams a reality.

1. Fast Facts

- £127 MILLION** - Estimated 2015 Weight Management Market in the UK*
- £417 MILLION** - Estimated 2015 Sports Nutrition Market in the UK*
- 67%** - The percentage of working-age men in the UK, classified as overweight or obese†
- 57%** - The percentage of working-age women in the UK, classified as overweight or obese†
- £61 BILLION** - Gym-Based Fitness Industry‡

2. Solutions to Transform Lives™

What makes Isagenix unique is convenient, solution-based systems and a micro-nutrient approach to product formulation. Combined into different 'blocks' and 'systems' specific to your Weight Management or Energy and Performance goals, these great-tasting and highly nutritious products are there to help you lead a healthy lifestyle so you can get started on your journey to success!

Amanda Mata - Superhero, 2014 Health & Beauty Challenge Finalist

Alvie Shephard - Superhero, 2014 Health & Beauty Challenge Finalist

3. Core Products

- IsiLean™ Shake
- Nourish For Life™
- IsiLean™ Supreme
- e-Shot™

4. The Right Company

- Ranked No. 22 on the 2016 Direct Selling News Global 100 list
- Financial stability for over a decade
- £6.4 million** global charitable contributions

5. The Owners

Our vision is to impact world health and free people from physical and financial pain, and in the process create the largest health and wellness company in the world.

Erin Coover, Kelly Coover, Jim Coover

6. Learn How to Get Paid for Sharing Isagenix Products With Others

YOU SHARE THEY SHARE REPEAT

7. Tracks to Run On

- 1. Associate YOU
- 2. Consultant YOU SHARE
- 3. Manager YOU SHARE, THEY SHARE
- 4. Director YOU SHARE, THEY SHARE, REPEAT (3x)
- 5. Executive YOU SHARE, THEY SHARE, REPEAT (5x)

8. Next Steps

1. Eat It!
2. Love It!
3. Share It!

Today is the Day to Start Your New Lifestyle.

© 2016 Isagenix Inc. All rights reserved. *2015 IFAA Global Report, Nutrition and Sports Nutrition. †2015 IFAA Global Report, Nutrition and Sports Nutrition. **2015 IFAA Global Report, Nutrition and Sports Nutrition. **Based on the 2015 IFAA Global Report, Nutrition and Sports Nutrition. **Based on the 2015 IFAA Global Report, Nutrition and Sports Nutrition.

FOLLOW UP

Help your Customers determine the right solution(s)/pack(s) to get started. Utilise the 'Indication of Interest' at UK.IsagenixBusiness.com.

APPOINTMENT CLOSE AND FOLLOW-UP

- If your new contact decides right away to open an Isagenix Membership account:
 - ✓ Congratulate them on prioritising their health and reassure them you will support them.
 - ✓ Ask if they have any questions about the products or how to use them.
 - ✓ Explain the fantastic options and benefits available.
 - ✓ Schedule time to go through the 'New Member Checklist' to set them up for success.
- If your new contact says they are unsure and need to think about opening an account, no problem!
 - ✓ Ask open-ended questions to find out what's holding them back.
 - ✓ Schedule a time to reconnect and discuss further.
 - ✓ Remember, 'no' or 'not now' doesn't mean never. Don't attempt to force anyone into doing something they are not ready to do.
- If your new contact simply says they are not interested, don't take it personally.
 - ✓ Reassure them that you are happy to answer any questions they may have in the future.
 - ✓ Be sure to flag them in your 'Who Do You Know?' list and ask them if it's OK to stay in touch.
 - ✓ Ask them if they know anyone who may be interested.
 - ✓ Respect their wishes, and stop asking any questions if they make that request.

ADDITIONAL HELP OVERCOMING OBJECTIONS? - USE 'FEEL, FELT, FOUND'!

When you're sharing Isagenix with others, you're bound to receive questions and objections. A very effective way to address these is by showing them you understand. Try the 'Feel, Felt, Found' method. For example, you might be able to 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".

ACTION: Follow up with someone who wasn't ready to order when you previously shared Isagenix. Check in with them to see how they are doing and if they have any additional questions.

GET YOUR NEW MEMBERS STARTED

Supporting your Customers is different than supporting your business builders. Everyone responds best to different styles of leadership. Start by reviewing the New Member Checklist found at UK.IsagenixBusiness.com.

CREATE CUSTOMERS FOR LIFE

Always touch base with Customers once they have received their first product order. Make sure you are available to answer questions and walk them through how to use the products. Encourage your new Customers to register for the IsaBody Challenge® for extra motivation and to keep them engaged with their goals.



DEVELOP LEADERS

FOSTER ACCOUNTABILITY

Help your team members stay committed to their 90-Day Action Plan goals through texts, three-way calls, Facebook messages and posts, weekly meetings (in person or virtual) and IsaPulse™ messages.

What activities do you or will you implement to increase your team's accountability?

WHAT DOES LEADERSHIP LOOK LIKE?

- Support team members in co-hosting Launch Parties.
- Connect with your entire business-building team on social media to give them access to a community of resources.
- Create a social media community to assist your Customers with product help and support. This should be separate from your business-building team's social media group.
- Direct your business builders to Isagenix training resources such as Isagenix.com and UK.IsagenixBusiness.com.

ACTION: Always call your new Customers to walk them through their first product order and discuss their goals. Be sure to use the New Member Checklist.

TIP FOR SUCCESS:

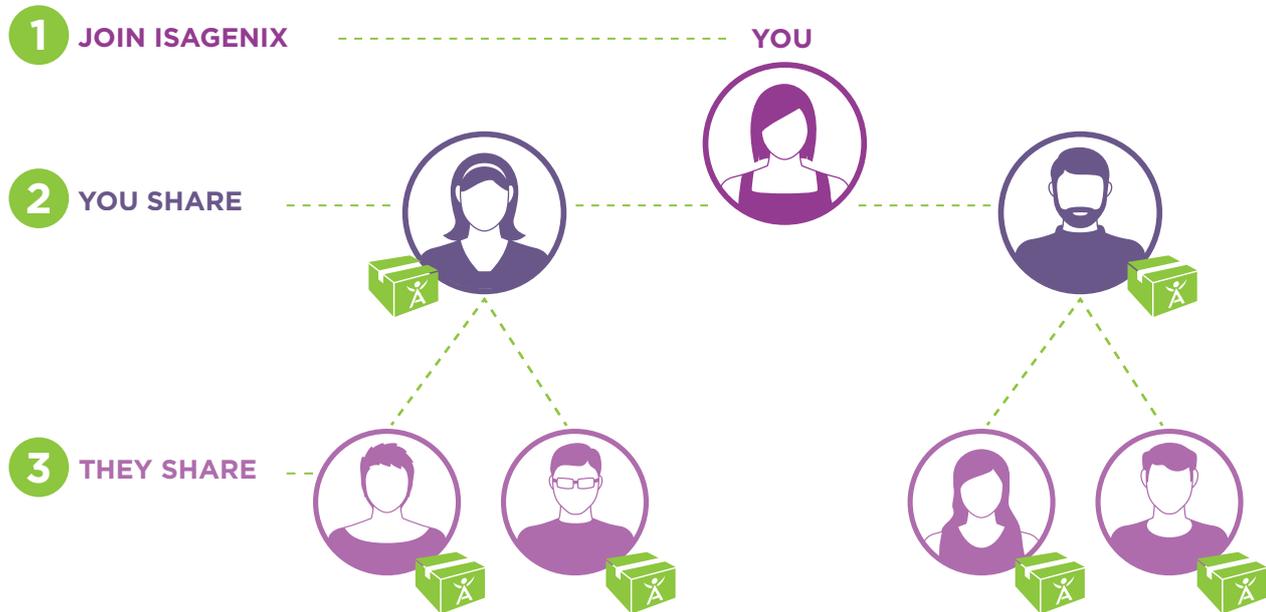


Work with like-minded people. If you don't have dedicated team members right now, connect with like-minded people on other social media platforms like LinkedIn or Facebook so you can continue to share the Isagenix opportunity.

YOU SHARE, THEY SHARE, REPEAT

There's room for everyone to find success at Isagenix. Whether you simply want to share the products with others or are ready to focus on building your business, there are bonuses to help you earn! Visit UK.IsagenixBusiness.com to learn more about how to master the 'You Share, They Share, Repeat' method.

PRACTICE YOU SHARE, THEY SHARE, REPEAT



PRACTICE HERE

PRACTICE HERE



WHO DO YOU KNOW?

IDENTIFY NEW PROSPECTS & CREATE YOUR LIST EASILY!

Do you know anyone who wants better health, more energy, or even a little more money? Use this guide to help you develop a list of friends, business contacts and others who may be interested in the life-changing solutions Isagenix has to offer. Having a detailed list of contacts can help you get your business off the ground!

WHO DO YOU KNOW WHO...

- | | | |
|--|---|---|
| <input type="checkbox"/> is health-conscious | <input type="checkbox"/> is self-motivated | <input type="checkbox"/> is a team player |
| <input type="checkbox"/> is concerned about their weight | <input type="checkbox"/> is enthusiastic | <input type="checkbox"/> has character and integrity |
| <input type="checkbox"/> wants to be less stressed | <input type="checkbox"/> is entrepreneurial | <input type="checkbox"/> is dependable |
| <input type="checkbox"/> wants more energy | <input type="checkbox"/> is organised | <input type="checkbox"/> is fun and friendly |
| <input type="checkbox"/> wants to make more money | <input type="checkbox"/> has a good telephone personality | <input type="checkbox"/> has computer and Internet skills |
| <input type="checkbox"/> is a champion | <input type="checkbox"/> has desire and drive | <input type="checkbox"/> loves a challenge |
| | <input type="checkbox"/> is a people person | |
-

WHO DO YOU KNOW WHO IS A...

- | | | |
|--|---|---|
| <input type="checkbox"/> network marketer/networker | <input type="checkbox"/> hair stylist | <input type="checkbox"/> fitness or sports enthusiast |
| <input type="checkbox"/> teacher | <input type="checkbox"/> esthetician | <input type="checkbox"/> semi-professional athlete |
| <input type="checkbox"/> salesperson | <input type="checkbox"/> massage therapist | <input type="checkbox"/> public sector employee |
| <input type="checkbox"/> alternative health practitioner | <input type="checkbox"/> estate agent | |
| <input type="checkbox"/> nutritionist | <input type="checkbox"/> administrative assistant | |
| <input type="checkbox"/> chiropractor | <input type="checkbox"/> office assistant/manager | |
| <input type="checkbox"/> veterinarian | <input type="checkbox"/> waitress/waiter | |
| <input type="checkbox"/> dentist | <input type="checkbox"/> mechanic | |
| <input type="checkbox"/> personal trainer | <input type="checkbox"/> bridal shop owner/manager | |
| <input type="checkbox"/> bodybuilder | <input type="checkbox"/> health store owner/manager | |
-

WHO DO YOU SEE AT...

- | | | |
|---|--|---|
| <input type="checkbox"/> the fitness club | <input type="checkbox"/> the tennis club | <input type="checkbox"/> the bank |
| <input type="checkbox"/> the spa | <input type="checkbox"/> the hair salon | <input type="checkbox"/> the local park |
| <input type="checkbox"/> the supermarket | <input type="checkbox"/> the coffee shop | <input type="checkbox"/> school |

SHARE YOUR STORY

You have been using the products, experiencing the results, and people are taking notice! Sharing your story can be one of the most effective ways to market your Isagenix business. Countless people all over the world have experienced life-changing results and are understandably excited to share. We love the excitement and passion for Isagenix, but we want to make sure you share your success in a way that is compliant and accurate.

Before you start developing or refining your story, let's take a moment to review the fundamentals of sharing your story the right way.

TESTIMONIALS, CLAIMS AND YOUR STORY

ALWAYS follow these guidelines in print, verbal presentations, on social media and even in casual conversation.

Be sure that your story:

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

For more information on sharing your story, visit UK.IsagenixCompliance.com, or email ComplianceUK@IsagenixCorp.com.



DEVELOP YOUR STORY

Before you get started on your 30-second story, check out these examples. It's best to keep your story around 30 seconds in length and discuss where you were before Isagenix, how you were introduced, and what results you have experienced.

PRODUCT EXPERIENCE

“ Before Isagenix, I was feeling tired most of the time and couldn't keep up with my young kids. On top of it all, I couldn't fit into any of my pre-pregnancy clothes.

I was introduced to Isagenix by my best friend, Sally, who I have known since university. I could tell that she was doing something different, because she had this happy glow and enthusiasm about her, and I wanted that for myself.

I have been using the products for almost a year now, and I can't imagine a day without them.

As a result, I can now keep up with my kids and the on-the-go lifestyle of being a mum. I can even fit into my jeans from years ago!

I believe everyone deserves a body that allows them to do everything they want to do. ”

INCOME

“ Before I discovered the Isagenix opportunity, I was struggling to pay my bills. I felt completely tied to my job and didn't have as much time to spend with my friends as I used to.

I was introduced to Isagenix by my friend Jackson, who told me all about the company and the START movement.

Now I've been using the products for about a year, and I can't stop sharing them with my friends and family!

As a result I am now looking and feeling better, and love being part of the Isagenix community.

I feel absolutely incredible and can't imagine my life without Isagenix. ”

DEVELOP YOUR 30-SECOND STORY

1. Before Isagenix...

2. I was introduced to Isagenix by...

3. I have been using the products for...

4. As a result I am now...

5. I now feel/believe...

As you become more comfortable sharing your 30-second story, the following examples show you how disclaimers can work as part of your story.

PRODUCT EXPERIENCE DISCLAIMER

“ Although I had incredible results with Isagenix, everyone will have different results on a different timeline. Realistically, my results can't be considered typical.

Each person's body works differently, and there are a number of variables that could cause you to see different results. Things like the amount and frequency of exercise you do or your overall level of activity could influence your experience with the products.

It's also a good idea to talk to your doctor before starting any diet or weight-loss programme, especially if you have a medical condition or are pregnant or nursing. ”

INCOME DISCLAIMER

“ The money I've earned with Isagenix has had a positive impact on my life, but there are many factors that contribute to what I've earned and to what someone else may be able to earn. This is true with any business opportunity. You can access all the details about the income-generating opportunity available through sharing Isagenix products. I can send you a copy, or you can also check it out at IsagenixEarnings.com. ”

BUILD AN ISAGENIX BUSINESS FULL OR PART TIME

Are you building a full or part-time business? Review the sample schedules on pages 27-28, and then create a schedule that works for you on page 29.

How many hours will you dedicate to your Isagenix business?

What are your personal/family hours?

KEYS TO BUSINESS SUCCESS:

80%
of the time

- Sharing
- Presenting
- Connecting

20%
of the time

- Training (Leadership Development)

6 KEY BUSINESS-BUILDING ACTIVITIES

1. **Share** Isagenix products with prospects, follow up and enrol.
2. **Create** interest through a social media post.
3. **Follow up** with potential new Customers and set up an appointment.
4. **Use** three-way calls.
5. **Complete** IsaBody Challenge® activities with your team.
6. **Teach** someone how to earn bonuses by sharing Isagenix products.

“Twenty years of experience in this profession has taught me the key components for success: time management and the importance of staying focused on income-driving actions.” - KATHY COOVER

POWER HOUR:

Are you having trouble spending your time wisely? Try a power hour! Accomplish the following in one hour:

- Add** 3 new people to your contact list.
- Send** 5 text messages to people from your contact list.
- Schedule** 2 follow-up appointments for next week.
- Invite** 3 people to your Launch Party.
- Post** on social media to create interest.

15 MINUTES OF FOCUS:

Make the most of your time with 15 minutes of total focus. Complete one or two of the following when you have small slots of time:

- Send** 5 text messages.
- Make** 1 follow-up call.
- Join** a three-way call.
- Post** on social media to create interest.

ACTION: Schedule 15 minutes of focus or one power hour each day.

For more tools and resources, visit UK.IsagenixBusiness.com.

SAMPLE PART-TIME SCHEDULE

TODAY IS

DAY: *Monday*

DATE:

GOAL:

TO-DO LIST

Register for Isall London

Register for the IsaBody Challenge

Schedule follow-up calls for the week

SCHEDULE

6:00 A.M.	
6:30 A.M.	<i>Register for the IsaBody Challenge</i>
7:00 A.M.	
7:30 A.M.	<i>Facebook post</i>
8:00 A.M.	
8:30 A.M.	
9:00 A.M.	
9:30 A.M.	WORK TIME
10:00 A.M.	
10:30 A.M.	
11:00 A.M.	
11:30 A.M.	
12:00 P.M.	<i>Complete 15 minutes of focus</i> 15 Min of Focus
12:30 P.M.	
1:00 P.M.	
1:30 P.M.	
2:00 P.M.	
2:30 P.M.	WORK TIME
3:00 P.M.	
3:30 P.M.	
4:00 P.M.	
4:30 P.M.	
5:00 P.M.	
5:30 P.M.	<i>Connect (calls, send people to UK.IsagenixBusiness.com, 3-way calls, etc.)</i> Power Hour
6:00 P.M.	<i>Present Isagenix (Launch Party, over the phone, Zoom calls, etc.)</i>
6:30 P.M.	<i>Dinner with family</i>
7:00 P.M.	<i>Facebook post</i>
7:30 P.M.	
8:00 P.M.	<i>Train (teach and coach product users, send out welcome emails, team calls, personal development training, etc.)</i>
8:30 P.M.	
9:00 P.M.	
9:30 P.M.	
10:00 P.M.	
10:30 P.M.	
11:00 P.M.	
11:30 P.M.	
12:00 A.M.	

YOUR SCHEDULE

TODAY IS

DAY: _____

DATE: _____

GOAL: _____

TO-DO LIST

SCHEDULE

6:00 A.M.	
6:30 A.M.	
7:00 A.M.	
7:30 A.M.	
8:00 A.M.	
8:30 A.M.	
9:00 A.M.	
9:30 A.M.	
10:00 A.M.	
10:30 A.M.	
11:00 A.M.	
11:30 A.M.	
12:00 P.M.	
12:30 P.M.	
1:00 P.M.	
1:30 P.M.	
2:00 P.M.	
2:30 P.M.	
3:00 P.M.	
3:30 P.M.	
4:00 P.M.	
4:30 P.M.	
5:00 P.M.	
5:30 P.M.	
6:00 P.M.	
6:30 P.M.	
7:00 P.M.	
7:30 P.M.	
8:00 P.M.	
8:30 P.M.	
9:00 P.M.	
9:30 P.M.	
10:00 P.M.	
10:30 P.M.	
11:00 P.M.	
11:30 P.M.	
12:00 A.M.	

RECOGNISE YOUR TEAM

Share your gratitude for all that your team members do! Appreciate the impact each individual has in creating positive changes all around the world. Celebrate their efforts and achievements no matter how great or small!

HOW WILL YOU CELEBRATE YOUR TEAM'S EFFORTS AND SUCCESSES?

- Handwritten cards
- Social media recognition
- IsaPulse messages
- Flowers
- A celebratory get-together



 **63** People Liked This
 **29** People Commented



TIP FOR SUCCESS:

Support and recognise your team simply and efficiently with IsaPulse! IsaPulse allows you to easily send team members a congratulatory text or Facebook message. Download the IsaPulse app now.

LEADERSHIP DEVELOPMENT

Consistently pull Downline Reports in your Back Office under the 'Team' tab, and look for opportunities to celebrate rank advancements and other milestones.



ISAGENIX CORE 4 EVENTS

The Isagenix Core 4 Events™ are the four most influential and anticipated corporate-hosted events of the year. Each event offers unique training designed to give you the information you need to build belief in Isagenix solutions and direct sales; discover new products, systems and tools; and experience the incredible Isagenix culture. Events build belief, and the more team members you have at an event, the more belief you can build! Look out for these key events.

- **New Year Kick Off (NYKO)** - NYKO features business training from top leaders, 90-Day Action Plan development, recognition, and new tools and products.
- **Celebration** - The annual flagship event is sure to leave you pumped and motivated to start or propel your Isagenix business and help you break through to incredible, new heights.
- **Isagenix University (IsaU)** - IsaU is your opportunity to experience the Isagenix culture in a more personal conference setting. Learn about our no-compromise products and the strategies to help grow your business.
- **University in Action (UIA)** - Isagenix Strategic Training Consultants like David T.S. Wood help you establish the mindset and skills to become a professional direct seller at UIA. Experience hands-on training from the masters on how to build a successful Sales Team.



ACTION: Visit UK.IsagenixEvents.com to learn more about the Core 4 Events and to register for your next event.

“Our leaders have found that the more people they have at Celebration, the faster their businesses tend to grow and the more lives they powerfully and positively impact.”

- SUSAN SLY, ISAGENIX LEADER

ISAGENIX WEB RESOURCES

Isagenix.com	Main corporate website
UK.IsagenixBusiness.com	Build your business step by step with tools and training
UK.IsagenixCompliance.com	View policies, procedures, tools and resources
UK.IsaFYI.com	Stay up to date on Isagenix news
UK.IsaBodyChallenge.com	Take on the Challenge and transform your lifestyle
STARTYourLife.com	Home of the START vision, tools and training that’s changing young lives all over the world
UK.IsagenixEvents.com	Learn about the exciting Isagenix events held throughout the year
UK.Isagenix100lbClub.com	Discover the 100 lb Club where we recognise those who have lost 100 lbs or more.



Tami Shervey
Isagenix Customer since 2011
2013 Australia & New Zealand
IsaBody Challenge Grand Prize Winner

**CHALLENGES
COMPLETED**

3



**ISAGENIX SOLUTION
UTILISED:
WEIGHT MANAGEMENT**



The IsaBody Challenge is a 16-week transformation challenge that rewards you with encouragement, support and incredible incentives to help you reach your goals.

It takes
4 WEEKS
to complete your first system.

It takes
10 WEEKS
before your friends and family notice.

It takes
16 WEEKS
to finish an IsaBody Challenge.

The IsaBody Challenge community is here to support you.
Log in to your Isagenix account and begin your Challenge today.

For official rules and more information, visit UK.IsaBodyChallenge.com.



I am a powerful force

I will succeed and go to the top

I have the courage to step up

I will help my team succeed

Nothing will stop me

I am an achiever

I am a true leader

I will step up. I will step up

WE ARE **ISAGENIX!**

ACTION

90-DAY ACTION PLAN PREP WEEK CHECKLIST

ACHIEVE YOUR VISION

Complete the items on this checklist before the **90-DAY ACTION PLAN** officially starts on **Monday, 3rd July**.

- Fill out your 90-Day Action Plan workbook.
- Plan for your success.
 - Add ACTION ITEMS (from page 11) to your calendar.
 - Add the CORE 4 EVENTS™ you are committed to attending (from page 32) to your calendar.
- Get to know your Back Office.
- Register your 90-Day Action Plan.
 - Log in to your Back Office.
 - Click on the 'Training Centre' tab.
 - Select the 90-Day Action Plan page, opt in and write your first 30-day goal.
- Familiarise yourself with your personal Isagenix website. Be sure you know how to help someone get started, order products and track your own business-building progress.
- Decide how you are going to manage your contacts.
- Visit UK.IsagenixBusiness.com to find, bookmark and download your favourite digital tools.
- Order your next system or pack.

GET READY TO GROW

What is the overall **GOAL** (rank) you want to achieve at the end of this 90-Day Action Plan? _____

What is your current **RANK**? _____

What are three **DISTRACTIONS** that could prevent you from reaching your goal (page 11)?

1. _____
2. _____
3. _____

What are you willing to think, believe and do (or give up) to shift your mindset and make your goal a reality (page 11)?

SUCCESSFULLY COMPLETING my 90-Day Action Plan will help me fulfill my vision by: (page 8)

The **THOUGHT THAT DRIVES MY ACTIONS** when things get challenging is: (page 7)

COMMIT (AND NEVER QUIT)

- I will spend _____ hours per week/day building my business over the next 90 days (page 26).

To **REACH MY GOALS**, I will grow my business by:

- Helping _____ NEW MEMBERS get started during the 90-Day Action Plan.
- Personally DEVELOPING LEADERS on my team:
_____ CONSULTANTS _____ MANAGERS _____ DIRECTORS _____ EXECUTIVES
- Improving RETENTION of my existing Members by helping _____ people complete an IsaBody Challenge.
- Boosting my average ORDER BASKET by _____ total BV ordered by my Customers.

Signature

Take a picture of this page, and send it to your Support Team to help yourself stay accountable.

ENSURE YOUR NEW TEAM MEMBERS GET STARTED THE RIGHT WAY

BUSINESS BUILDER NAMES	NEW MEMBER CHECKLIST	FACEBOOK GROUP	1:1 CHECK-IN	YOU SHARE, THEY SHARE, REPEAT.	ISABODY CHALLENGE	START
MONTH:						
1.						
2.						
3.						
4.						
MONTH:						
1.						
2.						
3.						
4.						
MONTH:						
1.						
2.						
3.						
4.						



START

OUR VISION IS TO IGNITE **ALL YOUNG PEOPLE** TO OWN THEIR LIVES PHYSICALLY AND FINANCIALLY, AND THROUGH OUR CONTRIBUTIONS, **CREATE FREEDOM AND A LASTING LEGACY.**

#STARTYOURLIFE

The **#STARTYourLife** movement invites young people aged 18 to 35 to be part of a **passionate community** built on a foundation of **integrity, contribution, and growth**. We strive to lead **extraordinary lives** and help others do the same.

Discover Isagenix

- » The Isagenix vision is to impact world health and free people from physical and financial pain, and in the process, create the largest health and wellness company in the world.
- » Since 2002, cumulative sales at Isagenix have surpassed £4 billion**.
- » Isagenix reached No. 22 on the 2016 Direct Selling News (DSN) Global 100 list.
- » Isagenix is an American Business Award recipient, alongside companies like Proctor & Gamble, Sony, American Express and AT&T.
- » START is a subculture within Isagenix that creates a community for young people to plug in to.

Results-Driven Products

- » Products scientifically developed to support physical transformations and help people to lead and maintain a healthy, fulfilling lifestyle while inspiring others along the way.
- » Product solutions that appeal to all walks of life, which include Weight Management and Energy & Performance.
- » Our business model invests in excellent products and provides the opportunity to see results worth sharing.

A Positive Culture

- » A supportive community of like-minded people who are inspired and driven toward contributing to the vision of impacting world health.
- » Local and global events to connect with teammates and build lifelong friendships all over the world.
- » Connect with other START members by joining the START Facebook group and following @start_yourlife on Instagram.

Why Network Marketing?

IT IS AN OPPORTUNITY TO:

- » Create an income by connecting people with products they love through word-of-mouth marketing.
- » Earn an income outside of the 9-to-5 schedule.
- » Build a business for yourself but not by yourself.
- » Own your life. You decide when, where and with whom you work.
- » Have the opportunity to be your own boss.
- » Share the products you love with others everyday.
- » Tell your story to motivate and inspire.
- » Follow a business model with equal opportunities for all.

EARN MORE THAN AN INCOME. VISIT STARTYOURLIFE.COM TO START BUILDING YOUR LEGACY TODAY.



PHYSICAL Transformation



TIME Ownership



FINANCIAL Opportunity

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 IsagenixEarnings.com.

*** Amounts shown in this document are converted from USD to GBP using a conversion rate of 1.22. Please note that this is not a fixed exchange rate and is for indicative purposes only.*





DEAR FRIEND,

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

During this event, 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. While we want to celebrate and recognise each person's individual successes and results, whatever they may be, 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 our products and participating in our 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 that may be shared at this event. We also encourage you to review and become familiar with the Isagenix Earnings Disclosure Statement found on the reverse side of this page or online at IsagenixEarnings.com. If you have any questions, please contact the Isagenix Compliance team at ComplianceUK@IsagenixCorp.com or call 0808 189 0490.

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, please keep in mind the following:

- Isagenix Millionaires are defined as Isagenix Associates who have cumulatively earned US\$1 million or more with Isagenix. Earning levels for this Isagenix Independent Associate substantially exceed the average results achieved by all Associates during the same time periods and should not be construed as typical or average. Income level achievements depend on many factors, including the individual Associate's business and networking skills, personal ambition, time commitment, work habits and other abilities. For average earnings, please see the Isagenix Independent Associate Earnings Statement found at IsagenixEarnings.com.
- 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 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, please bear in mind that:

- The weight loss and lifestyle results depicted in this publication may vary depending on level of effort, adherence to a controlled-calorie dietary regime, and physical constitution. The results were achieved when Isagenix products were included as part of a healthy lifestyle that incorporates regular exercise, appropriate portion control, and a varied and balanced diet to meet desired goals. Those who are pregnant, breastfeeding, or have a medical condition are advised to consult a doctor before using Isagenix products or making any other dietary changes.

2015 EARNINGS DISCLOSURE STATEMENT - GLOBAL

This Earnings Disclosure Statement (the 'EDS') reflects statistics based on all Customers and Associates globally in 2015 and therefore is not representative of any potential earnings in the UK as Isagenix UK is a startup and therefore local statistics are not available at this time. At such time as 2016 statistics are available, Isagenix will update this EDS accordingly. Furthermore, in the future when UK statistics are available and reflective of the market in the UK, 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.

Isagenix provides solutions to transform lives. People choose to join Isagenix for a variety of reasons, but most are simply consumers who wish to enjoy Isagenix products at reduced prices. Many refer other Customers every now and then and may receive some commissions that may help offset the cost of their products. Others join Isagenix to earn a little extra money to supplement their part-time or full-time incomes, and some join to build full-time businesses selling Isagenix products. Everyone who joins Isagenix enjoys low start-up costs and a money-back satisfaction guarantee¹.

Building an Isagenix business can be rewarding, but like any worthwhile business, results vary depending on many factors, including your skill, effort and time. Isagenix does not offer 'get rich quick' and there are no guarantees of success. Building a long-term business is hard work and Isagenix is no different in that regard. Unlike most businesses, however, building an Isagenix business does not require a significant investment in inventory, sales tools, or other materials. Isagenix Independent Associates ('Associates') are strongly discouraged from purchasing more than they can reasonably consume or sell in a given month, and they are protected by our satisfaction guarantee as well as a one-year buy back policy for those who choose to leave the business.

Those who decide to build an Isagenix business have the opportunity to earn money in various ways, including commissions and bonuses based on product purchases made by new and existing Customers, Product Introductory Bonuses, and retail sales, to name a few. Isagenix Associates also can be rewarded for helping other Associates achieve success. However, Associates are not paid for recruiting new Associates. They are paid primarily based on product sales to end consumers. For additional information, the Isagenix Compensation Plan is available to all Isagenix Associates at www.Isagenix.com. The following chart is designed to help prospective Associates better understand the different ranges of average compensation that Isagenix pays to its Associates. It's important to note that a large majority of those who join Isagenix don't join to make money at all—they just want to enjoy the benefits of using our products. They are reflected in the chart as 'product users'. The 'product sharers' category represents those who earned compensation in 2015 for referring a few friends from time to time, but who have earned less than USD\$500 with Isagenix during the previous year, which makes them more like loyal Customers than active business builders. The 'business builder' category represents those whom we believe have made a significant commitment to build a part-time or a full-time business selling Isagenix products and who have earned at least USD\$500 in the previous year, either in commissions and bonuses or through retail sales. As of 31st December 2015, 165 Associates (0.3% of those who have become business builders) had achieved 'Isagenix Millionaire' status, meaning they had earned more than USD\$1,000,000 excluding costs and expenses on a cumulative basis since joining Isagenix. Those in this group averaged approximately 5.63 years as Isagenix Associates before becoming Isagenix Millionaires, with the longest being almost 12 years and the shortest being 1 year 2 months.

The figures below include retail profits for retail sales, but only to the extent those sales were made directly through Isagenix channels. The compensation received by the Associates depicted in this chart is not necessarily representative of the compensation that any particular Associate will receive, if any. The amounts presented should not be viewed as guarantees or projections of any individual results.

PRODUCT USERS - 83.3% OF MEMBERS (THERE WERE 8% MORE PRODUCT USERS IN 2015 THAN IN 2014)

	% of Total Members	Product User Benefits
Includes Preferred Customers and Associates who are simply consumers of Isagenix products. They receive reduced prices and enjoy all of the benefits our products have to offer.	83.3%	<ul style="list-style-type: none"> Enjoy high quality products Buy products at reduced prices

PRODUCT SHARERS - 11% OF MEMBERS (THERE WERE 8.5% MORE PRODUCT SHARERS IN 2015 THAN IN 2014)

	% of Total Members	Product Sharer Benefits
Includes Associates who earned some consideration by introducing others to Isagenix products but whose commissions were less than USD\$500 in 2015. Isagenix believes these Associates, while eligible to earn commissions, are primarily with Isagenix to enjoy our products. The average annual income for those in this category was USD\$145.	11.5%	<ul style="list-style-type: none"> Enjoy Product User benefits Earn retail profits Earn bonuses for sharing products Earn commissions and bonuses on product sales

BUSINESS BUILDERS - 5.2% OF MEMBERS (THERE WERE 8.5% MORE BUSINESS BUILDERS IN 2015 THAN IN 2014)

	% of Total Members	All Business Builders		
		Average Payments (USD)	% of Business Builders	Average Annual Income (USD)
Includes Associates whom we believe have made a commitment to pursue the Isagenix income opportunity and who have earned USD\$500 or more in 2015, which Isagenix refers to as 'business builders'. They have treated their Isagenix income opportunity like a business, devoting considerable time and effort into introducing others to Isagenix products and helping others do the same. The incomes and percentages displayed to the right relate only to the 5.2% of Associates who are business builders and do not include the 94.8% of Preferred Customers and Associates designated as product users and product sharers.	5.2%	\$100,000 +	<1%	\$331,956
		\$50,000-\$99,999	<1%	\$68,690
		\$25,000-\$49,999	2%	\$34,562
		\$10,000-\$24,999	5%	\$15,363
		\$5,000-\$9,999	7%	\$6,972
		\$1,000-\$4,999	42%	\$2,101
		\$500-\$999	43%	\$702

This earnings disclosure statement contains data from all markets where Isagenix conducted business in 2015. (Amounts are listed in U.S. dollars.) The earnings listed in this chart are not a guarantee or projection of actual income that an Associate will earn through his or her participation in the Isagenix Compensation Plan. Any guarantee of earnings would be misleading. Success with the Isagenix Compensation Plan results from successful sales efforts and business development on the part of the Associate.

¹ 30 days, no questions asked on new purchases; one year on the return of resalable inventory upon leaving the business. See the Isagenix Policies and Procedures for full details.

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Together, we are family. We are Isagenix!



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