

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. You'll want to reference this workbook 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 browse 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?

This is the start of an exciting new endeavor! The IsaLife Success Plan is designed to help you accomplish measurable outcomes and massive action.

HOW TO USE THE ISALIFE SUCCESS PLAN

Reference this planner 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

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

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 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](https://www.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 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 _____ (manage my weight, gain energy, 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 products for _____ (days/weeks/months) and have experienced _____, _____, and _____ (your authentic experience). When I looked at the business side of Isagenix, I realized 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 flip. Here's the link: [INSERT YOUR PERSONAL WEBSITE/IsaMovie].* Talk to you at _____ (time and date).

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

OPTIONAL WRAPUP

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

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 maximize your results.

Pro Tips:

1. Before & After photos are not recommendable in Korea due to censorship.
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 products 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 these products, 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 products 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, products that work 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 these products 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 - managing weight, sleeping better, etc.)?

THEY RESPOND.

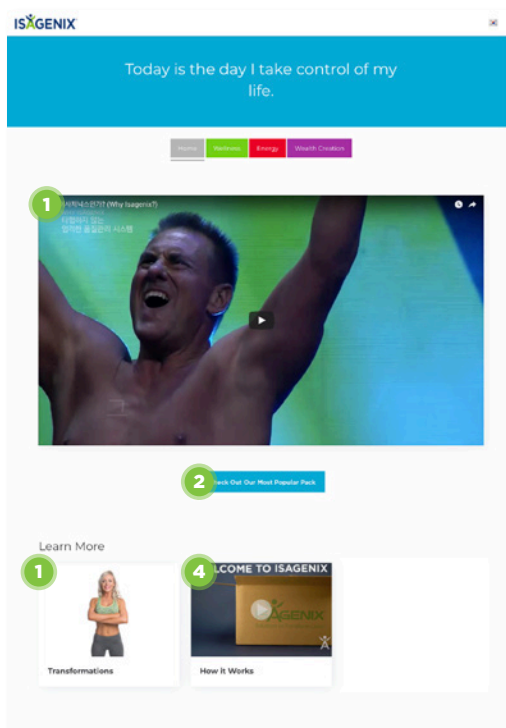
YOU: I can understand that. I'd love for you to watch a video that I watched in the beginning to get started. If I send you the link, when would you be able to take a look?

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. after for your feedback, 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 'Why Isagenix' is a powerful video that will give an overview of Isagenix, our Systems and Solutions.
- 2 Check Out Our Most Popular Pack will show the pack break down of the included products, and compare the pack with others to determine which pack fits their needs.
- 3 Transformations will show photos that highlight how our products can help people reach their goals.
- 4 How It Works will highlight our product quality and science backed solutions. They'll watch a product overview video to learn about our products and key ingredients.

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 a new recruiting video and links to answers for some of the most common objections we hear from prospects. On this homepage, prospects can see transformation photos, read clinical research studies, 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 some of our favorite Isagenix packs: Business Builder Pack, Premium Pack, Wellness Starter Pack, and Energy Starter Pack. Prospects can compare the packs and select the option that works best for them based on their lifestyle.

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.

WHICH PACK FITS YOUR LIFESTYLE?

Wellness

Energy

Good



Wellness Starter Pack

4 IsaLean® Shake, 2 Nourish for Life™, 1 Ionix® Stress Care, 1 Isagenix® Chewables, 1 GX® for Energy Metabolism, 1 IsaMove™

Energy Starter Pack

4 IsaLean® Shake, 1 Ionix® Stress Care, 5 Red Ginseng Shot, 1 AMPED™ Hydrate Orange

PRODUCT USER

Opportunity

Better



Premium Pack

4 IsaLean® Shake, 2 Nourish for Life™, 1 Ionix® Stress Care, 8 Red Ginseng Shot, 3 AMPED™ Hydrate Orange, 1 Isagenix® Chewables, 1 GX® for Energy Metabolism, 1 IsaMove™, 1 IsaBlender®, 1 IsaShaker

PRODUCT SHARER

Best



Business Builder Pack

8 IsaLean® Shake, 6 AMPED™ Hydrate Orange, 2 Isagenix® Chewables, 4 Nourish for Life™, 2 Ionix® Stress Care, 16 Red Ginseng Shot, 2 GX® for Energy Metabolism, 2 IsaMove™, 1 IsaBlender®, 2 IsaShaker®, 1 Business Toolkit

BUSINESS BUILDER

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: Memorize 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. The Wellness Starter Pack or the Business Builder Pack - both of these offer amazing product selections and nutritional benefits. Remember, with both packs, you're getting a tremendous value.

The Wellness Starter Pack is a more basic system that still gives you the products you need to have a great experience.

The Business Builder 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 basic pack, but it also comes with products that can help you achieve a lasting transformation.

You'll get multiple canisters of IsaLean Shake, along with a sleek and powerful IsaBlender, a convenient IsaShaker cup, Nourish For Life, Ionix Stress Care, and Red Ginseng Shot to help you manage your wellness journey; along with Isagenix Chewables, GX for Energy Metabolism, and IsaMove. On top of all of this, you will also receive Guides that provide useful product information, recipes and workout tips to help you achieve your goals!

This pack is ideal, so if you really want to do it right, and if it works within your budget, this is hands down THE IDEAL recommendation. You always have the option to drop down to a more basic pack from there.

Which sounds like the best fit for you?"

*As an example. Needs will vary based on their goals.

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 realize they really do need what you have to offer.

DO – ONCE THEY'VE JOINED

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

(Let them answer.)

YOU: "The reason I ask is because once you reach the Paid-As Consultants and above ranks, you are eligible to earn Team Bonuses through product sales within your Sales Team."

(Show them the [Compensation Plan](#).)

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 [IsaLife Success Plan page at IsagenixBusiness.com](#). Then take them through the [New Member Checklist](#).)

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 satisfactory level of earnings. For average earnings, please refer to the information disclosed pursuant to the DDSA, disclosure of information found at <http://ftc.go.kr>.

NEW MEMBER CHECKLIST

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 (new member 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
- Familiarize them with IsaMovie.com
- Familiarize them with KR.IsaFYI.com
- Have them register for the IsaBody Challenge® (IsaBodyChallenge.com)
 - Take their IsaBody "before" photos and measurements

Product goals

- Wellness Current Weight _____ Goal _____
- Energy
- 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)
- 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?
- Associate** - Review the Isagenix Compensation Plan at IsagenixBusiness.com

Associate

Qualifying Questions

Now that your new member has enrolled as an Associate let them know you are going to ask some additional questions to help set their business up for success. 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?

_____ | 6. What attracted you to network marketing?

_____ |
| 2. What would your ideal life look like if you could design it?

_____ | 7. What do you think will be your biggest obstacles in building your business?

_____ |
| 3. How much money do you think you'll need to achieve that ideal life?
_____ | 8. List several places where you interact with people in your daily life (gym, shopping, social events, work, etc.)

_____ |
| 4. How much time do you have per week to achieve those goals?
_____ | 9. Who do you know in network marketing?

_____ |
| 5. On a scale of 1 to 10, how committed are you to achieving your goals?
_____ | 10. Who do you know who lives in another country?

_____ |

Once you go through these questions with your new member, let them know:

"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. _____ | 6. _____ |
| 2. _____ | 7. _____ |
| 3. _____ | 8. _____ |
| 4. _____ | 9. _____ |
| 5. _____ | 10. _____ |

What are your financial goals for the next: _____ 30 days _____ 60 days _____ 90 days

Learning While You're Building

- What events will you commit to attending in the next 90 Days: _____
(Visit KR.IsagenixEvents.com to find upcoming dates and locations)
- I will complete the IsaLife Success Plan training by: (date) _____

MY PLANNER

No shortcuts. **No excuses.**

MY GOALS

Goal Setting

By April 2019, I want to achieve:

My current recognition rank is:

My recognition rank will be by April 2019.

I have Personally Enrolled Consultant(s).

I will have Personally Enrolled Consultants by April 2019.

My weekly Isagenix income is:

My weekly income with Isagenix will be by April 2019.

I currently have Cycles per week.

I will have Cycles per week by April 2019.

When I achieve my goal by April 2019, I will feel and celebrate by

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

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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....

organizing 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 an in-home party.

SHARE - Sending people to IsaMovie.com.

DO - Helping a new Customer pick their first pack.

MONDAY

01

- NEW MEMBER CALL WITH TRUDY ⓐ 9 A.M.
- FOLLOW UP WITH BECCA ON ISAMOVIE ⓐ 11 A.M.
- TRAIN ON THE COMPENSATION PLAN WITH JAKE AT LAUNCH PARTY ⓐ 7 P.M.

02

TUESDAY

- SEND "SAY" TEXT MESSAGE TO ERIKA
- POST PROGRESS ON FACEBOOK
- HOST FACEBOOK PARTY ⓐ 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 CHICKEN LIST!
- HOST A LAUNCH PARTY
-

MONDAY

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NOTES:

Lined area for writing notes.

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY

SUNDAY

TOP PRIORITIES

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TO-DO LIST

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NOTES:

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY

SUNDAY

TOP PRIORITIES

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NOTES:

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY

SUNDAY

TOP PRIORITIES

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TO-DO LIST

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NOTES:

REFERENCES AND RESOURCES

We are **leaders in wellness.**

We are **experts in entrepreneurship.**

We are **innovation and integrity.**

REFERENCES AND RESOURCES

Website Guide

- **IsagenixBusiness.com**
Access tools, training, and resources to build your business.
- **IsaMovie.com**
Introduce your prospects to what Isagenix is all about.
- **IsagenixCompliance.com**
View policies and procedures, tools, and resources.
- **KR.IsaFYI.com**
Explore the blog that informs, entertains, and motivates people to take part in an Isagenix lifestyle.
- **IsaBodyChallenge.com**
Register for this 16-week transformation challenge.

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

- Brendon Burchard

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 prioritizing 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?

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

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 product packs 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 pack(s) is/are right for them.

Are they passionate about exercise, running marathons, etc.? Isagenix Performance products could be a great fit for them. Are they actively trying to lose weight? If so, they may be interested in the Wellness Starter Pak. 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?
- How long have you lived in this area?
- How many kids do you have?
- Are you married?
- Is this your sister/brother/mom/dad/spouse?

Occupation

- What kind of work do you do?
- How long have you been working there?
- Do you enjoy your job?
- Do you feel satisfied with what you do everyday?
- Do you often work outside the office?

Recreation

- What do you like to do for fun?
- Where is your favorite place to vacation?
- Where would you love to go on vacation?
- 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...

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 sample compliant 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 high 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:

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

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 realtor's office.
- Your car dealership or mechanic shop.
- Your dry cleaner.
- Your nail or spa technician.
- Your vet's office.
- Your insurance agent's office.
- Your gym.
- Your child's extra-curricular 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 realize they need what you have!

Name	Say, Share, Do	Follow-Up Date
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“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 of 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 product supply 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.”



TIP: Need additional help overcoming objections? Check out IsagenixBusiness.com and IsagenixPodcast.com for training from top leaders and how they overcome the most common objections. Or take a look at the Overcoming Objections book from IsaSalesTools.com.

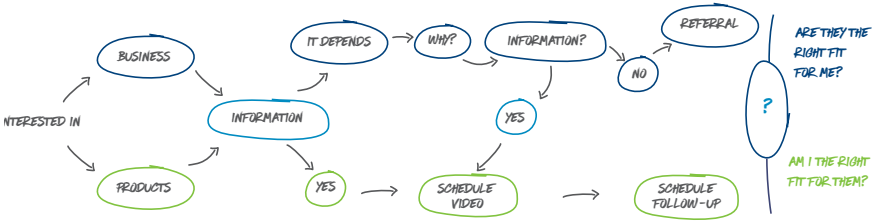
**If someone has previously asked you not to contact them or if a prospective customer asks you not to contact them, please respect their wishes.*

CONNECTING - SHARE ISAGENIX

Remember, when sharing Isagenix:

- 1. Less is more.**
Don't overwhelm people with too much information.
- 2. Use the tools.**
Utilize your team members, 3-way calls, Facebook groups, and the resources at 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



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 (new member 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
- Familiarize them with IsaMovie.com
- Familiarize them with KR.IsaFYI.com
- Have them register for the IsaBody Challenge® (IsaBodyChallenge.com)
 - Take their IsaBody "before" photos and measurements

Product goals

- Wellness Current Weight _____ Goal _____
- Energy
- 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)
- 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?
- Associate** - Review the Isagenix Compensation Plan at IsagenixBusiness.com

Associate

Qualifying Questions

Now that your new member has enrolled as an Associate let them know you are going to ask some additional questions to help set their business up for success. 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.

- | | |
|--|--|
| <p>1. What do you do for a living now? Do you enjoy your work?

_____</p> <p>2. What would your ideal life look like if you could design it?

_____</p> <p>3. How much money do you think you'll need to achieve that ideal life?
_____</p> <p>4. How much time do you have per week to achieve those goals?
_____</p> <p>5. On a scale of 1 to 10, how committed are you to achieving your goals?
_____</p> | <p>6. What attracted you to network marketing?

_____</p> <p>7. What do you think will be your biggest obstacles in building your business?
_____</p> <p>8. List several places where you interact with people in your daily life (gym, shopping, social events, work, etc.)

_____</p> <p>9. Who do you know in network marketing?

_____</p> <p>10. Who do you know who lives in another country?

_____</p> |
|--|--|

Once you go through these questions with your new member, let them know:

"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. _____ | 6. _____ |
| 2. _____ | 7. _____ |
| 3. _____ | 8. _____ |
| 4. _____ | 9. _____ |
| 5. _____ | 10. _____ |

What are your financial goals for the next: _____ 30 days _____ 60 days _____ 90 days

Learning While You're Building

- What events will you commit to attending in the next 90 Days: _____
(Visit KR.IsagenixEvents.com to find upcoming dates and locations)
- I will complete the IsaLife Success Plan training by: (date) _____

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 proof of start date). To register for the Challenge, you must upload your “before” photos within two weeks of your start date.

2 500 BV: USE THE PRODUCTS

You are required to stay active with a minimum of 100 BV purchased per month, and you must use a minimum of 500 BV of Isagenix products throughout your 16-week Challenge period.*

3 “After” Photos: SHOW OFF THE NEW YOU

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

4 Inspirational Essay: TELL US YOUR STORY

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

5 Maintenance: PHOTOS AND WEIGH-INS

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



Claudia Tomczyk
2018 AUSTRALIA/NEW ZEALAND
ISABODY CHALLENGE
GRAND PRIZE WINNER

*To be considered for prizes, Associates must be active during and after the Judging Period.

Getting Down to Business

DID YOU KNOW?

The IsaBody Challenge® doesn't just TRANSFORM BODIES AND HEALTH; 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!

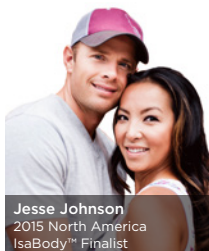
80%

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

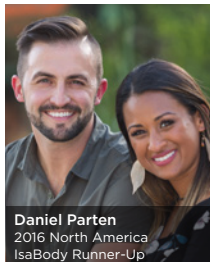


The average BV for a person completing the IsaBody Challenge is 227 BV - that's almost double the average BV for an active Member.



Jesse Johnson
2015 North America
IsaBody™ Finalist

"I believe our business has grown at a fast 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."



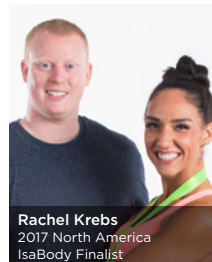
Daniel Parten
2016 North America
IsaBody Runner-Up

"We believe everyone needs support, and that's what the IsaBody community provides. Through encouraging our Customers to enroll in the IsaBody Challenge, we have seen a noticeable increase in retention, as well as more complete and lasting physical, mental, and emotional transformations. Success is contagious!"



Alvie Shepherd
2016 North America
IsaBody Grand Prize Winner

"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. This 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."



Rachel Krebs
2017 North America
IsaBody Finalist

"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 moms and families get healthier and start their own businesses!"

Weight-loss, muscle gain, lifestyle and other results depicted here (or elsewhere) reflect exceptional individual experiences of Isagenix customers and should not be construed as typical or average. Results of weight-loss 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, please refer to the Disclosure of Information found at <http://tc.go.kr>.

TRANSFORMATION SNAPSHOTS



CLAUDIA T.
3 CHALLENGES COMPLETED
2018 AUSTRALIA/NEW ZEALAND
ISABODY CHALLENGE
GRAND PRIZE WINNER



ADRIANA R.
2 CHALLENGES COMPLETED
2018 COLOMBIA
ISABODY CHALLENGE
GRAND PRIZE WINNER



NINFA N.
4 CHALLENGES COMPLETED
2018 MEXICO
ISABODY CHALLENGE
GRAND PRIZE WINNER



COACH TAN
5 CHALLENGES COMPLETED
2018 MALAYSIA
ISABODY CHALLENGE
GRAND PRIZE WINNER



ASHLEY L.
6 CHALLENGES COMPLETED
2018 SINGAPORE
ISABODY CHALLENGE
GRAND PRIZE WINNER



CALVIN T.
1 CHALLENGES COMPLETED
2018 INDONESIA
ISABODY CHALLENGE
GRAND PRIZE WINNER

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TRANSFORMATION SNAPSHOTS



LAURA H.
1 CHALLENGES COMPLETED
2018 UNITED KINGDOM
ISABODY CHALLENGE
GRAND PRIZE WINNER



PETER H.
1 CHALLENGES COMPLETED
2018 TAIWAN
ISABODY CHALLENGE
GRAND PRIZE WINNER



W. KAM FAI
2 CHALLENGES COMPLETED
2018 HONG KONG
ISABODY CHALLENGE
GRAND PRIZE WINNER



MARK O.
7 CHALLENGES COMPLETED
2018 NORTH AMERICA
ISABODY CHALLENGE
GRAND PRIZE WINNER



TARA M.
6 CHALLENGES COMPLETED
2018 NORTH AMERICA
ISABODY CHALLENGE
GRAND PRIZE WINNER

ISABODY™
2018 Winners

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RECOGNITION TIPS

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



Tip: Support and recognize your team simply and efficiently with a congratulations text or Facebook message as soon as they achieve a new rank.

HOW TO HOST A LAUNCH PARTY

PREPARATION

- Create an invitation.
- Follow up with a phone call.
- Send a reminder (via email, text message, etc.) two days before.
- Choose who from your team will deliver the product and business stories, and coach them using the 'Develop Your Story' template for content and compliance*.
- Choose a video that suits your audience (i.e. 'Why Isagenix' or 'The IsaBody Challenge - Transform Your Body. Transform Your Lifestyle' or the 'Compensation Plan').
- Collect or print handouts and display materials (i.e. 'Product Info Sheets' or 'Who Do You Know List').
- Have your product ready to display.

SET UP

- Create an atmosphere with lighting, music, flowers, etc.
- Set up a Premium Pack or a Wellness Starter Pack product display.
- Place catalogues and brochures on a table.
- Prepare samples (i.e. IsaLean® Shake and Red Ginseng Shot™).
- Make sure you have water and glasses on hand. Mix up some AMPED™ Hydrate or Nourish For Life™ to serve your guests.
- Determine who is going to serve the snacks and drinks and who is going to share and explain the 'Who Do You Know?' list.
- Do a test run of the videos to make sure they work.

WELCOME

- Focus on the new people. Spread out Associates to make connections, and make people feel welcome.
- Play music.
- Keep conversations casual.
- Don't get into specifics of the presentation; your Launch Party is about building excitement!
- Give out product samples.

LAUNCH PARTY

- Welcome everyone and thank them for coming. Share your story about why you joined and your experience on the products (two minutes or less).*
- Ask your guests why they're attending. For example...
 - Who is here because you are looking to lose a few pounds?
 - Who is here because you're interested in earning extra income?
 - Who is here for something else?
- Choose Associates to share at least one product and one business story. (Preferably a mix of Wellness and Energy stories).
- Play the most appropriate video.
- Recap; e.g. "What I love about that video is..." (one minute).
- Explain the Premium Pack or Wellness Starter Pack display. Make sure you keep it simple. People want to know how they're going to incorporate Isagenix into their current lifestyle (four minutes or less).
- Pass out an 'Enrollment Form' forms and say...
 - Right now you may be feeling one of two ways...
 - One: You like what you see and enjoy the taste of the products.
 - Two: You like the products and you want to find an opportunity to help you pay for them.
 - I'm going to invite everyone to taste the products and hear about how they can get paid for sharing Isagenix products with others.

GET PAID FOR SHARING ISAGENIX PRODUCTS WITH OTHERS

- Share your business story and/or a story of someone who is getting their products paid for as a result of Isagenix earnings.
- Pass out copies of the next page.
 - Ask them to fill out their 'Who Do You Know?' list.
 - Play the 'Compensation Plan' video.
- Explain how using their 'Who Do You Know?' list and 'Compensation Plan' can help them when they are sharing Isagenix products with others.
- Invite the audience to ask questions.
- If someone has a question and you do not know the answer, do a 3-Way Call with one of the leaders on your team. Ensure your team leaders know in advance that you are doing a Launch Party and that you may be contacting them via phone for assistance.

NOTES

- Keep the presentation to 45 minutes.
- Always start on time.
- This is about NEW people, not existing.
- Adapt to your group of guests.

CLOSE

- Thank everyone for attending.
- Point out people in the room who can answer their questions, and talk about how to get started.
- Have one person to help fill out the 'Enrollment Forms' and another available to answer product questions.

HOW TO FOLLOW UP WITH THOSE WHO DIDN'T ATTEND

- Call them back and share a highlight from the Launch Party.
- Set up a one-to-one, share your story and show them how they can share Isagenix with others.

* All stories should be compliant. Reference IsagenixCompliance.com for tips on sharing your story compliantly.

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 recognize 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. If you have any questions, contact the Isagenix Compliance team at ComplianceKR@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:

- 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, please refer to the Disclosure of Information found at <http://ftc.go.kr>.
- 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.

PRODUCT AND WEIGHT LOSS CLAIMS

Isagenix offers innovative products developed to help our customers reach and maintain optimal, long-term health and nutritional goals, including weight loss and maintenance, lean muscle mass gains, improved health, increased energy, and more. Whenever you hear product or weight loss claims, bear in mind that:

- Product claims have not been evaluated by the U.S. Food and Drug Administration. 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, muscle gain, lifestyle and other results depicted here (or elsewhere) reflect exceptional individual experiences of Isagenix customers and should not be construed as typical or average. Results of weight-loss vary with individual effort, body composition, eating patterns, time, exercise, and other factors, such as genetic and physiological makeup.
- 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 an Isagenix System. 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, taking 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. Immediately discontinue product use if adverse events occur.

INTEGRITY
COUNT ON ME

KEY FACTS ABOUT AN ISAGENIX MEMBERSHIP

<p>Membership Types</p>	<p>ISAGENIX HAS TWO MEMBERSHIP TYPES: (1) CUSTOMERS AND (2) ASSOCIATES:</p> <ul style="list-style-type: none"> 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. 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 Members in their organization, which include both Customers and Associates. <p>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.</p>
<p>Customer Benefits</p>	<p>CUSTOMERS ENJOY THE BENEFITS OF OUR NO-COMPROMISE, SCIENCE-BASED PRODUCTS.</p> <ul style="list-style-type: none"> Save 10 percent on Retail pricing on every order for 1 year. Participate in our Monthly Autoship Program. <p>Customers may not resell products or participate in the Isagenix Team Compensation Plan but can choose to become an Associate at any time.</p>
<p>Associate Benefits</p>	<p>ASSOCIATES ENJOY THE BENEFITS OF OUR PRODUCTS AND ARE ELIGIBLE TO PARTICIPATE IN THE ISAGENIX TEAM COMPENSATION PLAN BY SHARING THEIR FAVORITE PRODUCTS WITH OTHERS. ADDITIONAL BENEFITS INCLUDE:</p> <ul style="list-style-type: none"> Save 25 percent on Retail pricing on every order for 1 year. Participate in our Monthly Autoship Program. Sell products at retail prices. Does not require a significant investment in inventory, sales tools, or other materials, and you can set your own hours and workplace. 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. 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.
<p>How can Associates earn money?</p>	<p>ASSOCIATES MAY EARN MONEY IN SEVERAL DIFFERENT WAYS:</p> <ul style="list-style-type: none"> Retail profits (from in-person sales to Retail Customers) Retail direct profits (from online sales through approved websites) Team Bonuses, known as Cycles (based on recurring sales to Customers and other Associates) Rank Advancement Bonuses (as described in the Isagenix Compensation Plan) Matching Team Bonuses (as described in the Isagenix Compensation Plan) <p>Associates cannot earn money simply for recruiting or sponsoring new Members. For more details, refer to the Isagenix Team Compensation Plan.</p>
<p>How much money can an Associate reasonably expect to earn?</p>	<p>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 Republic of Korea as Isagenix Korea 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 Korea statistics are available and reflective of the market in the Republic of Korea, 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.</p> <p>In 2017, about 19% (the base is 554,798 customers who made a purchased in 3 months: 10/1/2017 - 12/31/2017) of Associates (about 102,949) enrolled at least one person and earned some compensation. Not including any retail and retail direct profits, of those who received earnings from Isagenix, approximately:</p> <ul style="list-style-type: none"> 50% (about 51,474) made more than \$310, and the other half made less. 10% (about 10,294) made more than \$3,256. 1% (about 1,029) made more than \$41,905. As of December 31, 2017 there were 254 Isagenix Millionaires (Associates who have exceeded \$1 million in cumulative gross earnings since joining Isagenix). Those in this group averaged approximately 5.9 years as an Isagenix Associate before becoming Isagenix Millionaires, with the longest being almost 15.3 years. <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>

MY NOTES

Lover of **Purpose and Passion**

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