

ISAGENIX.

# 90-DAY ACTION PLAN







Everyone deserves to experience a  
healthy, joyful and abundant life.





# HELLO, AND WELCOME!

If you're reading this, congratulate yourself on committing to exploring what your life could look like if you made a change. Just one little change. This plan is an essential guide to help you reach your maximum potential.

Get ready to experience a transformation, not just physically but financially and emotionally, too. Prepare to live your ideal life. Imagine having enough energy to do whatever you want. Waking up feeling fantastic and excited to start your day. Spending more time with your family. Being so fired up about something that you become unstoppable. This is the start of a healthy change.

We all know the workforce is changing; it's a fact we can't ignore. People all over the world are taking control of their time by finding work that offers them flexibility, freedom and fulfillment — a major shift from the typical challenges that come from working toward someone else's vision. This is the definition of the gig economy — only we've been setting the trend for over 18 years — and we want you to join us on this journey.

The demand for businesses built on passion is growing. Our Isagenix® Independent Associates stand behind our business model because they've experienced how transformative our products are. Naturally, when you deeply believe in something, you'll want to share it with those around you. Let us be the vehicle to help you do just that. And in the process, we can offer tools to help you achieve real solutions while earning an income with low starting costs, support and training, and no caps on earning potential.

We started this company to help individuals get healthy, earn a residual income and become a better version of themselves. The best part about building an Isagenix business is that your effort can be scaled to fit your needs — whether you're aiming to save a little for a trip or earn extra money to pay a few bills. Your business can go from being a part-time gig to a full-time career! It's up to you. What will you choose?

If you're ready to make a change, then let this plan be a compass for you — not just for the next day or two but for every day forward. Don't leave home without it, because when your goals are visible, that's when you're most likely to succeed.

This 90-Day Action Plan encompasses everything you need, starting with your 'why', your emotional fuel. Then we'll cover the basics, so you feel confident when reaching out to potential Customers. Finally, we'll identify the actions you should be taking daily and weekly to reach your goals.

To your success,

A handwritten signature of Kathy Coover in black ink, written in a cursive, flowing style.

Kathy Coover  
Co-Founder and Co-Chairman

# WHAT IS THE 90-DAY ACTION PLAN?

Welcome to your new best friend! The 90-Day Action Plan is a tool to help you accomplish measurable outcomes and massive action.

Carry this planner with you every day and keep track of your goals and income-producing activities. The 90-Day Action Plan will help you keep your goals at the top of your mind, and push you to take daily action towards achieving them.

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

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

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

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 90-Day Action 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 90-Day Action Plan is your map to focused success.

## FINDING YOUR PURPOSE

What drives you? It's time to GET CRYSTAL CLEAR ON YOUR PURPOSE. Knowing your purpose can help you break through unexpected obstacles and guide you in prioritising your time, focus and talents. Answer the following questions to clarify exactly why you're here to take action.

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

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

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

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

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

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“ It's not about what you want ...  
it's about how badly do you want it ...  
what are you willing to endure to get it? ”

- Gabrielle Deane

## SET YOUR SCHEDULE

Are you building a full- or part-time business? Set your schedule, and be intentional with your time.

How many hours a week will you dedicate to your business?

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What time is off-limits for personal or family time?

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## TWO TIPS TO SUPERCHARGE YOUR SCHEDULE

**1.** Schedule a *power hour* to complete the following:

- 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 an in-home party, event or training call.
- Post a well-crafted image or video on social media to create interest.

**2.** Schedule 15 minutes of focus to accomplish these tasks:

- Send 5 text messages.
- Make 1 follow-up call.
- Schedule a 3-way call.
- Post a quick image or video on social media to create interest.

“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-producing activities.”

- Kathy Coover

# A BUSINESS THAT FITS YOUR LIFE

First and foremost, remove distractions and build a schedule that allows you to concentrate solely on two types of activities:

**Income-Producing Activities** - Work that focuses on increasing your income by expanding your Customer base or sales volume.

- Making real connections every day.
- Sharing Isagenix tools and following up.
- Helping a new Customer pick their first pack or system.
- Hosting an in-home party.
- Creating targeted interest on social media.

**Personal and Team Development** - Work that supports your business but does not directly result in team growth or increased business volume (BV).

- Recognising a team member on social media.
- Learning or sharing the You Share, They Share, Repeat™ script.
- Wearing your Isagenix gear in public.
- Setting your schedule.
- Creating a vision board.
- Attending events.

# A FORMULA FOR CONSISTENT SUCCESS

80%

Income-Producing Activities

+

20%

Personal and Team Development

100%

Commitment to Consistent Success

## MY 90-DAY GOAL IS

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This goal is important to me because

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I will achieve this by

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How will I know when I achieve this goal?

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Some distractions I will eliminate during this time are

*(eg – watching tv, scrolling social media)*

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To help me achieve my goal I will

*(eg – organise my office, create a new contact list, delegate tasks to family or team members, participate in a 30-day reset)*

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The activities I will focus on for the next 90 days are

*(eg – hosting a weekly in home event, adding new contacts to my list, creating consultants, promoting events)*

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The actions I will take to help me with these activities are

*(eg – join a new yoga studio, create invitations for my event, showing my team how they can earn money, host team training calls, spend time inviting to events)*

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I will commit to tracking my weekly actions using the Weekly Checklists

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What are the possible obstacles which could stop me from achieving my goal?

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How will I keep myself accountable?

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How am I going to feel when I reach my goal?

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How am I going to celebrate when I reach my goal?

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# THE TIME FOR ACTION IS NOW



## ACHIEVE YOUR VISION



Everything you've already accomplished in this workbook determines the daily actions you will take over the next 90 days.

Stay committed. Stay excited.  
Stay clear on your vision!

It's up to you to make your vision a reality.

## WEEKLY OUTLINE

### 30-DAY BLITZ OUTLINE

Isagenix will host three 30-day blitzes over the next 90 days. Each 30 days will be set up as follows:

#### CONNECTING

Use your 'Who Do You Know?' list on the next pages, and start calling your prospects. Share the Isagenix story! Invite your friends and family to watch a movie at [youtube.com/isagenixuk](https://youtube.com/isagenixuk), set up a one-on-one meeting and invite them to your next in-home presentation or event. Start those organic conversations and begin to hone your skills on sharing Isagenix naturally with people you meet. This is all about planting the seeds to massive growth!

#### INVITING + HOSTING EVENT + ENROLLING

This week is all about presenting, following up and enrolling. Host a presentation at your home, at a team member's home or even at a restaurant or cafe. Attend an Isagenix corporate-sponsored event in your local city. Follow up with everyone you prospected in Weeks 1-2. Be sure to have your new team members sign up for the IsaBody Challenge® upon enrolment, and take them through the New Member Checklist.

#### RETAINING AND RANK ADVANCING

Guide any new enrolments from Week 3 through You Share, They Share, Repeat™ on Page 20. Also, show new team members [youtube.com/isagenixuk](https://youtube.com/isagenixuk) and [Isagenix.com/en-gb](https://Isagenix.com/en-gb). Ask them to start a 'Who Do You Know?' list so they can start plugging into the next 30 days with you! Once you have their list, you can help them call people because another 30-day blitz is coming up!

## WEEKS 1 + 2

# CONNECTING WITH PASSION

Sometimes, it's hard to consider an Isagenix business as a business because it's not the conventional 9-to-5. This business is ALL about connecting and building relationships.

## THE RIGHT MINDSET

- **It's Not About You – It's About Them**

You are simply having conversation with the intention of getting to know someone. Ask open-ended questions, and find out what interests them.

- **Don't Have an Agenda - Be Interested, Not Interesting**

You should only be doing about 20 percent of the talking. Build trust by listening.

- **Your Posture and Mindset Dictate Theirs**

Come from a place of positivity and confidence.

- **Be Truly Authentic**

Are you being your open and true self? If not, how can you expect others to open up to you? What vulnerabilities do you have that can make you more relatable to others? Before people have an interest in the products, they need to connect with who you are first.

“*My only mission is to be a professional friend maker.*”

- Morgan Nelson

“ Invest in yourself, become a person of value...  
and attract others to you by giving that value back  
to the world. ”

- Lloyd and Alisha



## WHO DO I KNOW?

Jot down a list of people you'd like to connect with.

## WEEK 3: PRESENTING, FOLLOWING UP + ENROLLING

### CONNECT WITH YOUR STORY

#### SHARE YOUR STORY

Sharing your story can be one of the most effective ways to market your Isagenix business, so it's important to ensure it's shared in a compliant 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.

#### FOLLOW UP AND OVERCOME OBJECTIONS

##### NEED HELP OVERCOMING OBJECTIONS? USE 'FEEL, FELT, FOUND!'

An effective way to address questions and objections is by listening and showing understanding. Try the 'Feel, Felt, Found' method. For example, you might say:

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

#### GET YOUR NEW MEMBERS STARTED

Supporting your Customers is different than supporting your business builders; each need your leadership in different ways. Start by reviewing the New Member Checklist available at [ANZ.IsagenixBusiness.com](http://ANZ.IsagenixBusiness.com) with each of your new Members.

##### CREATE CUSTOMERS FOR LIFE

Always touch base with your Customers once they have received their first Isagenix box. Make sure they know you are available to answer questions and explain how to use their new products. Encourage your new Customers to register for the IsaBody Challenge® to give them the ultimate product experience by keeping them engaged and accountable to their goals.

##### FOSTER ACCOUNTABILITY

Be a dedicated accountability coach by helping your team members stay committed to their 90-Day Action Plan goals.

## CRAFT YOUR STORY

### THE 4 KEY ELEMENTS

#### YOUR BACKGROUND

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#### THE THINGS YOU DIDN'T LIKE ABOUT YOUR BACKGROUND

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#### HOW NETWORK MARKETING OR ISAGENIX CAME TO THE RESCUE

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#### YOUR RESULTS, OR HOW YOU FEEL ABOUT YOUR FUTURE

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“ You can’t control when someone decides they are ready, but you can control how many seeds you plant each day. You can control how many conversations you have and how good those conversations are. ”

- Andrew Logan



“ This business is about connection & consistency - with yourself, with your customers, your team and the wider Isagenix family. It's the best personal growth journey you'll ever experience. Stay focused on your why, pivot your activity as you evolve.. and go for it! ”

- Pieta McCrum

## WEEK 4: RETAIN + RANK ADVANCE

“*Breath belief into others before they believe in themselves, link arms with them and get them paid. That helps cast the vision of what’s possible.*”

- Emma Van Der Waal

“ If you treat every person that comes into your business like your best friend, the rest will take care of itself. People remember how you make them feel, not what you say. ”

- Allan Hilzinger



# YOU SHARE, THEY SHARE, REPEAT™

## THE ISAGENIX TEAM COMPENSATION PLAN AND PROMOTIONS

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

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

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

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

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

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

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

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

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

**This is called** 'You Share'.

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

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

**This is called** 'They Share'.

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

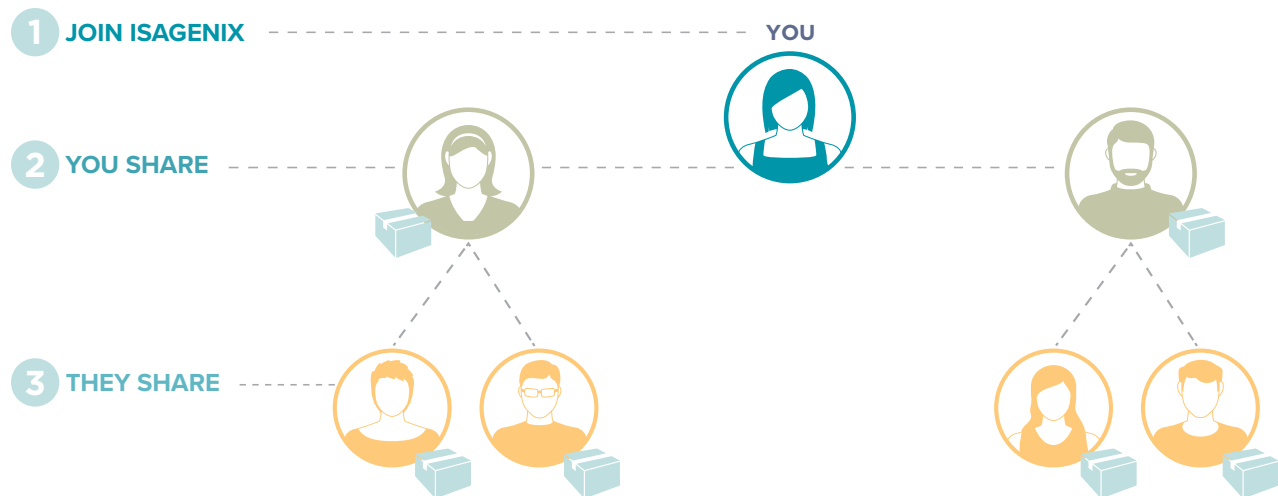
When you do this within your first 60 days of becoming an Associate, you move to the second leadership level and receive a further bonus of £185/€203.

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

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

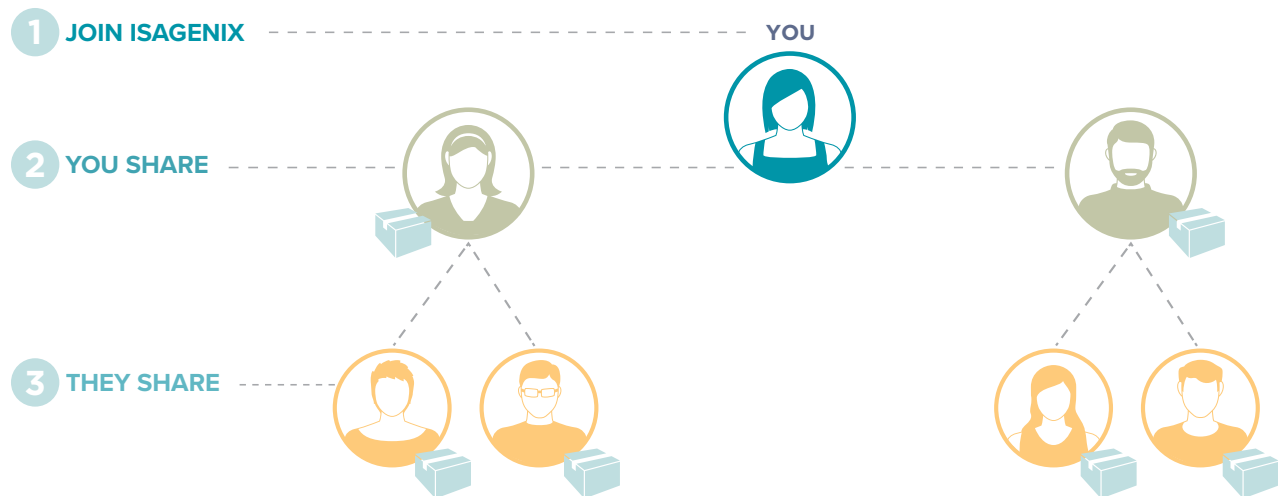


# PRACTICE YOU SHARE, THEY SHARE, REPEAT™



PRACTICE HERE

# PRACTICE YOU SHARE, THEY SHARE, REPEAT™



PRACTICE HERE

# MAP TO CRYSTAL EXECUTIVE

Here's your map to becoming a Crystal Executive. Fill in your new team members' names. To become a Crystal Executive you need to personally help at least 5 people join on each team leg (right and left) then help at least 5 individuals on each leg become Consultants within 180 days of becoming an Associate. If you complete this within 180 days of becoming an Associate, you will achieve Crystal Executive status.

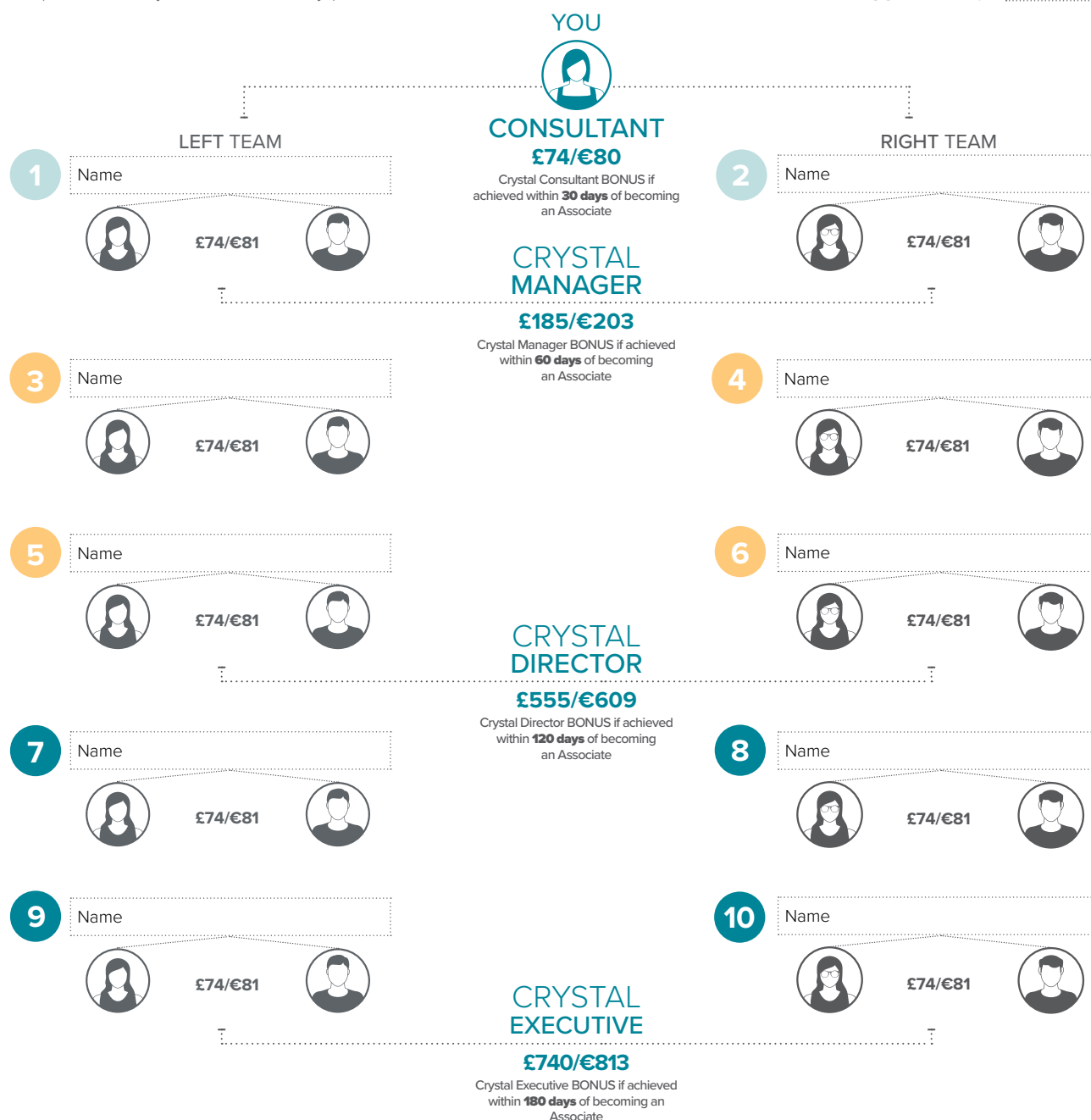
<b>£74/€80</b>	Crystal Consultant Bonus (achieve within 30 days of becoming an Associate)
+ <b>£185/€203</b>	Crystal Manager Bonus (achieve within 60 days of becoming an Associate)
+ <b>£555/€609</b>	Crystal Director Bonus (achieve within 120 days of becoming an Associate)
+ <b>£740/€813</b>	Crystal Executive Bonus (achieve within 180 days of becoming an Associate)
+ <b>£1,480/€1,626</b>	Consultant Development Bonus (£74/€81 each personally enrolled Consultant)

**YOU SHARE  
THEY SHARE  
REPEAT** x5

= up to **£3,034/€3,331** in Bonus Money!\*

(Associate to Crystal Executive 180 days)

**GOAL DATE TO  
BE COMPLETED:** .....



\* For illustration purposes only. The amounts depicted here reflect the maximum earnings available assuming all conditions are met and are not projections or guarantees. Isagenix does not guarantee any amount of earnings. For qualifying Associates, each bonus can only be achieved if the rank is achieved within the time frame stated. The time frame begins when a Preferred Customer becomes an Associate.





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## MY PLANNER

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



MON	TUE	WED	THUR	FRI	SAT	SUN

	Week Ending	1PET Personal Enrolment Points	2PET Enrolment Points	Personally Enrolled Rank Advancement Points	Active Week Points	
1						
2						
3						
4						
5						

+++=

(Maximum of 20)

***i** Total points are calculated each month by adding the categories above*

## WEEKLY CHECKLIST

## Week 1

Activity	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
New Connections							
Times I have shared Isagenix with others							
Follow-Ups							
3-Way Calls/Messages							
Referrals received							
Hours of Business and/or Product Training							
Hours of Personal Development							
Social Media Posts							
Customer Appreciation/ Team Member Recognition							
Number of Tap Roots (helping team members share Isagenix)							
New Members (Enrolments)							
Personal Rank Advancements							
Team Rank Advancements							
Focus/Goal for the Week:							
Gratitude for the Week:							
Takeaways/Lessons Learned This Week:							

WEEKLY CHECKLIST

Week 2

Activity	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
New Connections							
Times I have shared Isagenix with others							
Follow-Ups							
3-Way Calls/Messages							
Referrals received							
Hours of Business and/or Product Training							
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## WEEKLY CHECKLIST

## Week 3

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Personal Rank Advancements							
Team Rank Advancements							
Focus/Goal for the Week:							
Gratitude for the Week:							
Takeaways/Lessons Learned This Week:							

# WEEKLY CHECKLIST

Week 4

Activity	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
New Connections							
Times I have shared Isagenix with others							
Follow-Ups							
3-Way Calls/Messages							
Referrals received							
Hours of Business and/or Product Training							
Hours of Personal Development							
Social Media Posts							
Customer Appreciation/ Team Member Recognition							
Number of Tap Roots (helping team members share Isagenix)							
New Members (Enrolments)							
Personal Rank Advancements							
Team Rank Advancements							
Focus/Goal for the Week:							
Gratitude for the Week:							
Takeaways/Lessons Learned This Week:							

MON	TUE	WED	THUR	FRI	SAT	SUN

1

2

3

4

5

Week Ending	1PET Personal Enrolment Points	2PET Enrolment Points	Personally Enrolled Rank Advancement Points	Active Week Points	
					Total Points

+

+

+

+

=

(Maximum of 20)

*i* Total points are calculated each month by adding the categories above

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Gratitude for the Week:							
Takeaways/Lessons Learned This Week:							

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## Week 2

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Takeaways/Lessons Learned This Week:							

MON	TUE	WED	THUR	FRI	SAT	SUN

1

2

3

4

5

Week Ending

1PET Personal Enrolment Points

2PET Enrolment Points

Personally Enrolled Rank Advancement Points

Active Week Points

+

+

+

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Total Points

(Maximum of 20)

*i* Total points are calculated each month by adding the categories above

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WEEKLY CHECKLIST

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Focus/Goal for the Week:							
Gratitude for the Week:							
Takeaways/Lessons Learned This Week:							

## WEEKLY CHECKLIST

## Final Week

Activity	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
New Connections							
Times I have shared Isagenix with others							
Follow-Ups							
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Focus/Goal for the Week:							
Gratitude for the Week:							
Takeaways/Lessons Learned This Week:							



# WHY ISAGENIX

## PRODUCT AND RESEARCH

Since day one, Isagenix has led with science-backed products and ingredients. By partnering with well-respected universities and laboratories in funding and conducting clinical studies, Isagenix is contributing to evidence-based nutrition research, while also providing clinical substantiation for Isagenix Systems for healthy weight loss and healthy living.

- **Over 100 individual health and wellness products** including meal replacements, nutritious snacks, plant-based herbal beverages and nutritional supplements.
- **Top five products (by units sold) UK and Ireland** No. 1 IsaLean™ Shake, No. 2 Nourish for Life™, No. 3 Ionix® Supreme, No. 4 E-Shot™ and No. 5 Amped™ range
- **Top-selling Isagenix System:** Weight Loss Basic Pack.
- **50+ full-time scientists on staff** in addition to our Scientific Advisory Board including top medical and health professionals.
- **Investments made annually on research**, development and quality assurance to ensure the safety, efficacy and no-compromise quality of our products.

## OPPORTUNITY

The Isagenix Compensation Plan is among the most generous in the industry. Customers who choose to become independent sales representatives ('Associates') have the opportunity to earn recurring income with Isagenix and can receive payments on a weekly, monthly and annual basis.

- **Streamlined business-building** system can help put you on the fast-track to success.
  - Pays weekly and monthly.
  - Only build two teams.
  - Re-entry above your original position.
- **Innovative, no-compromise products** can help deliver outstanding results.
- **Action-oriented tools** designed to help build your business.
- **Educational events** throughout the year around the world to introduce new products and provide industry-leading training and new tools to grow your business.
- Opportunity to **grow an international business**.
- **331 Legacy Club members\*** globally as of December 2020
- Hundreds of Associates **earning six figures** since joining Isagenix\*\*

\*Legacy Club members are Associates who exceed \$1 million in cumulative gross earnings since joining Isagenix.

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

## AWARDS AND RECOGNITION

Recipient of dozens of prestigious Stevie® Awards, the world's premier business awards

Direct Selling Association  
Top 20 Company in U.S.

Direct Selling News  
Best Place to Work

Phoenix Business Journal Healthiest  
Employers Award

AZ Business Magazine and  
BestCompaniesAZ Most  
Admired Companies Award

Greater Phoenix Chamber  
of Commerce IMPACT  
Awards Finalist



Inc. 5000  
fastest-growing private company in  
America 11 consecutive years

## CLUBS AND PROGRAMS



# ISABODY CHALLENGE®

### ISABODY CHALLENGE

The IsaBody Challenge® is a 16-week total body transformational journey that is open to all Isagenix Members. Judging for each market takes place three times per year, with winners announced after the final judging period.

Each year, Isagenix will select one Global IsaBody® Grand Prize Winner from a pool of entrants, which will be composed of the IsaBody Grand Prize Winner in each of the participating markets.

For more information, visit [www.isagenix.com/en-gb/isabody-challenge](http://www.isagenix.com/en-gb/isabody-challenge)

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### START

START is a community of 18- to 35-year-olds within Isagenix who are passionate about showing others that network marketing is the profession for the next generation.

Committed to contributing to world health, these group of young leaders thrive on servant leadership. START come together to contribute time, resources and funds to charitable causes.

To learn more about the #StartYourLife movement, visit [StartYourLife.com](http://StartYourLife.com)

\*Results not typical. Weight loss, muscle gain, lifestyle, and other results depicted here reflect exceptional individual experiences of Isagenix Customers and should not be construed as typical or average. Results vary with individual effort, body composition, eating patterns, time, exercise, and other factors, such as genetic and physiological makeup. In a two-phase study performed from 2015-2016 by Skidmore College in New York, researchers evaluated use of Isagenix products for weight loss. As part of the weight loss phase, the participants took part in a calorie-controlled regimen of Shake Days and one Cleanse Day per week and lost an average of 24 pounds after 12 weeks. View the study results for more information at [IsagenixHealth.net](http://IsagenixHealth.net).

# ISABODY CHALLENGE

## THE PATH TO COMPLETION

### 1 'Before': The final look at the old you

Snap four full-body photos of you standing. Upload via your Back Office when you register for your Challenge. Make sure one of the four photos has a time stamp or features a newspaper from the established start date.

### 2 500 BV: Use the products

Participants must purchase and use Isagenix products during their IsaBody Challenge. A minimum of 500 BV is required throughout your 16-week Challenge period.

### 3 'After': Show off the new you

Snap four full-body photos of you standing. Upload within two weeks of your Challenge End Date. Make sure one of the four photos has a time stamp or features a newspaper from the established completion date.

### 4 Inspirational Essay: Tell us your story

Write a 250-500-word essay sharing your IsaBody Challenge journey. Submit your essay at the same time as your 'after' photos.

### 5 'Maintenance': Photos and weigh-ins

Participants who complete their IsaBody Challenge three or more weeks prior to the Challenge judging period deadline are required to upload four final 'maintenance' photos via the Back Office.

#### THOMAS PHILBIN-MALUCELLI

Isagenix Customer since 2014

2019 Australia IsaBody Challenge Grand Prize Winner

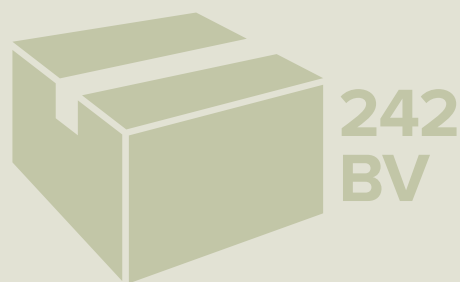
2019 Global IsaBody Challenge Grand Prize Winner



# 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 signed up for the IsaBody Challenge can help boost retention, increase order baskets and Cycles, and convert product users to business builders!



242 BV is the average for a person completing the IsaBody Challenge. That's almost double the average BV for an active Member.



**Pakken Yung**  
2019 United Kingdom  
IsaBody Finalist

"The results have been amazing! Very early on I noticed my energy levels went up, and not only has Isagenix helped me to be in the best shape of my life, but I've also gained an amazing community of positive, supportive people!"



**Erika Ampuero**  
2019 Spain  
IsaBody Finalist

"When I started the IsaBody Challenge, I would never have imagined the person that I have become. The best thing is how I feel; more energetic, more positive, I feel powerful and I can achieve anything I put my mind to. My family changed for the better because I feel better, so I'm even more proud and it's all thanks to Isagenix."



**Willem Lange**  
2019 The Netherlands  
IsaBody Grand Prize Winner

"The most important thing to me about the IsaBody Challenge is that I became the fittest and happiest person I have ever been. I've got more self-esteem, energy and I've become the person I want to be! This could be you if you really believe you can do it. Everything is possible!"



**Susanne Thijssen**  
2019 The Netherlands  
IsaBody Finalist

"Before starting Isagenix, I couldn't find a long-term health solution that gave me the results I was looking for. But the Isagenix system changed my lifestyle completely. I feel fitter, more energetic, and I am able to go through life confidently! What a result, I am so incredibly proud of myself."

\*Earning levels or income statements (including claims such as the ability to quit a job or stay at home or portrayals of luxury lifestyles) for the Isagenix Independent Associates discussed here exceed the average results achieved by all Associates during the same time period, are not necessarily representative of the success or compensation that any particular Associate will receive, and should not be construed as typical or average. The ability to earn income under the Isagenix Compensation Plan depends on many factors including an individual Associate's business, social, and sales skills; personal ambition and activity; availability of time and financial resources; and access to a large network of family, friends, and business contacts. Isagenix cannot and does not guarantee any particular level of earnings. Even Associates who dedicate a significant amount of time, effort, and personal funds may not achieve a meaningful level of success. For average earnings, refer to [IsagenixEarnings.com](https://www.isagenix.com/earnings).



# THE ISAGENIX<sup>3</sup>

## THE FOUNDATION FOR REAL WELLNESS

Your health and wellness journey is unique, and with so many options, getting started can be confusing. Whether you want convenient nutrition, are curious about intermittent fasting, need help balancing your busy life, or all three... a perfect place to start is with what we call,  
**the Isagenix 3.**

IsaLean<sup>™</sup> Shake

Nourish for Life<sup>™</sup>

Ionix<sup>®</sup> Supreme





# YOUR PATH WITH PURPOSE

## Accelerate your business. Grow your wealth.

Your hard work deserves to be rewarded, and the Isagenix Team Compensation Plan is one of the best in the industry. The higher you climb, the more you have to look forward to: cash bonuses, corporate recognition, and more.\*

### CONSULTANT

- Rank Advancement Bonus
- Digital Certificate
- Congratulations email from the corporate team



SILVER CIRCLE

### MANAGER

- Digital Certificate
- Recognition Pin
- Exclusive Isagenix branded athletic T-shirt
- Congratulations email from the corporate team



SILVER CIRCLE

### CRYSTAL MANAGER

Achieve Manager within 60 days of becoming an Associate

- Rank Advancement Bonus
- Digital Certificate
- Exclusive Isagenix branded athletic T-shirt
- Recognition Pin
- Congratulations email from the corporate team



SILVER CIRCLE

### DIRECTOR

- Digital Certificate
- Exclusive Isagenix branded baseball hat and thermo flask
- Recognition Pin
- Congratulations email from the corporate team



SILVER CIRCLE

### CRYSTAL DIRECTOR

Achieve Director within 120 days of becoming an Associate

- Rank Advancement Bonus
- Digital Certificate
- Exclusive Isagenix branded baseball hat and thermo flask
- Recognition Pin
- Congratulations email from the corporate team



SILVER CIRCLE

## EXECUTIVE

- Digital Certificate
- Exclusive Isagenix branded Backpack
- Recognition Pin
- 10% Matching Bonus
- Eligibility to participate in the European Executive Club
- Congratulations email from the corporate team



GOLDEN CIRCLE

## CRYSTAL EXECUTIVE

Achieve Executive within 180 days of becoming an Associate

- Rank Advancement Bonus
- Digital Certificate
- Exclusive Isagenix branded Backpack
- Recognition Pin
- 10% Matching Bonus
- Eligibility to participate in the European Executive Club
- Congratulations email from the corporate team



GOLDEN CIRCLE

## PLATINUM

- With your first re-entry position, you are now a member of the elite Platinum
- Recognition Pin
- An exclusive Isagenix gift
- Access to the Platinum Lounge at Global events and so much more!



PLATINUM

## ISAGENIX LEGACY CLUB MEMBER

- Level I: Award
- Level II: Spa day
- Level III: Airline ticket
- Level IV: \$6K shopping spree
- Level V: \$15K shopping spree



LEGACY CLUB

## EARN STARS



in **SILVER CIRCLE** as a Consultant, Manager or Director while your weekly Cycles grow.

Then move on to **GOLDEN CIRCLE** when you reach Executive!

## GOLDEN CIRCLE

Each level receives:

A digital certificate

Recognition Pin

An exclusive Isagenix gift

### Recognition Legend



Digital Rank Advancement Certificate



Recognition Pin

\*Gifts may be earned once only. Gifts not claimed within 45 days after rank advancement will be forfeited. Accounts that are below 3-Star Golden Circle and have two names listed in the recognition name are eligible to receive only one prize. Accounts that have achieved 3-Star Golden Circle or above, and have two names listed in the recognition name are eligible to receive a second prize. Gifts are nontransferable, unless permitted by Isagenix, and do not have a cash equivalent. No substitutions, except by Isagenix. Isagenix may deny, cancel, change, or substitute gifts any time for any reason. Taxes are the sole responsibility of recipient and may be reported as taxable income. Additional terms and conditions may apply. Product names are trademarks™ or registered® trademarks of their respective holders. Use does not imply any affiliation with or endorsement by them. Gifts are subject to change.

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

For average earnings, refer to IsagenixEarnings.com.



# RECOGNITION LEVELS & CYCLE REQUIREMENTS<sup>†</sup>

## SILVER CIRCLE

The Silver Circle program is our way of recognising Consultants, Managers, Crystal Managers, Directors, and Crystal Directors for achieving new milestones in the Isagenix Team Compensation Plan.

### CONSULTANT YOU SHARE

To become a Consultant, you must be active and develop one Personally Sponsored active Associate on both your Left Sales Team and Right Sales Team.

### MANAGER YOU SHARE, THEY SHARE

To become a Manager, you must be active and develop two Personally Sponsored Consultants.

### DIRECTOR YOU SHARE, THEY SHARE, REPEAT™ (X3)

To become a Director, you must be active and develop six Personally Sponsored Consultants.

### CRYSTAL MANAGER YOU SHARE, THEY SHARE

To become a Crystal Manager, you must reach Manager status within your first 60 days of becoming an Associate.

### CRYSTAL DIRECTOR YOU SHARE, THEY SHARE, REPEAT (X3)

To become a Crystal Director, you must reach Director status within your first 120 days of becoming an Associate.

#### CONSULTANTS, MANAGERS, CRYSTAL MANAGERS, DIRECTORS, AND CRYSTAL DIRECTORS

1-Star Silver Circle	10-19 Cycles	\$540-\$1,026 per week
2-Star Silver Circle	20-39 Cycles	\$1,080-\$2,106 per week
3-Star Silver Circle	40-59 Cycles	\$2,160-\$3,186 per week
4-Star Silver Circle	60-99 Cycles	\$3,240-\$5,346 per week
5-Star Silver Circle	100-149 Cycles	\$5,400-\$8,046 per week
6-Star Silver Circle	150-199 Cycles	\$8,100-\$10,746 per week
7-Star Silver Circle	200-249 Cycles	\$10,800-\$13,446 per week
8-Star Silver Circle	250 Cycles	\$13,500 per week

## GOLDEN CIRCLE

The Golden Circle program distinguishes Executives and Crystal Executives for reaching new milestones with their Isagenix income. As you earn additional stars, you will be awarded with different custom and/or luxury brand items.

### EXECUTIVE YOU SHARE, THEY SHARE, REPEAT (x5)

To become an Executive, you need to be active and develop 10 Personally Sponsored Consultants (five on your left team, five on your right team).

### CRYSTAL EXECUTIVE YOU SHARE, THEY SHARE, REPEAT (x5)

To become a Crystal Executive, you must reach Executive status within your first 180 days of becoming an Associate.

#### GOLDEN CIRCLE LEVEL EXECUTIVES AND CRYSTAL EXECUTIVES<sup>‡</sup>

1-Star Golden Circle	10-19 Cycles	\$540-\$1,026 per week <sup>‡</sup>
2-Star Golden Circle	20-39 Cycles	\$1,080-\$2,106 per week <sup>‡</sup>
3-Star Golden Circle	40-59 Cycles	\$2,160-\$3,186 per week <sup>‡</sup>
4-Star Golden Circle	60-99 Cycles	\$3,240-\$5,346 per week <sup>‡</sup>
5-Star Golden Circle	100-149 Cycles	\$5,400-\$8,046 per week <sup>‡</sup>
6-Star Golden Circle	150-199 Cycles	\$8,100-\$10,746 per week <sup>‡</sup>
7-Star Golden Circle	200-249 Cycles	\$10,800-\$13,446 per week <sup>‡</sup>
8-Star Golden Circle	250 Cycles	\$13,500-\$16,146 per week <sup>‡</sup>



## PLATINUM

Compound your success with our re-entry rankings. If you remain Paid-As Executive for the 3 previous months and average 225 or more cycles over the previous 13 weeks, you are eligible to apply for a re-entry position. If you are approved for a re-entry position, you are now at the highest Isagenix recognition rank level, Platinum. As you earn additional stars, you will be awarded with custom luxury experiences.

PLATINUM LEVEL EXECUTIVES AND CRYSTAL EXECUTIVES		
7-Star Platinum	200-249 Cycles	\$10,800-\$13,446 per week <sup>‡</sup>
8-Star Platinum	250-299 Cycles	\$13,500-\$16,146 per week <sup>‡</sup>
9-Star Platinum	300-349 Cycles	\$16,200-\$18,846 per week <sup>‡</sup>
10-Star Platinum	350-399 Cycles	\$18,900-\$21,546 per week <sup>‡</sup>
11-Star Platinum	400-449 Cycles	\$21,600-\$24,246 per week <sup>‡</sup>
12-Star Platinum	450-499 Cycles	\$24,300-\$26,946 per week <sup>‡</sup>
13-Star Platinum	500-549 Cycles	\$27,000-\$29,646 per week <sup>‡</sup>
14-Star Platinum	550-599 Cycles	\$29,700-\$32,346 per week <sup>‡</sup>
15-Star Platinum	600-649 Cycles	\$32,400-\$35,046 per week <sup>‡</sup>
16-Star Platinum	650-699 Cycles	\$35,100-\$37,746 per week <sup>‡</sup>
17-Star Platinum	700-749 Cycles	\$37,800-\$40,446 per week <sup>‡</sup>
18-Star Platinum	750-799 Cycles	\$40,500-\$43,146 per week <sup>‡</sup>
19-Star Platinum	800-849 Cycles	\$43,200-\$45,846 per week <sup>‡</sup>
20-Star Platinum	850-899 Cycles	\$45,900-\$48,546 per week <sup>‡</sup>
21-Star Platinum	900-949 Cycles	\$48,600-\$51,246 per week <sup>‡</sup>
22-Star Platinum	950-999 Cycles	\$51,300-\$53,946 per week <sup>‡</sup>
23-Star Platinum	1,000-1,049 Cycles	\$54,000-\$56,646 per week <sup>‡</sup>
24-Star Platinum	1,050-1,099 Cycles	\$56,700-\$59,346 per week <sup>‡</sup>

## ISAGENIX LEGACY CLUB

An Isagenix Legacy Club member is an Independent Associate to whom Isagenix has paid a gross total of \$1 million or more since joining Isagenix. Earnings reflect gross amounts that do not include any business expenses. For average earnings, refer to [IsagenixEarnings.com](http://IsagenixEarnings.com). These Associates will be recognised through the Isagenix Legacy Club.

All dollar amounts are shown in U.S. dollars and may be subject to the Isagenix Foreign Exchange Policy depending on the country of residency.

<sup>†</sup>Additional terms and conditions apply. Refer to the Isagenix Team Compensation Plan for details.

<sup>‡</sup>For illustration purposes only. The potential amounts depicted here are not typical and reflect the maximum earnings available assuming all conditions are met and are not projections or guarantees. Isagenix cannot and does not guarantee any amount of earnings. The ability to earn money with Isagenix 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. Even Associates who dedicate a significant amount of time, effort, and personal funds may not achieve a meaningful level of success. Refer to [IsagenixEarnings.com](http://IsagenixEarnings.com) for additional income information.



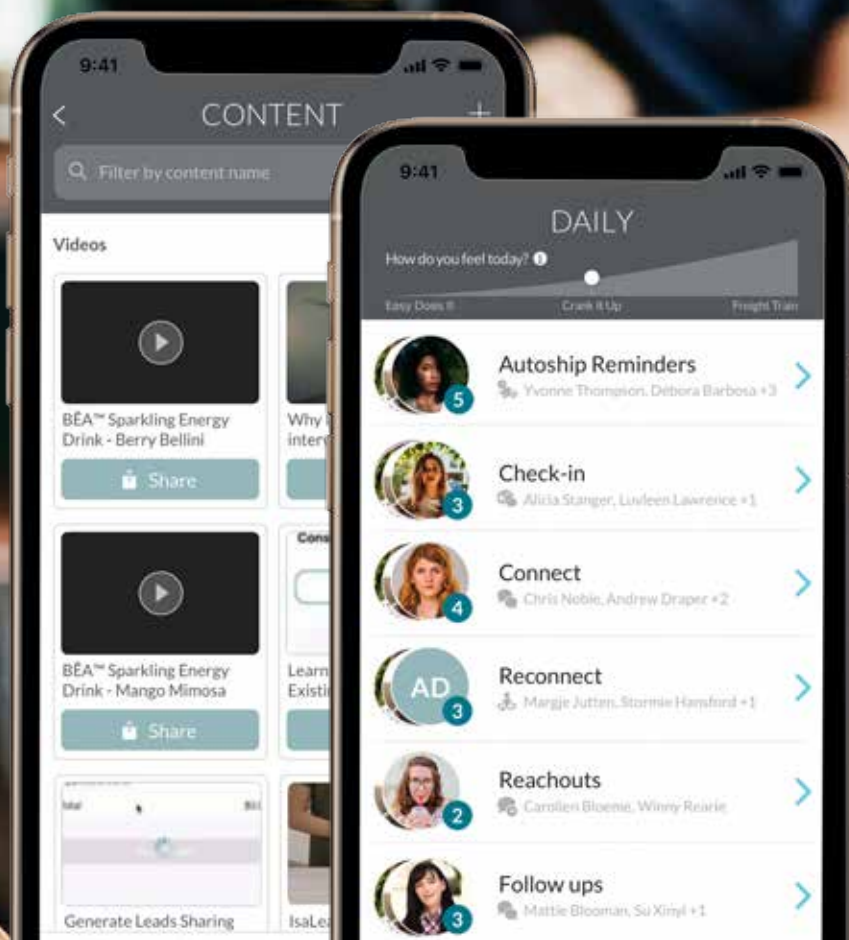
# Meet Penny Beta

## YOUR NEW PERSONAL ASSISTANT

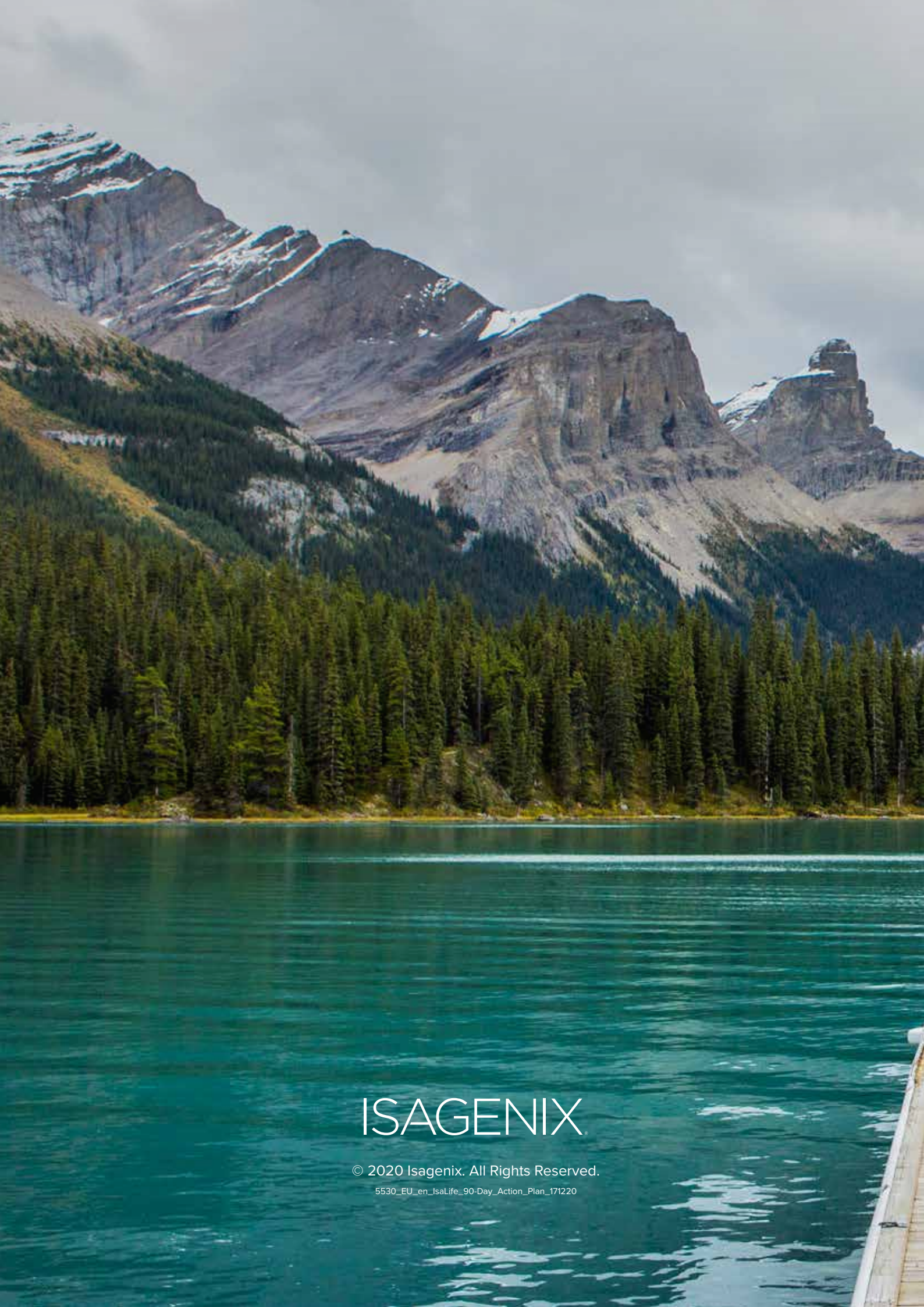
She's fast, flexible, and insanely efficient with the small things so you can focus on the bigger things! She'll get you organised and even show you who you need to talk to!

Download the Penny Beta™ app from the App Store or on Google Play today!

Visit [isagenixbusiness.com/penny-beta/](https://isagenixbusiness.com/penny-beta/) for links to download and for training on how to maximise your productivity using the Penny Beta app.







# ISAGENIX®

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