

# SHARE YOUR STORY

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

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

## TESTIMONIALS, CLAIMS AND YOUR STORY

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

### Be sure that your story:

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

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



# DEVELOP YOUR STORY

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

## PRODUCT EXPERIENCE

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

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

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

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

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

## INCOME

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

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

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

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

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

**Begin developing your Isagenix story on the next page!**

# DEVELOP YOUR 30-SECOND STORY

1. Before Isagenix...

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2. I was introduced to Isagenix by...

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

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4. As a result I am now...

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5. I now feel/believe...

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

## PRODUCT EXPERIENCE DISCLAIMER

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

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

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

## INCOME DISCLAIMER

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