



YOUR 30-SECOND STORY

1. Before...

1.

2.

3.

2. I was introduced to Isagenix by...

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

4. As a result I am now...

1.

2.

3.

5. I now feel/believe...



Have you experienced life-changing results?

Are you ready to share?

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

TESTIMONIALS, CLAIMS AND YOUR STORY

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

KEEP HANDY

Isagenix.com provides approved product claims and product label information. Simply hover over the 'Products' tab at the top of the page for a full list of our products and solutions.

ANZ.IsagenixCompliance.com also provides a full list of Isagenix approved disclaimers and other tools to help you.

Contact the team by email at ComplianceANZ@IsagenixCorp.com



BE SURE THAT YOUR STORY:

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



DEVELOP *YOUR* STORY



As you begin sharing your 30-second story, the following examples show you how disclaimers can help your customer set realistic expectations - and have the best results!

WEIGHT LOSS

Before Isagenix I was feeling tired a lot of the time and couldn't keep up with my kid's energy. 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 Heidi who I have known since uni. I could tell that she was doing something different, because she had this new glow 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 am now feeling even more energetic than my kids and fitting 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.

WEIGHT LOSS TALKING TIPS

- "I had a lot of weight to lose"
- "I followed the program strictly"
- "I made sure to always hit the gym"
- "I completely changed my diet"
- "Not everyone will lose the same weight"
- "Check with your GP before you dive in"
- "The company has done studies I can show you on typical weight loss"

ENERGY AND PERFORMANCE TALKING TIPS

- "This body wasn't built in a day"
- "Everyone has different results"
- "I was committed to the gym and my diet"
- "Training and exercise played a huge role"

ENERGY AND PERFORMANCE

I was a pretty good athlete, but I was struggling to shave time off my runs.

I was introduced to Isagenix by my friend Damien who continued posting about his own transformation on Facebook, so I decided to give it a shot.

I have been using the Performance products for just over six months and I can see and feel a serious difference in my training.

As a result I am now a marathon runner! I have completed two marathons and on top of that, have qualified for an upcoming Ironman.

If you're looking to up your endurance, I know of a line of products that can help you get where you want to be.

INCOME TALKING TIPS

- "I didn't start earning right away"
- "This takes time and a lot of work"
- "You can see the average earnings on IsagenixEarnings.com"
- "My income is more than the typical result"
- "It's not a given but there is an opportunity"

INCOME

Before Isagenix came into my life I didn't feel financially comfortable splurging on myself or giving to charity. I love my job but there was just never extra money left over.

I was introduced to Isagenix by my friend Jackson, who also introduced me to 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! I have locked arms with the Isagenix community and love the support.

Whenever I share the products I get paid by the company. It is great to have a little money coming in that is just for me.