

DEVELOP THE RIGHT MINDSET

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

IT'S NOT ABOUT YOU - IT'S ABOUT THEM

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

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

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

YOUR POSTURE AND MINDSET DICTATE THEIRS

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

BE TRULY AUTHENTIC

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

CONNECTING: STEP 1 - CREATE INTEREST

CREATE INTEREST ONLINE

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

CREATE CURIOSITY AND INTEREST

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

USE GOOD F.O.R.M.

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

- F** - Family
- O** - Occupation
- R** - Recreation
- M** - Motivation

SPARK CURIOSITY IN PERSON

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

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

TIPS FOR CREATING INTEREST ON SOCIAL MEDIA

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

THE DO'S & THE PLEASE DON'TS

for building your IsaBusiness on social media





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



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



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



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

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



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





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



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

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



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





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

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

CONNECT: STEP 2 - GET CONTACT INFORMATION

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

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

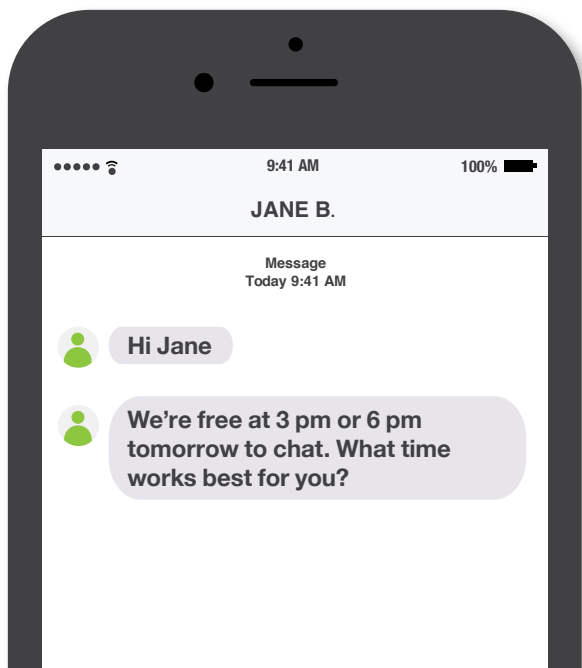


CONNECT: STEP 3 - SET THE APPOINTMENT

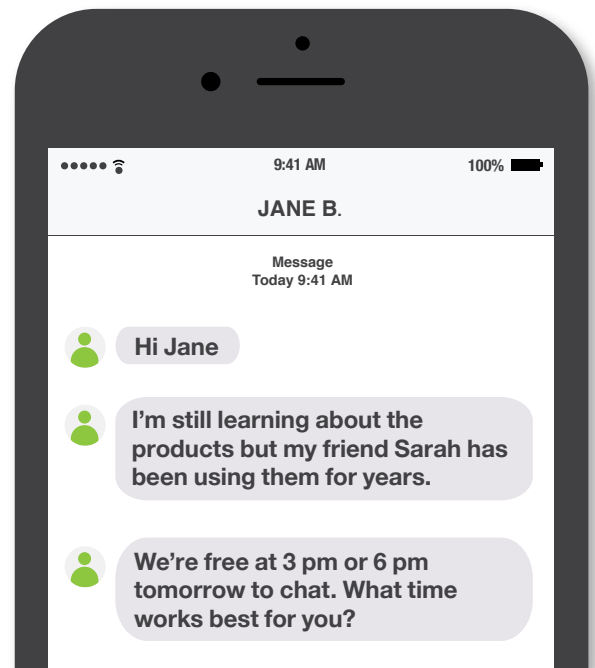
KEYS TO SUCCESS

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

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



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



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

FOLLOW UP

Help your Customers determine the right solution(s)/pack(s) to get started. Utilise the 'Enrolment Form' at [IsagenixBusiness.com](https://isagenixbusiness.com).

APPOINTMENT CLOSE AND FOLLOW-UP

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

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

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

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