

# SHARE YOUR STORY “THE RIGHT WAY”

Sharing your story can be the 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.



EAT IT,  
**LOVE IT,**  
SHARE IT!

## TESTIMONIALS, CLAIMS, AND YOUR STORY

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

## 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

## KEEP HANDY

**Product Information Sheets (PIS)** walk you through each product by defining what the product is, explaining why you need it, and then diving into how it works. The best part? All of this info and more is designed in one cohesive PDF that can be easily downloaded online. Simply go to [Isagenix.com](http://Isagenix.com), hover over the “Products” tab at the top of the page, choose a product, and select “Product Marketing Materials.”

**Isagenix.com** provides a full list of Isagenix approved disclaimers. Click the “Disclaimers” link at the bottom of the page.

For more information on sharing your story, visit [IsagenixCompliance.com](http://IsagenixCompliance.com), or email [Compliance@IsagenixCorp.com](mailto:Compliance@IsagenixCorp.com).

# YOUR 30-SECOND STORY

**1. Before...**

1.

2.

3.

**2. I was introduced to Isagenix by ...**

**3. I have been on the products for ...**

**4. As a result I am now ...**

1.

2.

3.

**5. I now feel/I believe ...**

