



# 90-DAY ACTION PLAN

WHAT CAN YOU ACCOMPLISH?

*#90DayAP*

Name: \_\_\_\_\_

My #90DayAP Begins: \_\_\_\_\_



## WELCOME TO YOUR **90-DAY** ACTION PLAN

### WHAT CAN YOU ACCOMPLISH?

Dear Associate,

Massive congratulations on committing to 90 days of growth! I truly believe this is a road map for how you can accomplish your goals with hard work and the right mindset!

This 90-Day Action Plan has been developed to take you step by step toward reaching your goals. You will focus on the following things:

- Your vision for your future.
- Developing your connecting and sharing skills.
- Planning daily and weekly income-producing activities.

Success takes commitment, vision, and action, so use this workbook to record your thoughts, ambitions, and notes to recall them when you need them the most.

Be sure to partner with your team members for support as well. My years of experience in this industry have proven repeatedly that the most successful people are those who build each other up and work together to achieve their dreams. It is incredible what we can complete in 90 days, so let's get started!

To your success,



**Kathy Coover**

*Isagenix Owner and Executive Vice President*



# MY **90-DAY** ACTION PLAN

## TABLE OF CONTENTS

• Get Crystal Clear on Your 'Why' .....	04
• The Why Dive .....	05
• Vision for the Future .....	06
• Mindset for Success .....	06
• A Business That Fits Your Life .....	07
• Set Your Schedule .....	08
• Connect With the Right Mindset .....	10
• Four Steps to Connecting .....	12
• Are You Stuck? .....	14
• 'Who Do You Know?' List .....	15
• Connect With Your 30-Second Story .....	16
• My 30-Second Story .....	17
• Follow Up and Overcome Objections .....	18
• Get Your New Members Started .....	19
• Recognize Your Team .....	20
• The Isagenix Team Compensation Plan .....	22
• You Share, They Share, Repeat™ Script .....	24
• You Share, They Share, Repeat Worksheet .....	25
• Notes .....	26
• Commit and Take Action .....	35
• Month 1 Action Calendar .....	37
• Attend Isagenix Core 4 Events™ .....	38
• Month 2 Action Calendar .....	39
• Letter From Compliance .....	40
• Month 3 Action Calendar .....	41
• Powerful Programs .....	42
• Weekly Action Plan Scoreboard .....	43
• Key Facts About an Isagenix Membership .....	44



# GET CRYSTAL CLEAR ON YOUR ‘WHY’

## A STRONG WHY DRIVES YOUR VISION, MINDSET, AND ACTIONS

The first step in creating your 90-Day Action Plan is to get **crystal clear** on why you’re building this business. From there, you can create your vision for what you want to accomplish, set your goals, and work from a positive mindset that is aligned with the reason why you’re doing it all. A well-developed “why” can help you break through unexpected obstacles and guide you in prioritizing your time, focus, and your talents.

Jot down some words that come to mind when you think about why you joined Isagenix.



# CLARIFY AND CONNECT WITH YOUR ‘WHY’

To find your “why,” dig deep and identify what drives you to build your business. A well-developed why will clearly and powerfully help you break through unexpected obstacles and guide you as you prioritize your time, your focus, and your talents.

To help you discover your why, answer the following questions.

1. Why do you want to share Isagenix with others?

WOULD YOU LIKE TO HELP YOUR FAMILY LIVE A HEALTHIER LIFE?  
WOULD YOU LIKE TO COVER YOUR MONTHLY BILLS?

Now, let’s go deeper to find your unshakable why. Take your response above and ask yourself why, and then record your response below. Continue this why dive until you arrive at your **crystal-clear** why.

2. Look at your last answer. Why is that important to you?

3. Look at your last answer. Why is that important to you?

4. Look at your last answer. Why is that important to you?

5. Look at your last answer. Why is that important to you?

## My Crystal-Clear Why

TAKE A LOOK AT YOUR FINAL ANSWER. THAT’S YOUR ULTIMATE WHY. TAKE A MOMENT TO REWORD IT INTO A SHORT STATEMENT THAT INSPIRES YOU. THIS IS YOUR CRYSTAL-CLEAR WHY.

Keep your crystal-clear why with you always. Include it on your vision board, post it on social media, and make it your priority because it is **the fuel that drives you!**



# 90-DAY VISION & MINDSET FOR SUCCESS

Focus your mindset so that your vision drives your actions. Complete the worksheet below, and write down the mindset you'll grow to align every action toward achieving your goals and eliminating what does not serve you.

## MY 90-DAY GOALS

With your crystal-clear why in mind, identify your business, health, and personal goals for the next 90 days. Then identify mindsets that will help you achieve those goals.

	GOAL	ACTIONS
MY BUSINESS	Example: Grow my rank to Manager in 60 days.	Contacting 10 people a day and adding them to my "Who Do You Know?" list.
	Add _____ members to my team.	
MY HEALTH		
MY LIFE		

## FOCUS YOUR 90-DAY VISION

Look at the goals and actions you've identified above. With those in mind, write your personal vision statement for the next 90 days.

“Our vision is to impact world health and free people from physical and financial pain, and in the process, create the largest health and wellness company in the world.” - Isagenix Vision

# 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.

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

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

- Recognizing 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

$$\begin{array}{rcl} 80\% & \text{Income-Producing Activities} & \\ + & 20\% & \text{Personal and Team Development} \\ \hline 100\% & \text{Commitment to Consistent Success} & \end{array}$$

# SET YOUR SCHEDULE

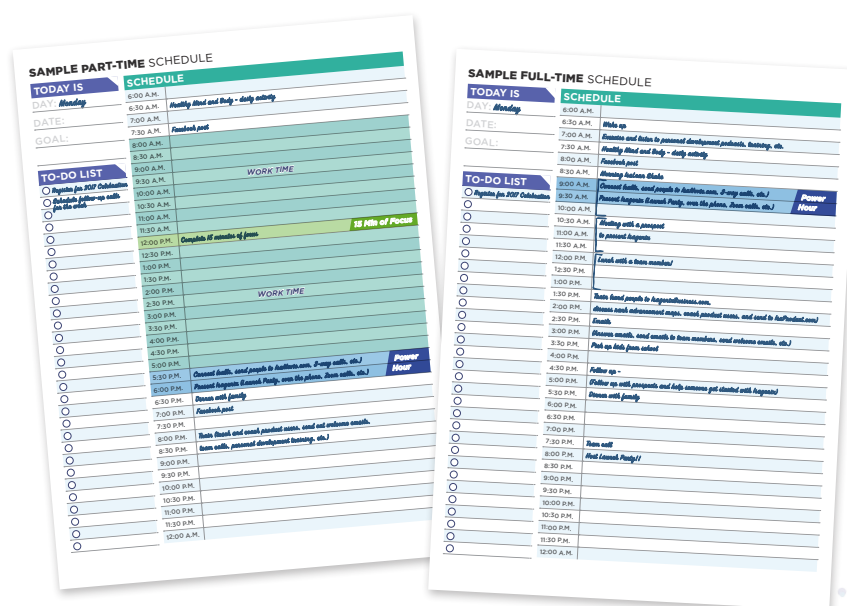
Are you building a full- or part-time business? Set your schedule, and be intentional with your time.

- How many hours a week will you dedicate to your business?
- What time is off-limits for personal or family time?

## TWO TIPS TO SUPERCHARGE YOUR SCHEDULE

1. Schedule a *power hour* to complete the following:
  - Complete your Healthy Mind and Body activity.
  - 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





## YOUR SCHEDULE

# TODAY IS

DAY:

DATE:

## GOAL:

## TO-DO LIST

[illegible]

## SCHEDULE

6:00 A.M.	
6:30 A.M.	
7:00 A.M.	
7:30 A.M.	
8:00 A.M.	
8:30 A.M.	
9:00 A.M.	
9:30 A.M.	
10:00 A.M.	
10:30 A.M.	
11:00 A.M.	
11:30 A.M.	
12:00 P.M.	
12:30 P.M.	
1:00 P.M.	
1:30 P.M.	
2:00 P.M.	
2:30 P.M.	
3:00 P.M.	
3:30 P.M.	
4:00 P.M.	
4:30 P.M.	
5:00 P.M.	
5:30 P.M.	
6:00 P.M.	
6:30 P.M.	
7:00 P.M.	
7:30 P.M.	
8:00 P.M.	
8:30 P.M.	
9:00 P.M.	
9:30 P.M.	
10:00 P.M.	
10:30 P.M.	
11:00 P.M.	
11:30 P.M.	
12:00 A.M.	

# CONNECT

Sometimes, it's hard to consider an Isagenix business as a business because it's certainly not the conventional 9-to-5 world! 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.

“ Since starting my network marketing career, I've gotten thousands of noes, but I also have gotten a few yeses...The yeses built my business; the noes built my character. When you can smile, dial a friend's number, and get 30 noes but then keep dialing till you get a few yeses, that's character...When someone says no to me, it tells me they don't have enough information. I spell it like 'know' – they don't know enough to say 'no' to me. ” - Jimmy Smith's Visions, LLC



## CONNECT

**NOTES:**

# CONNECT

## FOUR STEPS TO CONNECTING

### 1. Use Good FORM

Connecting is about SHARING, not SELLING, and sharing starts with being a good investigator. Use "FORM" to ask the right questions to learn more about them and match them to the right solution for their needs.

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

### 2. Get Contact Information

If you're connecting online, take it offline and a time to reconnect and discuss further.

### 3. Set the Appointment

Keys to Success

- Be quick! Set the appointment within 48 hours of creating curiosity.
- Remember, you have something incredible to offer.
- Give two appointment time options.
- "Meet" on the phone, or have an in-person meeting with them and a friend.
- Have fun, but be professional.

### 4. Use a Tool to Share Isagenix

Remember...

- Less is more!
- Use the tools:
  - › IsaTools To Go™ app
  - › IsaSalesTools.com
  - › IsaMovie.com
- Keep it simple.
  - › Your new Members are more likely to show interest in sharing Isagenix themselves when you share the solutions in a simple, duplicable way with them.

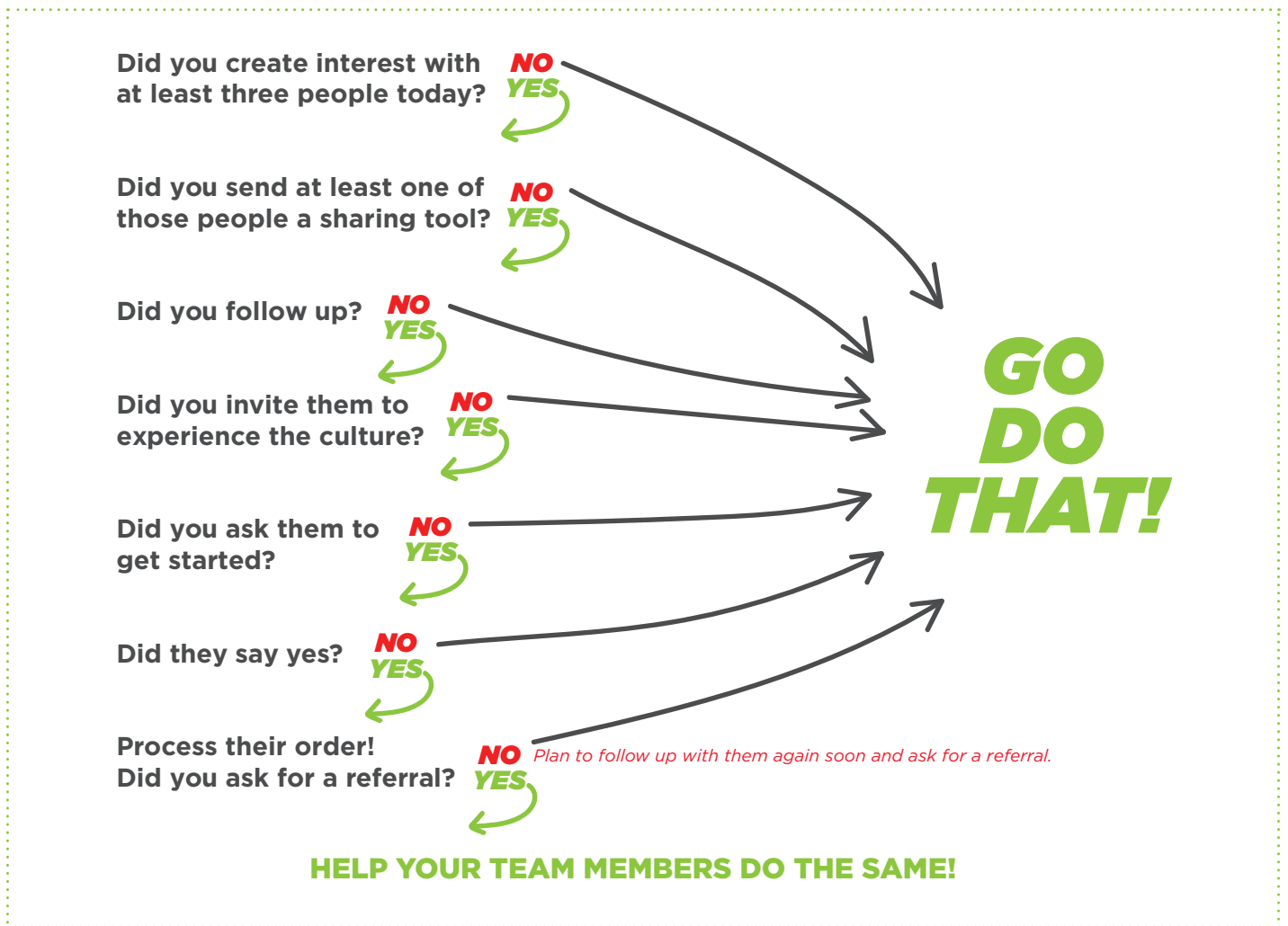


## CONNECT

**NOTES:**

# CONNECT

## ARE YOU STUCK?



### Let's Be Clear:

**Create interest** = Share something online or in person that makes someone want to ask you for more information. "How did you lose that weight? How do you have so much time spend with the kids? How do you have so much energy?"

**Sharing tool** = A video, webpage, PDF, "before" and "after" photos, etc.

**Follow up** = Check back in with your (potential) new Member and have an authentic conversation about what they liked about the information you sent them.

**Experience the culture** = Expose Members to the supportive and positive Isagenix community by inviting them to an event or team meeting, sharing #STARTYOURLIFE magazine, or adding them to your team Facebook page/group.

### Spark Curiosity in Person

- Carry your IsaShaker™ to stay hydrated and enjoy your favorite products on the go.
- Wear your Isagenix gear to the gym and while running errands. See what's new at IsagenixGear.com.

# CONNECT

## SHARE WITH EXISTING CONNECTIONS: 'WHO DO YOU KNOW?' LIST

### WHO IS YOUR:

- Co-worker  
> .....
- Hairstylist  
> .....
- Doctor  
> .....
- Dentist  
> .....
- Chiropractor  
> .....
- Realtor  
> .....
- Mechanic  
> .....
- Dry cleaner  
> .....
- Accountant  
> .....
- Nail technician  
> .....
- Handyman  
> .....
- Veterinarian  
> .....
- Massage therapist  
> .....
- Insurance agent  
> .....

### WHO DO YOU KNOW WHO IS:

- Health-conscious  
> .....
- Always tired  
> .....
- Entrepreneurial  
> .....
- Positive and outgoing  
> .....
- A stay-at-home parent  
> .....
- Bilingual  
> .....
- An international traveler  
> .....
- A business owner  
> .....
- Very active on social media  
> .....
- At your daycare  
> .....

As you reach out to your connections, be sure to jot down or save the conversation another way so you can always revisit what you've already discussed, review their goals, and follow up authentically.

# CONNECT WITH YOUR 30-SECOND STORY

## SHARE YOUR STORY ‘THE RIGHT WAY’

Sharing your story can be one of the most effective ways to market your Isagenix business. We love your excitement and passion for Isagenix, but we want to make sure you share your success in a compliant and accurate 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.

### MY 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 on the products for...

---

---

---

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

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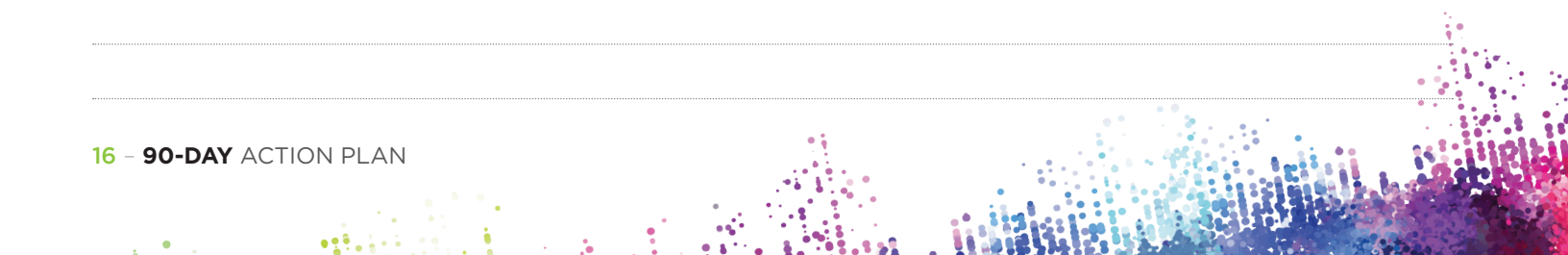
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5. I now feel/believe...

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# CONNECT WITH YOUR 30-SECOND STORY

## SAMPLE COMPLIANT 30-SECOND STORY

“Before Isagenix, I was always feeling tired and couldn’t keep up with my kid’s energy. On top of it all, I couldn’t fit into any of my prepregnancy clothes. I was introduced to Isagenix by my best friend, Sally, who I have known since college. 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 on the products for almost a year now, and I can’t imagine a day without them. As a result, I now feel even more energetic than my kids and fit into my jeans from high school! I don’t remember ever feeling this good! I now believe everyone deserves a body that allows them to do everything they want to do.”

## PUT IT ALL TOGETHER

Now that you’ve filled out the template, write your 30-second story below.

Take a look at the 30-second story you just wrote. If you like it, write it again. If you want to make any changes, write your new version below.



## CONNECT

## FOLLOW UP AND OVERCOME OBJECTIONS

## Need Help Overcoming Objections? Use 'Feel, Felt, Found!'

When you're sharing Isagenix, you're bound to receive questions and objections. A very effective way to address these is by listening and showing them you understand. 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."*

NOTES:

## CONNECT

## 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 [IsagenixBusiness.com](https://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 Healthy Mind and Body program and 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.

## CONNECT

## WHAT DOES LEADERSHIP LOOK LIKE?

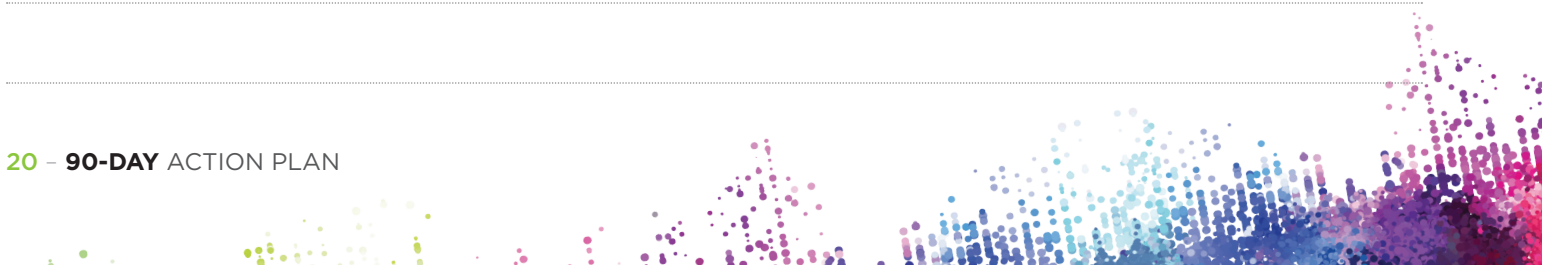
- Supporting team members by co-hosting in-home parties.
- Connecting with your entire business-building team on social media for a community of resources.
- Creating a social media community specifically for your Customers for product help and support. This should be separate from your business-building community.
- Directing your business builders to training resources such as the Training Center in their Back Office, [Isagenix.com](https://Isagenix.com), and [IsagenixBusiness.com](https://IsagenixBusiness.com).

## RECOGNIZE YOUR TEAM

Share your gratitude for all that your team members do! Appreciate the impact each individual has in creating positive changes all around the world. Celebrate their efforts and achievements no matter how great or small!

## HOW TO CELEBRATE YOUR TEAM'S EFFORTS AND SUCCESSES

- Handwritten cards
- Social media posts
- IsaPulse™ messages
- Flowers
- A get-together





## CONNECT

NOTES:

# THE ISAGENIX TEAM COMPENSATION PLAN

## NOTE FROM THE ISAGENIX TEAM COMPENSATION PLAN CREATOR, JIM COOVER

To put it simply, Isagenix has gained international success as a leading health and wellness company because we reward loyal Members for sharing their Isagenix experience with others. After all, word-of-mouth marketing is something we naturally do and value receiving every single day. This is why we developed the Isagenix Team Compensation Plan — one of the best in the industry.

The Isagenix Compensation Plan was established on sound financial principles and is built to last. Since 2002, Isagenix has helped hundreds of thousands earn extra money – thousands of whom have been paid over \$100,000 and hundreds more who have been paid over \$1 million since joining – and we're growing strong!

The Isagenix Compensation Plan, paired with many Isagenix promotions, is designed to reward you at all levels of your business growth. You can take advantage of Rank Advancement Bonuses, the Holiday Bonus Pool, Product Introduction Bonuses, Leadership Pools, and more to earn daily, weekly, quarterly, and annual pay while you build solid Right and Left Sales Teams. When you begin to “Cycle,” you can earn residual income and additional perks as you rise through the ranks!

To your success,



Jim Coover

Isagenix President and Chief Executive Officer



*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 the Isagenix Earnings Disclosure Statement at [IsagenixEarnings.com](http://IsagenixEarnings.com).*

For additional resources on earning an income with Isagenix, visit [IsagenixBusiness.com](http://IsagenixBusiness.com), and review the Key Facts About an Isagenix Membership on Page 40.

## THE ISAGENIX TEAM COMPENSATION PLAN

## THE MOST IMPORTANT THING

Don't get weird!

Think back to the last time you purchased a brand-new product. As you were handed the receipt, did the salesperson immediately ask you if you were ready to refer all your friends to use Isagenix products, too? Probably not!

There's no need to explain all the details of the business to everyone right away. In your own words, tell your Customers that this is a networking business, and let them know that when people do begin to ask about their new healthy lifestyle, they can earn product coupons and even bonuses (Associates only) for referring them to Isagenix. If they show interest in learning more, explain how the Isagenix Compensation Plan works using tools like You Share, They Share, Repeat™!

When Customers have a positive experience, they'll naturally want to share it. We don't believe in "getting" people. Isagenix products deliver results, and we simply want to reward you for sharing your excitement.

## NEED MORE TRAINING?

Watch Compensation Plan training videos at [IsagenixBusiness.com](https://IsagenixBusiness.com) in the “Tools” tab.

**NOTES:**

# THE ISAGENIX TEAM COMPENSATION PLAN AND PROMOTIONS

## YOU SHARE, THEY SHARE, REPEAT™ SCRIPT

Practice sharing the Isagenix income opportunity with the You Share, They Share, Repeat™ sample script.

Isagenix has created an opportunity to help you earn money by sharing products. This concept is simple. It's called **You Share, They Share, Repeat**. This concept boils down to sharing Isagenix products with people who then share Isagenix products with more people. Let us explain – it starts with you.

Once you start using Isagenix products and seeing results, chances are that people you know will want results like yours. To help you envision this, think of specific people who might want to lose some weight, feel healthier, have more energy, age more youthfully, or make some extra money. We want you to share Isagenix with as many people as possible, but for this example, let's start with two people.

If you were to help two friends or family members join Isagenix with a qualifying pak,<sup>‡</sup> Isagenix would pay you a Product Introduction Bonus ranging from US\$25/CA\$30<sup>†</sup> to US\$150/CA\$165.

Isagenix Value Paks have enough of the most popular products to last someone an entire month (plus some extras to share with family and friends). Let's say one friend joins Isagenix and orders a Value Pak. You would receive a US\$80/CA\$90 bonus. If another friend were to also join Isagenix and order a Value Pak, you would receive another US\$80/CA\$90 bonus!

Here's where it gets exciting! If both friends get started and place their initial orders in the same commission week – Monday to Sunday – Isagenix would DOUBLE your bonus! Instead of receiving a US\$80/CA\$90 bonus for each friend starting with a Value Pak, it's doubled to US\$160/CA\$180 each for a total of US\$320/CA\$360. So far you could have earned US\$320/CA\$360 for helping these two friends join Isagenix. This is called **"You Share."** By doing this, you would have also advanced to the first leadership level – Consultant – which would entitle you to an additional US\$50/CA\$55 for a total of up to US\$370/CA\$415! As more people join your team, you'll probably have at least a few people who would also share Isagenix – and you can earn further bonuses on their product sales.

To keep it simple, let's say your two friends from this example wanted to share Isagenix products with others. You would help them do exactly what you did! If your two Personally Developed friends each find new Customers who also purchase a Value Pak after opening their accounts, you can earn up to US\$200/CA\$222 (US\$100/CA\$111 each). We call it **"They Share"** when your Personally Developed Associates share and become Consultants themselves.

Up to this point, you could have earned up to US\$370/CA\$415 for "You Share," plus US\$200/CA\$222 for "They Share," resulting in a total of up to US\$570/CA\$637!

If you were to fulfill "You Share, They Share" within the first 60 days of becoming an Associate, you would advance to the second leadership level – Manager – and Isagenix would reward you with an additional US\$250/CA\$277.

Let's add this up: You started Isagenix with a Value Pak. You shared your experience with two friends who joined the same way you did, and you earned US\$370/CA\$415 from sales of their Value Paks. You helped your two friends share Isagenix products with two friends of their own who all opened accounts and purchased Value Paks, and you earned an additional US\$200/CA\$222. If you completed "You Share, They Share" within 60 days of becoming an Associate, you would receive another US\$250/CA\$277 bonus. That's a grand total of up to US\$820/CA\$914.

And now, the final step: **"Repeat."**

Repeating these steps can help you accomplish your financial goals. You Share, They Share, Repeat is just the beginning. The earning potential with Isagenix is amazing!

Visit [IsagenixBusiness.com](http://IsagenixBusiness.com) and review the Isagenix Team Compensation Plan for more on the You Share, They Share, Repeat system.

*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 the Isagenix Earnings Disclosure Statement at [IsagenixEarnings.com](http://IsagenixEarnings.com).*

*<sup>‡</sup>Although selling Value Paks to new Customers and earning the Product Introduction Bonus may be an early financial benefit, it is also important to find the right solutions and products for each Customer. If the Customer's needs are not met by any of the Value Paks we offer, simply focus on what is right for that Customer.*

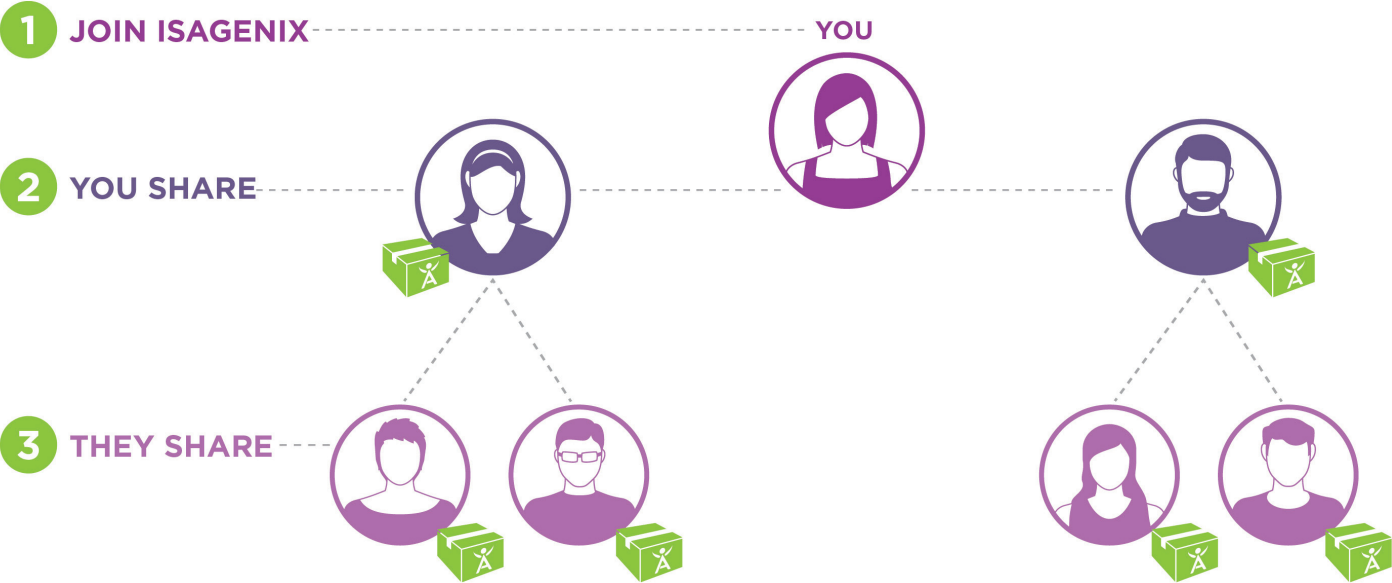
*<sup>†</sup>The specific market values are calculated using the Foreign Exchange Multiplier. To calculate your market's equivalent, simply multiply the U.S. amount shown by the applicable Foreign Exchange Multiplier for your specific market. This value is subject to change every quarter based on published exchange rates and will be valid for the following quarter.*

## ACTION

Watch the "You Share, They Share, Repeat" video at [IsagenixBusiness.com](http://IsagenixBusiness.com), and practice drawing it out yourself so you can explain it to others.

# THE ISAGENIX TEAM COMPENSATION PLAN AND PROMOTIONS

PRACTICE YOU SHARE, THEY SHARE, REPEAT™



PRACTICE HERE

NOTES:

Handwriting practice lines consisting of 20 horizontal dotted lines.









NOTES:

Handwriting practice lines consisting of 20 horizontal dotted lines.







NOTES:

Handwriting practice lines consisting of 20 horizontal dotted lines.



# ACTION

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.





“The path to success is to take  
massive, determined action.”

- **Tony Robbins**



# COMMIT AND TAKE ACTION

Great work so far! Now it's time to put it all together. Once you've completed this sheet, send a photo of it to your accountability partner. Then tear it out of your workbook and place it somewhere conspicuous to help you stay accountable to your goals.

I will begin my 90-Day Action Plan on ..... and complete my 90-Day Action Plan on .....

My goals for this 90-Day Action Plan and the actions I will take to achieve them are: (found on Page 4)

	GOAL	ACTIONS
MY BUSINESS	Example: Grow my rank to Manager in 60 days.	Contacting 10 people a day and adding them to my "Who Do You Know?" list.
	Add _____ members to my team.	
MY HEALTH		
MY LIFE		

My vision for this 90-Day Action Plan is: (found on Page 4)

My **crystal-clear** why is: (found on Page 3)

To achieve my vision and my goals during this 90-Day Action Plan, I will spend ..... hours per week on income-producing activities. I will help at least ..... new Members get started during my 90-Day Action Plan.

**I HAVE THE COURAGE TO STEP UP.**  
**NOTHING WILL STOP ME.**  
**I AM AN ACHIEVER.**

Signature: .....

Today's Date: .....

## ACTION

Take a photo of this page, and send it to your leader or Support Team to help yourself stay accountable to your commitments.

## GET READY TO LAUNCH INTO MASSIVE ACTION

COMPLETE THE ITEMS ON THIS CHECKLIST BEFORE YOUR 90-DAY ACTION PLAN OFFICIALLY STARTS.

- ☐ Fill up your toolbox. Which products and tools do you need to be successful during your 90-Day Action Plan?
- ☐ Order samples – Isagenix Coffee, IsaLean® Bars, e+™, Whey Thins™, and 5-Piece Sample Paks are easy to share.
- ☐ Order your next system or pak.
- ☐ Establish (or upgrade) the way you manage your contacts. Try the IsaTools To Go™ app.
- ☐ Order printed materials from IsaSalesTools.com.
- ☐ Visit IsagenixBusiness.com to find, bookmark, and download your favorite digital tools.
- ☐ Get to know your Back Office.
- ☐ Familiarize yourself with your personal Isagenix website.
- ☐ Be sure you know how to help someone get started, order product, and track your own business-building progress.
- ☐ Add the events you are committed to attending over the next 90 days to the calendars on the following pages, be sure to include:
  - ☐ In-home parties (hosted by you or a team member).
  - ☐ Local events (like Super Saturdays).
  - ☐ Isagenix Core 4 Events™.
  - ☐ Team training calls.

# ACTION CALENDAR

MONTH 1:

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

# ACTION

## ATTEND ISAGENIX CORE 4 EVENTS

The Isagenix Core 4 Events™ are the four most anticipated corporate-hosted events of the year. Each event offers unique training designed to give you the information you need to build belief in Isagenix Solutions, direct sales, and yourself; discover new products, systems, and tools; and experience the incredible culture. Events build belief, and the more team members you have at an event, the more belief you can build!

- ❑ **New Year Kick Off** - NYKO features business training from top leaders, 90-Day Action Plan development, recognition, and new tools and products.
- ❑ **Celebration** - The annual flagship event is sure to leave you pumped and motivated to start or propel your Isagenix business and help you break through to incredible, new heights.
- ❑ **Isagenix University** - IsaU is your opportunity to experience the culture in a more personal conference setting. Learn about the no-compromise products and strategies to help grow your business.
- ❑ **University in Action** - Isagenix Strategic Training Consultants like David T.S. Wood help you establish the mindset and skills to become a professional network marketer at UIA. Experience hands-on training from the masters on how to build a successful team.

**Download the Isagenix Events app, available now on the App Store and Google Play, and register for the next big event!**



“ Our leaders have found that the more people they have at Celebration, the faster their businesses tend to grow and the more lives they powerfully and positively impact. ” – Susan Sly

# ACTION CALENDAR

MONTH 2:

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



**DEAR FRIEND,**

**We are glad you want to learn more about Isagenix and its life-changing products and opportunities!**

During your time with Isagenix, you are likely to hear various testimonials as well as certain statements or references to extraordinary product experiences, weight loss results, and Independent Associate earnings. We want to celebrate and recognize each person's individual successes and results, whatever they may be, but we want to avoid creating unreasonable expectations concerning the success you or others may experience. We also want you to have accurate information to make informed decisions about using the products and participating in the income opportunity.

We recommend that you carefully review and become familiar with the following information, which is designed to clarify and qualify the claims about products and earnings. We also encourage you to review and become familiar with the Key Facts About an Isagenix Membership found on Page 40 of this workbook and online at [IsagenixEarnings.com](http://IsagenixEarnings.com). If you have any questions, contact the Isagenix Compliance team at [Compliance@IsagenixCorp.com](mailto:Compliance@IsagenixCorp.com) or call 877-877-8111.

### **BUSINESS OPPORTUNITY AND EARNINGS CLAIMS**

Isagenix offers an advanced Compensation Plan that is intended to reward Associates for product sales. While some Associates earn substantial amounts of income, most who join Isagenix are primarily product users who never earn any income. Whenever you hear statements about the business opportunity or earnings of an Independent Associate, keep in mind the following:

- Earnings levels for Isagenix Independent Associates depicted at this event substantially exceed the average results achieved by all Associates during the same time period and should not be construed as typical or average. The success stories we share, including recognition of substantial income achievements, the ability to quit a job, or portrayals of improved lifestyles, are intended only to show what is possible with the Isagenix business opportunity, but these results are neither typical nor guaranteed. Earnings depend on many factors, including the individual Associate's business and sales skills, personal ambition and activity, time commitment, and sphere of influence. Isagenix cannot guarantee any particular level of earning. Even Associates who dedicate a significant amount of time and effort may not achieve a meaningful level of success.
- An Isagenix Millionaire is an Independent Associate to whom Isagenix has paid a gross total of \$1 million or more since joining Isagenix.
- All earnings representations reflect gross amounts that do not include a deduction for business expenses associated with pursuing the business opportunity. Business expenses will vary greatly.
- For average earnings, refer to the Isagenix Independent Associate Earnings Statement found on Page 40. It can also be found at [IsagenixEarnings.com](http://IsagenixEarnings.com).

### **PRODUCT AND WEIGHT LOSS CLAIMS**

Isagenix offers innovative products developed to help its Customers reach and maintain nutritional goals – weight loss, more lean muscle, improved health, increased energy, and more. Whenever you hear product or weight loss claims, bear in mind that:

- Product claims have not been evaluated by the U.S. Food and Drug Administration. Isagenix products are not intended to diagnose, treat, cure, or prevent any disease. Any claims to the contrary are not approved by Isagenix.
- Weight loss and other product testimonials reflect individual experiences of Isagenix Customers and are not typical of the results you may obtain. Results vary with individual effort, body composition, eating patterns, time, and exercise.
- In a study performed in 2012 by University of Illinois at Chicago researchers, subjects lost an average of 9 pounds with an average of 2 pounds of the loss from visceral fat after 30 days on an Isagenix System. The subjects also had a greater level of adherence and had more consistent weight loss from week to week compared to subjects on a traditional diet.
- If you are pregnant, nursing, diabetic, on medication, have a medical condition, or are beginning a weight control program, consult your physician before using Isagenix products or making any other dietary changes. Discontinue use if adverse events occur.

# ACTION CALENDAR

MONTH 3:

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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## POWERFUL PROGRAMS



### THE ISABODY CHALLENGE

A 16-week total-body transformation challenge open to Associates and Preferred Customers. Because we believe that transformations are for everybody, we award all those who successfully complete their IsaBody Challenge® with a coupon for US\$200 in Isagenix products, a certificate of completion, and an IsaBody T-shirt. And the best part? Everyone who completes the IsaBody Challenge also has the chance to win their share of over US\$200,000 in cash, prizes, and trips!

**Register at [IsaBodyChallenge.com](http://IsaBodyChallenge.com).**



HEALTHY MIND AND BODY  
EMPOWER YOUR MIND TO ACHIEVE YOUR VISION

### HEALTHY MIND AND BODY

An intelligent accountability system, custom designed for Isagenix, to help you accomplish any and all health goals, fitness goals, and energy goals that have been outside of your reach.

**Learn more at [HealthyMindAndBody.com](http://HealthyMindAndBody.com).**



### START

A passionate, growing team of young people ages 18-35 who strive to lead extraordinary lives and help others do the same. Join the community, and learn how to take ownership of your life, your health, your dreams, and your contributions.

**Learn more at [STARTYourLife.com](http://STARTYourLife.com).**



### PRIME TIME

Isagenix Members who are interested in healthy aging and living life to the fullest. Members have access to an exclusive Facebook group to build connections and share ideas about healthy aging with others from across the globe. Subscribe to the group's semimonthly e-newsletter, and participate in weekly online meetings and healthy living contests, and more.

**Join at [PrimeTimeNow.com](http://PrimeTimeNow.com).**



## WEEKLY ACTION PLAN SCOREBOARD

Daily Activities	WEEKLY GOAL	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	WEEKLY TOTAL
Healthy Mind and Body daily entry									
Register new team members for the IsaBody Challenge®									
Make initial contacts									
Appointments or presentations/ in-home parties									
Follow-ups (text messages/phone calls)									
3-way calls									
Referrals									
Adding new contacts to your list									
Hours of business and/or product training									
Hours of personal development									
Social media posts									
Customer appreciation/team member recognition									
Other: _____									
New Members (enrollments)									
Team rank advancements									
Focus/goal for the week:									
Gratitude for the week:									
Takeaways/lessons learned this week:									

# KEY FACTS ABOUT AN ISAGENIX MEMBERSHIP

<b>MEMBERSHIP TYPES</b>	<p><b>ISAGENIX HAS TWO MEMBERSHIP TYPES: (1) CUSTOMERS AND (2) ASSOCIATES:</b></p> <ul style="list-style-type: none"> <li>Customers and Preferred Customers can purchase Isagenix products at reduced prices for their own or household use but cannot resell Isagenix products or participate in the Isagenix Team Compensation Plan or other business promotions.</li> <li>Associates can purchase Isagenix products at reduced prices for their own or household use; they also have the opportunity to earn money by selling Isagenix products to Retail Customers and from purchases made by Personally Enrolled Members, which include both Customers and Associates.</li> </ul> <p>A majority of Isagenix Members join Isagenix primarily to purchase Isagenix products at a discount. As a result, approximately 79% of Isagenix Members in the U.S. did not receive any earnings from Isagenix in 2016.</p>
<b>CUSTOMER BENEFITS</b>	<p><b>CUSTOMERS ENJOY THE BENEFITS OF OUR NO-COMPROMISE, SCIENCE-BASED PRODUCTS. CUSTOMERS HAVE THE OPTION TO CHOOSE:</b></p> <ul style="list-style-type: none"> <li>Basic membership: Fast, simple, free sign-up offering discounted prices on Isagenix products.</li> <li>Preferred membership: Fast, simple sign-up offering additional discounts on Isagenix products for an annual membership fee of \$39 (\$29 if they're on the Autoship program).</li> <li>Autoship program: Optional program offering convenience and eligibility for Customer Loyalty Rewards.</li> </ul> <p>Customers are not eligible to participate in the Compensation Plan. A Customer may update his or her status from Customer to Associate at any time within the first two years.</p>
<b>ASSOCIATE BENEFITS</b>	<p><b>ASSOCIATES ENJOY THE SAME BENEFITS AS CUSTOMERS, WITH THE ADDITIONAL BENEFIT OF HAVING THE OPPORTUNITY TO PARTICIPATE IN THE ISAGENIX COMPENSATION PLAN AND OTHER PROMOTIONS. PURSUING THE INCOME OPPORTUNITY:</b></p> <ul style="list-style-type: none"> <li>Does not require a significant investment in inventory, sales tools, or other materials, and you can set your own hours and workplace.</li> <li>May be rewarding, but like any worthwhile business venture, results vary widely depending on many factors, including your skill, effort, time, demographics, and even luck.</li> <li>Does not offer "quick riches" or guarantees of success. Building any long-term business is challenging, and relatively few achieve significant long-term financial success.</li> </ul>
<b>HOW CAN ASSOCIATES EARN MONEY?</b>	<p><b>ASSOCIATES MAY EARN MONEY IN SEVERAL DIFFERENT WAYS:</b></p> <ul style="list-style-type: none"> <li>Retail profits (from in-person sales to Retail Customers)</li> <li>Retail direct profits (from online sales through approved websites)</li> <li>Product Introduction Bonuses (based on qualifying sales to new Members)</li> <li>Team Bonuses, known as Cycles (based on recurring sales to Customers and other Associates)</li> <li>Executive Matching Team Bonuses (as described in the Isagenix Compensation Plan)</li> <li>Special incentives and other promotions (including Rank Advancement Bonuses)</li> </ul> <p>Associates cannot earn money simply for recruiting or sponsoring new Members. For more details, refer to the Isagenix Compensation Plan.</p>
<b>HOW MUCH MONEY CAN AN ASSOCIATE REASONABLY EXPECT TO EARN?</b>	<p><b>IN 2016, APPROXIMATELY 77,000 U.S. ASSOCIATES (APPROXIMATELY 21% OF U.S. MEMBERS) ENROLLED AT LEAST ONE PERSON AND EARNED SOME COMPENSATION. OF THESE ASSOCIATES (EXCLUDING ANY RETAIL PROFIT):</b></p> <ul style="list-style-type: none"> <li>50% (about 38,500) made more than \$254, and the other half made less. (Top 50% median=\$878; top 50% average=\$5,679.)</li> <li>10% (about 7,700) made more than \$2,822. (Top 10% median=\$6,612; top 10% average=\$24,850.)</li> <li>1% (about 770) made more than \$37,404. (Top 1% median=\$74,760; top 1% average=\$168,800.)</li> <li>As of Dec. 31, 2016, there were 209 Isagenix Millionaires globally (Associates who exceeded \$1 million in cumulative gross earnings since joining Isagenix, with 144 of those millionaires being U.S. Associates). Those in this U.S. group averaged approximately 5.6 years as an Isagenix Associate before becoming an Isagenix Millionaire, with the longest being almost 14 years.</li> </ul> <p>Earning representations reflect gross amounts that do not include any business expenses associated with pursuing the opportunity. Associates are responsible for their own business expenses, and these expenses will vary greatly.</p>
<b>WHAT IS THE BUYBACK POLICY?</b>	<p>In addition to the product satisfaction guarantee that is available to all Associates and Customers, Isagenix will buy back any currently marketable inventory purchased within the previous 12 months by Associates who decide to cancel their Isagenix membership. For more details, see the Isagenix Return and Refund Policy and the Isagenix Buyback Policy.</p>





# CELEBRATION 2018

NASHVILLE • TENNESSEE  
AUGUST 5-7, 2018

SPECIAL EARLY  
BIRD PRICE

**\$149**

AUG. 5, 2017-  
AUG. 31, 2017

**\$199**

SEPT. 1, 2017-JAN. 31, 2018

**\$259**

AFTER JAN. 31, 2018

TO FIND MORE INFORMATION AND  
REGISTER FOR YOUR TICKET, VISIT  
**ISAGENIXCELEBRATION.COM**

**ISAGENIX®**



# OUR VISION **IN ACTION**

Our vision is to impact world health and free people from physical and financial pain, and in the process, create the largest health and wellness company in the world.

Together, we achieve. Together, we break through.  
Together, we are family. We are Isagenix!



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