



# Share Your Story ‘The Right Way’

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 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 These Handy

[IsaProduct.com](https://www.isagenix.com) provides approved copy for all of our products including 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.

[Isagenix.com](https://www.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](https://www.IsagenixCompliance.com), or email [Compliance@IsagenixCorp.com](mailto:Compliance@IsagenixCorp.com).

# Your 30-Second Story

1. Before...

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1.

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2.

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3.

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2. I was introduced to Isagenix by..

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3. I have been on the products for..

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4. As a result I am now..

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1.

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2.

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3.

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5. I now feel/believe...

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# Develop Your Story

## WEIGHT LOSS & ENERGY

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“ Before Isagenix I was feeling tired much 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 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 image a day without them.

As a result I am now feeling even more energetic than my kid 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. ”

## PERFORMANCE

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

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

I have been on the products for just over six months using the Performance line 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

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“ Before I discovered the Isagenix opportunity I was working paycheck to paycheck. I felt completely tied to my job and didn't have the time to hang out with my friends as much as I used to.

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

Now I've been on 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. I have locked arms with the support of the Isagenix community.

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

# Develop Your Story

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

## WEIGHT LOSS & ENERGY

Although I have had great energy and weight-loss results, everyone will have different results on a different timeline, so realistically, my results can't be considered typical.

However, a university study showed that those on an Isagenix weight-loss system had an average loss of 9 pounds after 30 days. They were also more likely to keep up the program with more consistent weight loss from week to week.

Of course, we all know that if you have a medical condition or are pregnant or nursing, you should talk to your doctor before starting weight-loss program.

## INCOME

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 find 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).

## PERFORMANCE

As with every health and wellness program, different people see different results.

Please remember to talk to your doctor if you have a medical condition or are pregnant or nursing, before making any big changes in your health, including your diet.