

BUSINESS BLUEPRINT



How is it that although we're living longer than ever,
we're also collectively feeling worse than ever?

Fatigue, lack of focus, poor sleep, poor digestion and challenges
with weight; these issues have become so commonplace that
many of us have lost sight of what it truly means to feel vibrant,
healthy and excited about the future.

Our approach to health revolves around being proactive
and utilising biohacking strategies to take ownership
of our physiology.



DEFINE YOUR 'WHY'

Having a clear, defined 'why' can provide you with the resilience to overcome any challenges, especially during the early stages of your business. It can also work as a guide when deciding how to best prioritise your time, energy and skills.

Take a moment to envision what your ideal life looks like.

Do you feel fulfilled in your current life?

What changes do you feel would make your life more fulfilling?

If you could design your ideal life, what would it look like?

If money was no object, what part of your life would have the biggest shift? How would you spend your days? (Relationships, health, career/work, travel)

How would it feel to live that life?

SET YOUR GOALS

The most important goal to set is the number of conversations you're having each day. Shift your goal from measuring the time you spend on your business to instead measuring conversations.

Example:

*1 Star Rank = 500 Conversations = 50 Enrolments = 10 Consultants = Executive**

You will need to have 500 conversations to hit the rank of 1 Star Executive

How long will it take to have 500 conversations?

FOLLOW THE SIMPLE **3/3/3** DAILY PROSPECTING REGIMEN



Talk to 3 new people every day about Isagenix

Simple conversations that naturally lead to talking about Isagenix to gauge whether or not they're interested in learning more.



3 Follow-ups

Reach out to prospects that have previously expressed interest OR people you have presented to already.



3 Presentations

This is when you present the Isagenix products or business to a prospect. These people either come from the new people who you have met that have expressed interest (the first '3') or from the follow-ups (the second '3') you have made.

You can double, triple or even quadruple the Daily Prospecting Regimen number. Instead of 3/3/3, it can be 6/6/6, 9/9/9 or 12/12/12 depending on the time you have to allocate and how quickly you want to grow.

*Earning levels for Isagenix® Independent Associates that appear in this publication are examples and should not be construed as typical or average. Income level achievements are dependent upon the individual Associate's business skills, personal ambition, time, commitment, activity and demographic factors. For average earnings, see the Isagenix Independent Associate Earnings Statement found at www.IsagenixEarnings.com

SO, WHERE DO YOU SEE YOURSELF?

Rank	Cycles	Weekly	Annual*
	1 Cycle	60	\$3123
1 Star	10 Cycle	600	\$31,200
2 Star	20 Cycle	1200	\$62,400
3 Star	40 Cycle	2400	\$124,800
4 Star	60 Cycle	3600	\$187,200
5 Star	100 Cycle	6000	\$312,000
6 Star	150 Cycle	9000	\$468,000
7 Star	200 Cycle	12000	\$624,000
8 Star	250 Cycle	15000	\$780,000

Using the Compensation Plan, calculate how much your goal is going to cost you in dollars

Now calculate what Star Rank that is within Isagenix

How many conversations will you need to have to reach that rank?

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LAUNCHING YOUR BUSINESS

Now that you have become clear on your why, goals and story, it's time to launch your Isagenix business. Let's break it down into seven simple steps. In these steps we will outline who to speak to and what to say so you can begin building your team.

1

The Offer

The offer is your opportunity to gauge the interest levels of people within your network. This is your foot in the door to see if they'd want more information about the Isagenix products and/opportunity.

Offer Template

I help people _____ without _____
achieve a result pain associated with taking action

eg. I help people improve their skin without complicated multi-step routines

I help people biohack their way to better health without spending thousands

I help people lose weight without cutting out all the food they love

I help people _____ without _____ even if _____
achieve a result pain associated with taking action secondary pain point

eg. I help people improve their skin without complicated multi-step routines, even if they have sensitive skin

I help people biohack their way to better health without spending thousands, even if they have limited time

I help people lose weight without cutting out all the food they love, even if they hate exercise

2

Story

You've already worked through crafting your story on page 7 using the story template. Build common ground and a rapport so the opportunity to share your story comes up naturally in the conversation.

If your story isn't relevant to them but they're still a hot prospect, share someone else's story that's more likely to resonate with them.

3

List

Now that your story is crafted, it's time to share it. Creating your list is a critical step to ensure you're reaching your target audience – the people you'll resonate with most. This helps to lay the foundations of your business and allows you to share passionately and with posture to people searching for what you have to offer.

Step 1. Begin by writing a list of everyone you know.

Step 2. Take a red pen and place a tick next to the names of those you believe would be interested in the products.

Step 3. Take a blue pen and skim through your list a second time. This time, consider those who you believe would be open to earning supplementary income.

You now have a refined prospect list and it's time to invite them to take a look. Begin with those who have two ticks next to their name.

Example:

<u>Sam</u>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<u>Emma</u>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<u>Jake</u>	<input type="checkbox"/>	<input type="checkbox"/>
<u>Sally</u>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<u>Angie</u>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<u>Jane</u>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

LAUNCHING YOUR BUSINESS

4

Invite

There are two ways to invite your prospects to take a look at what you have on offer, which way you choose simply depends on personal preference. Remember to always consider each person individually when crafting your invite.

Examples of 'Direct' and 'Indirect' asks:

Direct asks

Hey Sam. I've just started a new program and I've been able to lose 5kg without having to give up the food I love. Is this something that might interest you?

Hey Sally. I've just discovered a new product that's helped me improve my energy without having to rely on caffeine. Would you be interested in something like that?

Hey Emma. I've just started working with a coach who's helping me earn an extra income from sharing products I love, without needing to setup pages or run complex ads. Is this something you could see yourself doing?

Indirect asks

Hey Jane. I've just started a new system where I've been able to flatten my stomach without having to do hours of ab workouts. I know it wouldn't interest you but if you know of anyone who might be interested let me know.

Hey Angie. It's probably not your thing but do you know of anyone who would be interested in looking 5 years younger for less than \$5 a day?

Hey Jake. It's probably not for you but if you can think of anyone who is looking for better performance at the gym without the crazy stimulants can you let me know?



If someone is interested in your offer and wants to know more – share your story and direct them to a system or a tool that shows them the next step.

The key is to send your prospect to a destination that has the most relevant information for them.

For example:

Let me invite you to a coffee date/add you on social/tag you in this video/link to an online discovery call for more information.

As a rule of thumb:

-  3-way message (Whatsapp or Facebook message) for product support
-  3-way phone call/Zoom for the opportunity/money

If they're not interested, thank them for their time and put them in your pipeline to follow-up with later. You never know what could change in their future. Always remember that while we can't control the response, we can control how many conversations we have each day. The more conversations you have, the faster your business will launch and grow.

5

Close

The secret to following through with a sale is ensuring the prospect understands what's in it for them. By asking great questions and being an active listener, they'll lead you directly to what they want and need, giving you the chance to provide a solution with the products or opportunity.

Remember: *Conversations come before commissions.*

Examples of What's In It For Me (WIIFM) questions:

Do you have all the information you need to get started?

What's going to be best for you - the 30-Day Reset pack or the Total Body Wellness pack?

Are you going to be doing this yourself or with your partner?

Would you use the entire Celletoi range in conjunction with Collagen Elixir to transform your skin from the inside out?

LAUNCHING YOUR BUSINESS

6

Support Your New Customer/Associate

Now that your prospect has made a purchase, it's time to determine whether they are a business builder or product user/sharer. This is important to identify as the support for both is different.



PRODUCT USERS:

The key is to ensure they have an incredible product experience.

Find out their health goals

Take them through a tour of their Back office and/or IsaLife app and show them recommended carts and Subscription Rewards

Ask if they'd be interested in seeing how they can get their products paid for



BUSINESS BUILDERS:

Understand their financial goals and their 'why'

Show how to get paid (Compensation Plan)

Tip: Prospecting/Presenting/Sharing 80% of the time | Training 20% of the time

7

Duplicate

Can you teach steps 1 through to 6?

The two biggest challenges people will face when they start sharing:

- Not knowing who to talk to
- Not knowing what to say

By taking them through the 6 Steps above, you can overcome these challenges and objections and set them up for success.

A large white rectangular area with rounded corners, containing numerous horizontal dotted lines for writing.

WEEK 1 CHECKLIST

Activity	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
New Connections (Offline And Online)							
Times I Have Shared My Story With Someone							
Social Media Posts							
Follow-Ups							
3-Way Calls or Messages							
Invites To Review Video/ Tools/ Events							
Helping Team Members Share Isagenix							
New Members (Enrolments)							
Personal Rank Advancements							
Team Rank Advancements							
Focus/Goal For The Week:							
Takeaways or Lessons Learned This Week:							
Hours Of Business And/Or Product Training							
Time Spent on Personal Development							

WEEK 2 CHECKLIST

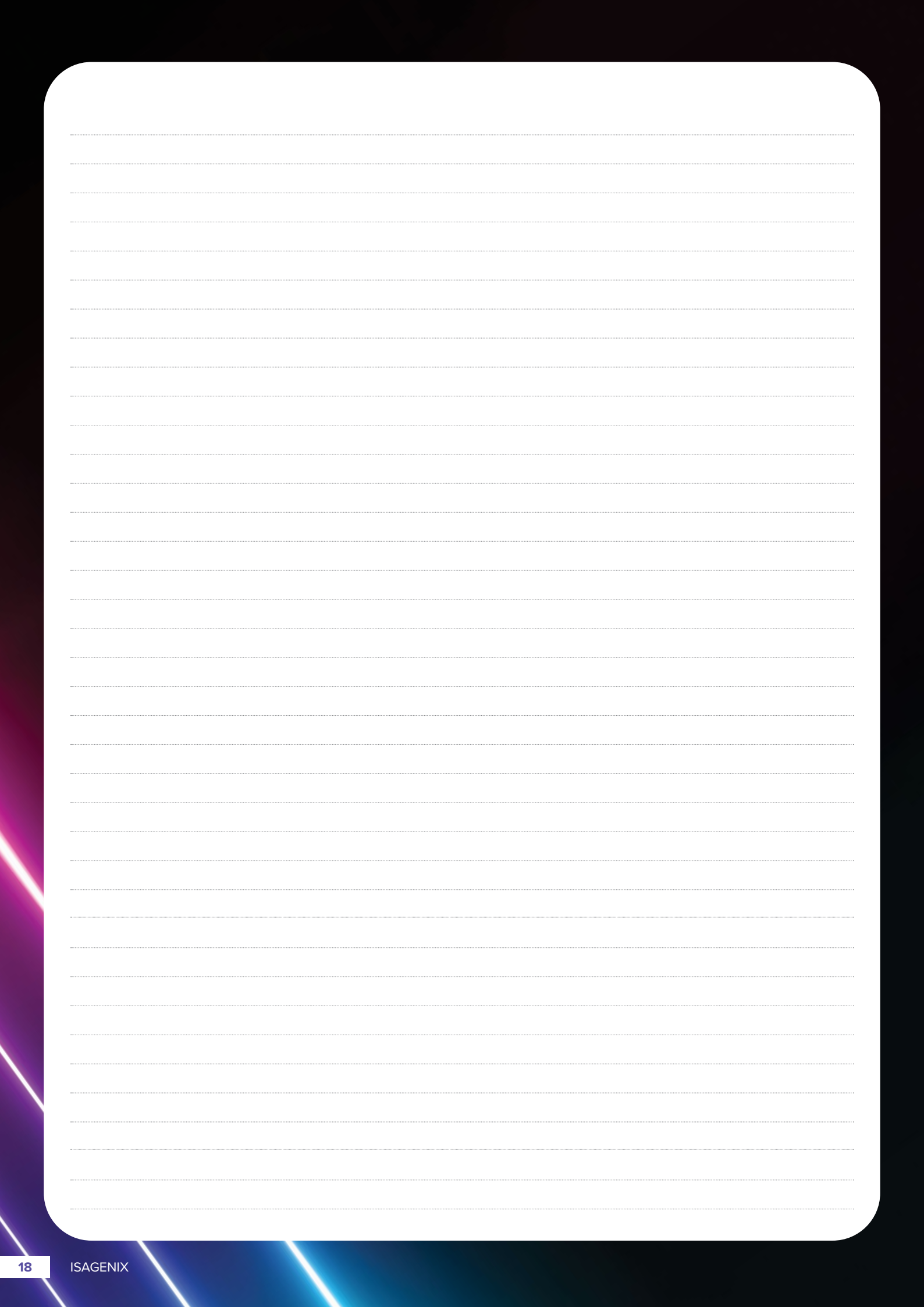
Activity	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
New Connections (Offline And Online)							
Times I Have Shared My Story With Someone							
Social Media Posts							
Follow-Ups							
3-Way Calls or Messages							
Invites To Review Video/ Tools/ Events							
Helping Team Members Share Isagenix							
New Members (Enrolments)							
Personal Rank Advancements							
Team Rank Advancements							
Focus/Goal For The Week:							
Takeaways or Lessons Learned This Week:							
Hours Of Business And/Or Product Training							
Time Spent on Personal Development							

WEEK 3 CHECKLIST

Activity	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
New Connections (Offline And Online)							
Times I Have Shared My Story With Someone							
Social Media Posts							
Follow-Ups							
3-Way Calls or Messages							
Invites To Review Video/ Tools/ Events							
Helping Team Members Share Isagenix							
New Members (Enrolments)							
Personal Rank Advancements							
Team Rank Advancements							
Focus/Goal For The Week:							
Takeaways or Lessons Learned This Week:							
Hours Of Business And/Or Product Training							
Time Spent on Personal Development							

WEEK 4 CHECKLIST

Activity	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
New Connections (Offline And Online)							
Times I Have Shared My Story With Someone							
Social Media Posts							
Follow-Ups							
3-Way Calls or Messages							
Invites To Review Video/ Tools/ Events							
Helping Team Members Share Isagenix							
New Members (Enrolments)							
Personal Rank Advancements							
Team Rank Advancements							
Focus/Goal For The Week:							
Takeaways or Lessons Learned This Week:							
Hours Of Business And/Or Product Training							
Time Spent on Personal Development							



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BIOHACKING RESOURCES



Blue Ocean Opportunity
Video



Blue Ocean Opportunity
Slides



Blue Ocean Opportunity
PDF



Opportunity Meeting
Slides



The Art of Optimising
Health with Isagenix
Slides



The Art of Optimising
Health with Isagenix
PDF

COMPENSATION PLAN RESOURCES



How to Earn Active
Income Video



Your Path to Leveraged
Income Video



Active Income Script
PDF

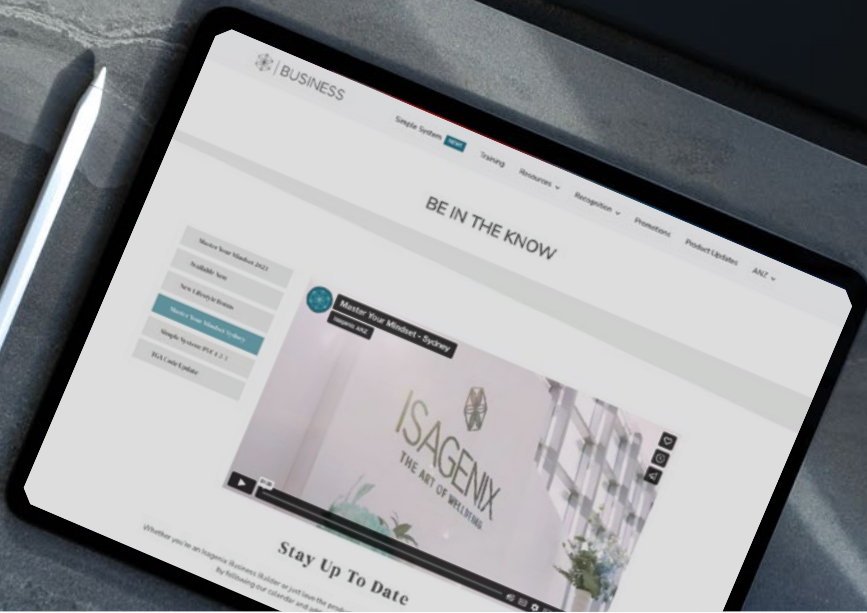


Compensation Plan
Slides



Compensation Plan
PDF

WEBSITE RESOURCES



Isagenix Resources

Find every new tool and promotion detail in one place!

VIDEOS



SHAREABLES



Videos and Shareables

Introduce your prospective new Customers to what Isagenix is all about with these social shareable tools.



anz.IsaFYI

Explore the blog that informs, entertains and motivates people to take part in an Isagenix lifestyle.



IsaBody Challenge

Register for this 16-week transformation challenge.



IsagenixHealth.net

Get valuable health and wellness info and learn about the science behind our products.



STARTYourLife.com

Introduce the 18-35 age group to the START vision through Isagenix.



IsaSalesTools.com.au

Purchase and download proven business-building tools.



Isagenix Compliance

View policies and procedures, tools and resources.

