

# 30-Day

ACTION PLAN



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# Defining Your “WHY”



A strong “Why” is what will help you to succeed. What is your “Why”? Think about who or what motivates you to build your business. Ask each member of your team what motivates them to build theirs. A well-defined “Why” will help you and your team overcome unexpected obstacles as they arise.

What is your “Why”?

To help you define yours, answer the following questions.

1. Who or what motivates you the most? Who or what motivates your actions **NOW**? (E.g., Covering monthly bills, saving for a family vacation, etc.)

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2. How will you fulfill your “Why”? What plans or steps will you put in place to help fulfill your “Why”?

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3. How can you help your team members fulfill their “Why”?

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**“People buy products or services not for what they are, but for what they represent. When you are approaching your business, think about WHY you are doing it. People don’t buy WHAT you do, they buy WHY you do it.”**

- Simon Sinek



## SCAN ME

To learn more about the “Why” concept, watch this video by “Simon Sinek: How Great Leaders Inspire Action.”







# Product Introduction Bonus (PIB)

Isagenix gives Independent Associates the opportunity to earn money when they personally help a new Customer get started on Isagenix products. If you're an Associate, you can earn a one-time Product Introduction Bonus of 20% from new Customer sales..

$$20\% \text{ OF FIRST ORDERS} \times \text{TOTAL IN FIRST ORDER SALES} = \$$$



### ADDITIONAL BONUSES:

- Consultant Bonus = **\$50** when you enroll one Customer on the left and one on the right.

**PLUS, help your 2 Personally Enrolled each share with two people and earn:**

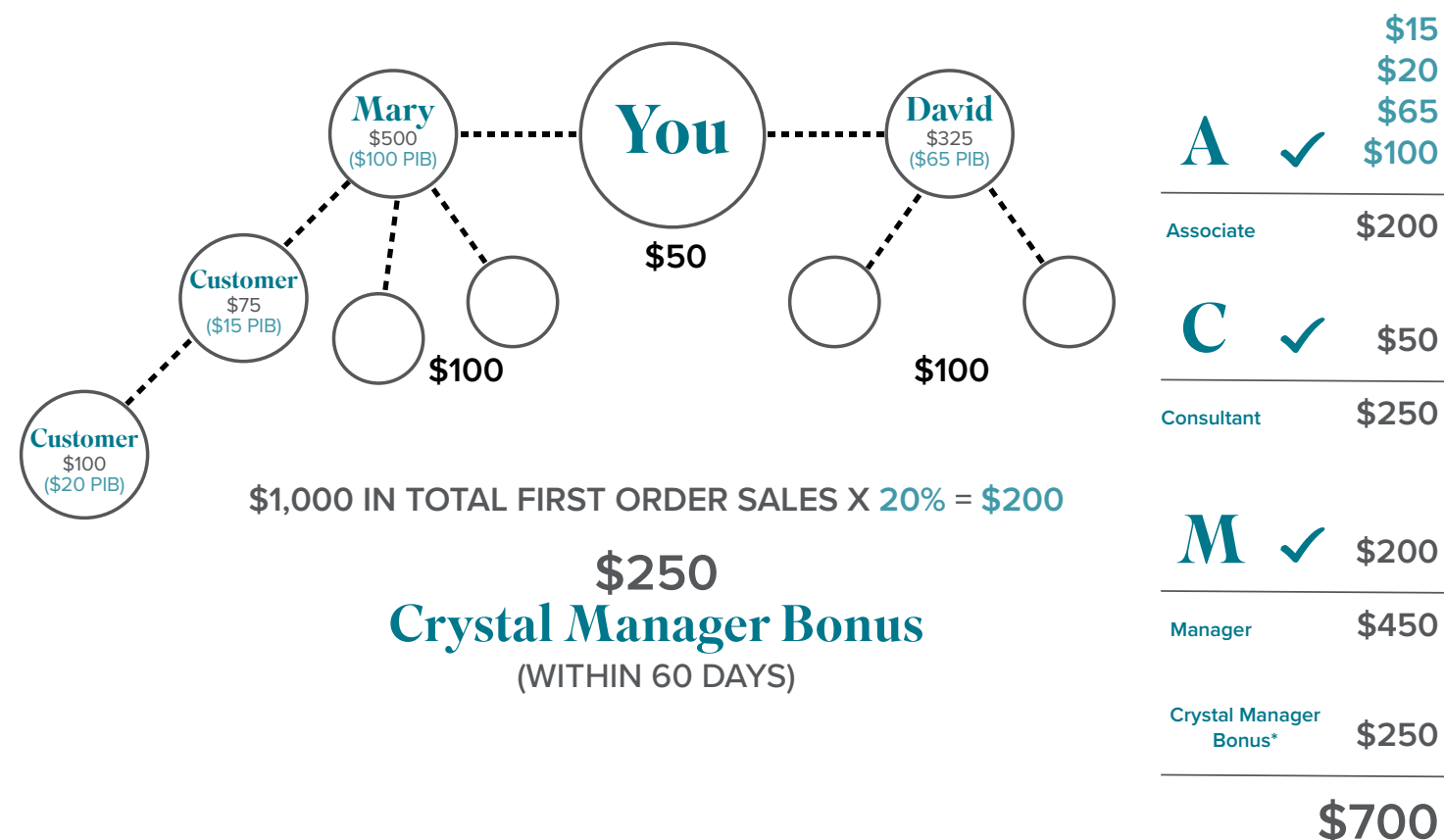
- 2 x Personally Enrolled Consultant Bonus= **\$200**
- Crystal Manger Rank Advancement Bonus = **\$250**

**GRAND TOTAL = Up to US\$500 + 20% PIB**

Achievements require skill, time, and consistent work, and even then, are not guaranteed. Earnings will vary based on many factors. In 2025, the average earnings of all US Isagenix Associates, active and inactive, were \$943.61 before expenses. The average earnings of all US Associates who earned money from Isagenix in 2025 were \$4,556 before expenses. See IsagenixEarnings.com for more information.

# Right Now Money

Isagenix has created a process to help you earn money by sharing products.



Crystal Manager Bonus of \$250 has to be done within 60 days of becoming an Isagenix Independent Associate. Results not typical. For illustration purposes only. Achievements require skill, time, and consistent work, and even then, are not guaranteed. Earnings will vary based on many factors. In 2025, the average earnings of all US Isagenix Associates, active and inactive, were \$943.61 before expenses. The average earnings of all US Associates who earned money from Isagenix in 2025 were \$4,556 before expenses. See IsagenixEarnings.com for more information.



# Team Compensation Plan

## RIGHT NOW MONEY - EXAMPLE

Let's say that <.....name.....> enrolled with \$500 worth of product, Isagenix would pay you a Product Introduction Bonus (PIB) of \$100, 20% of \$500.

Then, if <.....name.....> enrolled with \$325 worth of product, Isagenix would pay you a Product Introduction Bonus of \$65, 20% of \$325.

This would earn you a total of \$165.

Now, if you enrolled one of these people, one on your left team and one on your right team, you would earn your first Rank Advancement Bonus (RAB) and become a Consultant, earning a one-time bonus of \$50.

This would bring your total to \$215 just for helping two Customers get started with Isagenix.

Together, we would help your two friends do exactly what you did by sharing Isagenix with two new people.

If both of them share Isagenix with two new Customers each, you would receive a \$100 bonus for helping <.....name.....> and another \$100 bonus for helping <.....name.....>.

Up to this point, you would have earned a total of \$415.

If you did this in your first 60 days of becoming an Independent Isagenix Associate, you would earn your second rank advancement to Manager and receive another one-time bonus of \$250.

"That's a grand total of \$665; imagine what you could do with this extra money!"

This is just the beginning of the earning opportunity with Isagenix.

## Formula in Action

$$20\% \times \frac{\text{TOTAL IN FIRST ORDER SALES}}{\text{OF FIRST ORDERS}} =$$

+

HELP YOUR 2 PERSONALLY ENROLLED EACH SHARE WITH TWO PEOPLE (WITHIN 60 DAYS) **\$500\***

**TOTAL =**

Crystal Manager Bonus of \$250 has to be done within 60 days of becoming an Isagenix Independent Associate. Results not typical. For illustration purposes only. Achievements require skill, time, and consistent work, and even then, are not guaranteed. Earnings will vary based on many factors. In 2025, the average earnings of all US Isagenix Associates, active and inactive, were \$943.61 before expenses. The average earnings of all US Associates who earned money from Isagenix in 2025 were \$4,556 before expenses. See IsagenixEarnings.com for more information.

## LET'S PRACTICE

A	✓	PIB \$ _____
		PIB \$ _____
		PIB \$ _____
		PIB \$ _____
		Associate \$ _____
C	✓	\$50
		Consultant \$ _____
M	✓	\$200
		Manager \$ _____
		Crystal Manager Bonus* \$250
		\$ _____

## PRACTICE HERE

Crystal Manager Bonus of \$250 has to be done within 60 days of becoming an Isagenix Independent Associate. Results not typical. For illustration purposes only. Achievements require skill, time, and consistent work, and even then, are not guaranteed. Earnings will vary based on many factors. In 2025, the average earnings of all US Isagenix Associates, active and inactive, were \$943.61 before expenses. The average earnings of all US Associates who earned money from Isagenix in 2025 were \$4,556 before expenses. See IsagenixEarnings.com for more information.









# Isagenix Events

Isagenix hosts corporate-run events each year to educate, motivate, and inspire all who attend.

Events are specifically designed to help you build upon your success.

Each one offers unique training on new products, systems, tools, and industry from both the corporate staff and top Leaders—so you feel empowered to build your business.

Events also build belief in you, your team, and the Isagenix culture. The more team members you have at an event, the more confidence you can create!

## CORPORATE-RUN EVENTS:

- **NYKO** — New Year Kick-Off is the first event of the year, specifically designed to set you up for success in the coming year. You'll learn directly from the Leaders revolutionizing this business during this action-packed event. A top-notch lineup of expert trainers will dive into business-building strategies. NYKO is also your first glimpse at exciting new products and sales tools, plus big announcements for the year ahead. Don't miss the chance to kick off your year with major motivation!
- **CELEBRATION** — This flagship event features powerful training sessions to help you build your Isagenix business and lead your teams down the road to success. This event boasts a star-studded lineup of trainers who are prepared to share their insight and experience, transform the way you approach business building, inspire and empower you to bring your business to the next level, and finish the year strong!



Have you downloaded the Isagenix Events app from the App Store or Google Play? \_\_\_\_\_

What is the next event you will attend? \_\_\_\_\_

Who from your team is coming with you to the next event?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

*“Why show up to New Year Kick Off? Because of the people, the passion, and the power that you will feel as you walk out of this event, ten feet tall and absolutely bulletproof, to be able to take your business to a whole new stratosphere.”*

- Erika Rothenberger

While Isagenix hosts corporate-run events, we also support our Associates hosting events in their neighborhoods. These are called Associate Run Events. Find an event near you at [IsagenixEvents.com/ARE](https://IsagenixEvents.com/ARE).

To find out more about Isagenix Events, visit [IsagenixEvents.com](https://IsagenixEvents.com)

NOTES \_\_\_\_\_  
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# WEEKLY Activities Outline

Each week, you should be doing at least one of the following activities to create new connections, present the Isagenix opportunity, and teach or train your team. This is a great time to use the Simple System to make new connections!

## CONNECTING

- Reach out to an old friend
- Find a new friend on social media
- Talk to someone in line for coffee, at checkout, etc.
- Talk to someone new at the gym
- Follow up with someone you've spoken to about Isagenix
- Add new people to your 'Who You Know' list
- Ask for referrals from existing Customers
- Ask someone to take a look at Isagenix on social media

## PRESENTING

- Host an in-home event
- Have a 3-way call with your prospective new Customer and your support team
- Send a prospective new Customer "Isagenix: 20% Product Introduction Bonus Explained" video

## TEACHING OR TRAINING

- Cheer on a new product user
- Post on your team Facebook page
- Review Right Now Money with a new Associate
- Have box-opening calls with new Customers
- Help a new Associate on a three-way call with one of their prospective new Customers
- Develop your team's map to Crystal Executive
- Three-way calls with your team members
- Help your team member enroll someone new

**For more ideas about income-producing activities**, join our Isagenix Business Facebook group: [Facebook.com/Groups/Isagenix.Business](https://www.facebook.com/Groups/Isagenix.Business).



# Social Media

## SOCIAL MEDIA BEST PRACTICES

### Simplicity

- Keep your unique links accessible (even when you're not directly promoting) by using a personalized menu (e.g., Linktree).

### Content Variation

- Keep content fresh by mixing it up between lifestyle content and product shots.

### Video is 'King'

- Video dominates the social media space. We recommend showcasing products in a video element for maximum reach.

### Lighting

- Be sure your content is well-lit for the best results and clarity.

### Hashtags + Tagged Accounts

- Always include appropriate handles and hashtags.
- Feel free to add additional hashtags for products and related topics.
- Product Examples: #IsaLeanShake #WholeBlendShake #CollagenElixir #RechargeNAD
- Topic Examples: #ProteinShake #IntermittentFasting #CleanseDayWednesday #SuperfoodIngredients

### Be Yourself

- It's not a one-size-fits-all; figure out what feels most authentic to you and what your unique audience will engage with consistently.

### Content Creativity

- Don't be afraid to think outside of the box and create videos or photos that blend into your own brand.
- Provide only accurate and compliant product claims. These can be sourced directly from our product pages ([Isagenix.com](https://www.isagenix.com))

### Have Fun

- The best kind of content is fun and relatable!



# HOW TO BUILD Your Next 30 Days

## STEP 1: LEARN SIMPLE SYSTEM: PVC 1-2-3

Let our simple PVC Method help you get new Customers and build a thriving business. We'll show you exactly what to send and what to say.

## STEP 2: SET GOALS

Set your stretch goals for the next 30 days! What do you want to achieve with Isagenix? Both physically and financially, now is the time to put pen to paper and commit to your goals!

## STEP 3: PLAN ACTIVITIES

Each week, you should be building your business by performing tasks in the following areas: connecting, presenting, and teaching or training. Schedule your week to include activities from each area.

## STEP 4: SCHEDULE YOUR IDEAL WEEK

We are all busy — we get it! With so many different things demanding your time and attention, it can be hard to identify when you actually have time to build your business. Use this to outline which hours you have commitments (work, family functions, etc.), where you cannot build your Isagenix business, and identify pockets of time where you can build your business each week. After you've outlined your ideal week, you will use this to schedule income-producing activities each week for your next thirty days.

## STEP 5: AN HOUR A DAY

Have an hour to work on your business today? Here are some quick tasks you can do to stay engaged in your business. Plan these out each week to keep yourself focused on these income-producing activities.

## REPEAT!

Once you've completed your 30-Day Action Plan, repeat the process to continue working towards the goals you've set.

# Goal Setting



Over the next 30 days:

1. I will share the Isagenix story \_\_\_\_\_ times a day for \_\_\_\_\_ days a week.
2. I will send \_\_\_\_\_ pictures a week.
3. I will enroll \_\_\_\_\_ people per month with an Isagenix System or Pack.
4. I will earn the Team Builders Club in this month by:
  - 2 Enrollments
  - 5 Enrollments
5. I will spend \_\_\_\_\_ hours a day for \_\_\_\_\_ days a week on my Isagenix business.

This should be time spent on income-producing activities, such as starting a new Member with an Isagenix System, sharing the Isagenix story, and helping a new business partner get started.

6. My recognition rank will be \_\_\_\_\_ within 30 days of \_\_\_\_\_.
7. I will cycle \_\_\_\_\_ times per week by \_\_\_\_\_.

### HINT:

**Consultant** 0-1 Personally Enrolled Consultants

**Manager** 2-5 Personally Enrolled Consultants

The average Manager/Crystal Manager develops 1 Consultant for every 8.3 enrollments.\*

**Director** 6-9 Personally Enrolled Consultants

The average Director/Crystal Director develops 1 Consultant for every 6.4 enrollments.\*

**Executive** 10+ Personally Enrolled Consultants

The average Executive/Crystal Executive develops 1 Consultant for every 5.9 enrollments.\*

8. When I achieve my goal by \_\_\_\_\_, I will feel \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

9. When I achieve my goal by \_\_\_\_\_, I will celebrate by \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Signature

Date

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# Sample Part-Time Schedule

## TODAY IS

DAY: *Tuesday*

DATE:

GOAL:

## TO-DO LIST

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## SCHEDULE

6:00 AM	<i>Meditation, make Shakes</i>
6:30 AM	
7:00 AM	<i>Team Text - Motivation message</i>
7:30 AM	<i>Drive to work</i>
8:00 AM	
8:30 AM	
9:00 AM	
9:30 AM	
10:00 AM	WORK TIME
10:30 AM	
11:00 AM	
11:30 AM	
12:00 PM	<i>Lunchtime - check Penny app, do 2 Reachouts</i>
12:30 PM	
1:00 PM	
1:30 PM	
2:00 PM	
2:30 PM	
3:00 PM	WORK TIME
3:30 PM	
4:00 PM	
4:30 PM	
5:00 PM	
5:30 PM	
6:00 PM	<i>Dinner with family</i>
6:30 PM	
7:00 PM	
7:30 PM	
8:00 PM	<i>Team call</i>
8:30 PM	
9:00 PM	
9:30 PM	
10:00 PM	
10:30 PM	
11:00 PM	
11:30 PM	
12:00 AM	

POWER HOUR



# Part-Time Schedule

## TODAY IS

DAY:

DATE:

GOAL:

## TO-DO LIST

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## SCHEDULE

6:00 AM	
6:30 AM	
7:00 AM	
7:30 AM	
8:00 AM	
8:30 AM	
9:00 AM	
9:30 AM	
10:00 AM	WORK TIME
10:30 AM	
11:00 AM	
11:30 AM	
12:00 PM	
12:30 PM	
1:00 PM	
1:30 PM	
2:00 PM	
2:30 PM	
3:00 PM	WORK TIME
3:30 PM	
4:00 PM	
4:30 PM	
5:00 PM	
5:30 PM	
6:00 PM	
6:30 PM	
7:00 PM	
7:30 PM	
8:00 PM	
8:30 PM	
9:00 PM	
9:30 PM	
10:00 PM	
10:30 PM	
11:00 PM	
11:30 PM	
12:00 AM	

POWER HOUR

# Sample Full-Time Schedule

## TODAY IS

DAY: *Monday*

DATE:

GOAL:

## TO-DO LIST

- Register for Celebration
- Schedule follow-up calls for the week
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## SCHEDULE

6:00 AM	wake up, 5 min meditation
6:30 AM	Start Cleanse Day - drink Ionix
7:00 AM	Ionix & Yoga time!
7:30 AM	Drop kids off at school
8:00 AM	
8:30 AM	
9:00 AM	
9:30 AM	Team Call
10:00 AM	
10:30 AM	
11:00 AM	Check emails
11:30 AM	
12:00 PM	Lunch with new Associate!
12:30 PM	
1:00 PM	
1:30 PM	
2:00 PM	Reach-outs and Follow-ups
2:30 PM	
3:00 PM	
3:30 PM	
4:00 PM	Pick up kids from school
4:30 PM	T-ball practice
5:00 PM	Cook dinner/coaching call
5:30 PM	
6:00 PM	Family dinner
6:30 PM	
7:00 PM	
7:30 PM	
8:00 PM	Opportunity call!
8:30 PM	
9:00 PM	Training call with new Associate
9:30 PM	
10:00 PM	
10:30 PM	
11:00 PM	
11:30 PM	
12:00 AM	



# Full-Time Schedule

## TODAY IS

DAY:

DATE:

GOAL:

## TO-DO LIST

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## SCHEDULE

6:00 AM	
6:30 AM	
7:00 AM	
7:30 AM	
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11:00 PM	
11:30 PM	
12:00 AM	

# Ideal Week

Use this page to plan when you plan to work your business and what activities you want to complete.

I will work my business from \_\_\_\_\_ to \_\_\_\_\_ on these days \_\_\_\_\_.

Fill in this table with all the activities you need to focus on this week. These activities will be your focus during the hour each day you have committed to working your business.

CONNECTING
<input type="checkbox"/>
<input type="checkbox"/>
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<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>
PRESENTING
<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>
TEACHING OR TRAINING
<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>

**CONNECTING**  
Goal  
Achieved

**PRESENTING**  
Goal  
Achieved

**TEACHING OR TRAINING**  
Goal  
Achieved



# AN HOUR A DAY Checklist

Let's say you only have an hour each day to work on your business. Here is a list of various business-building activities and about how long they should take you to complete. Use this guide to fill the pockets of your time with actions to get you closer to your goals.

- Present the Isagenix Opportunity to someone new**  
Ask your support team ahead of time to join you on a 3-way call with a potential new Customer to show them what's possible with Isagenix.
- Implement the Simple System: PVC 1-2-3**  
Use this guided system to help you find and on board new Customers and build a thriving business.
- Post on Social Media**  
Share your story, highlight someone else's, shout out a happy product user, provide value, engage your network, or demonstrate the benefits of the Isagenix Team Compensation Plan.

## 3 x 3 x 3 OR 5 x 5 x 5

- 3 OR 5 NEW REACH-OUTS**  
Make brand-new connections about life, about Isagenix, about their social posts, etc.
- 3 OR 5 FOLLOW-UPS**  
Reach out to three people you've chatted with before.
- 3 OR 5 POUR GREATNESS**  
Cheer someone on, encourage them, and be kind whether they're on your team or not.
- CUSTOMER OR ASSOCIATE CHECK-IN**  
Text your Customers or Associates to ask how they're doing and see where they need help.



# Important Message

FROM YOUR ISAGENIX SALES TEAM

## 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 Isagenix 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 Isagenix Earnings Disclosure Statement at [IsagenixEarnings.com](http://IsagenixEarnings.com). If you have any questions, please contact your Regional Sales Director or the Isagenix Compliance team [Compliance@IsagenixCorp.com](mailto:Compliance@IsagenixCorp.com), or call **877.877.8111**.

### BUSINESS OPPORTUNITY AND EARNINGS CLAIMS

Isagenix offers an advanced Team 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:

- Earning levels for Isagenix Independent Associates depicted at events likely substantially exceed the average results achieved by all Associates and should not be construed as typical or average. The success stories we share, including recognition of substantial income achievements, 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 earnings.

Even Associates who dedicate a significant amount of time and effort may not achieve a meaningful level of success.

- 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.

### PRODUCT AND WEIGHT LOSS CLAIMS

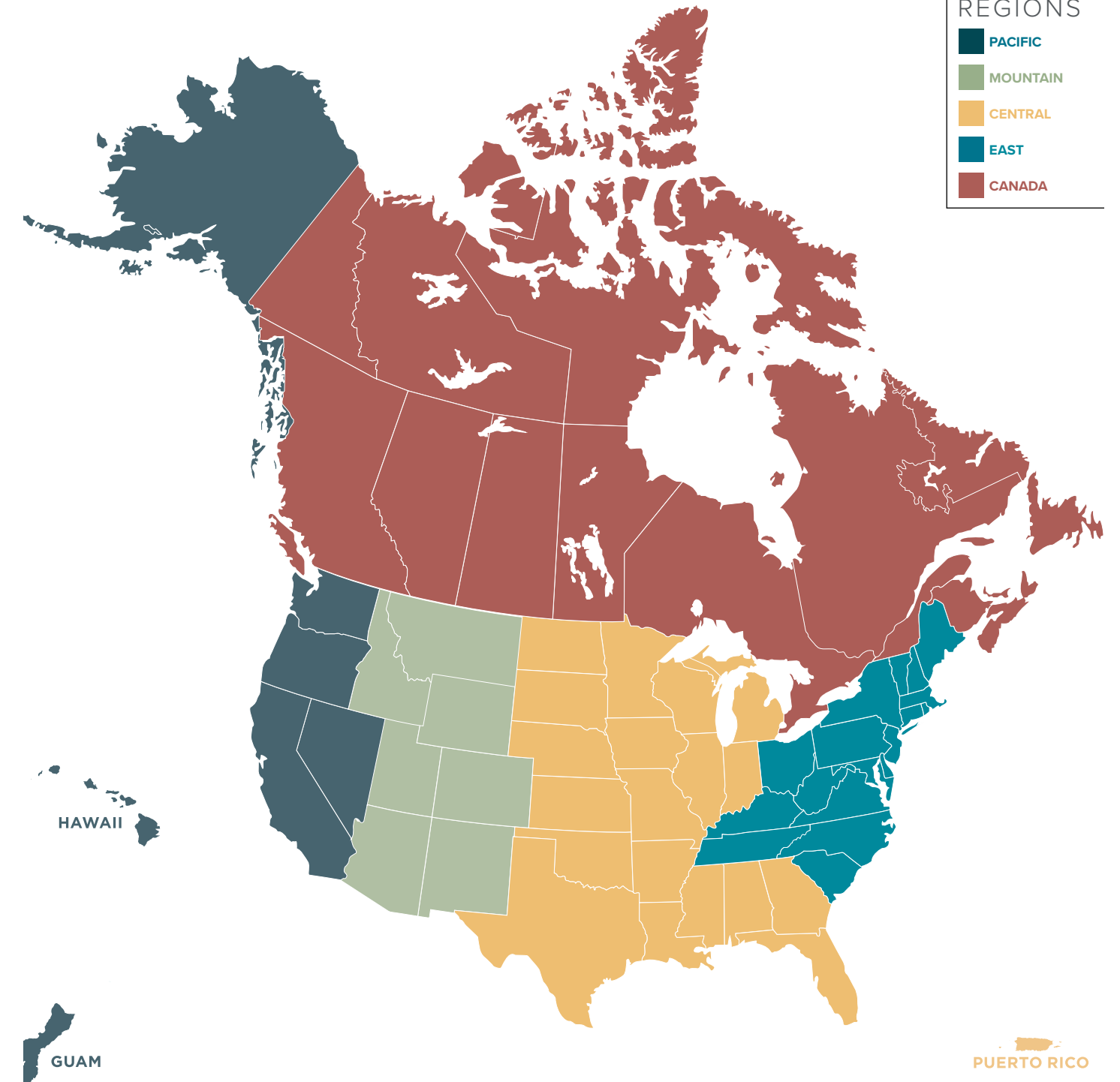
Isagenix offers innovative products developed to help its Customers reach and maintain nutritional goals — weight loss, lean muscle, improved health, increased energy, and more. Whenever you hear product or weight loss claims, bear in mind that:

- 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, exercise, and other factors.



## North America

GLOBAL FIELD DEVELOPMENT TEAM



**STEVE FOXWELL**  
VP of Field Development  
[Steve.Foxwell@IsagenixCorp.com](mailto:Steve.Foxwell@IsagenixCorp.com)



**KAL ELAMPOORNAN**  
Senior Director of Field Development  
**PACIFIC, EAST, CANADA**  
[Kal.Elampoornan@IsagenixCorp.com](mailto:Kal.Elampoornan@IsagenixCorp.com)



**MIKE MALLORY**  
Director of Field Development  
**CENTRAL, MOUNTAIN, CANADA**  
[Michael.Mallory@IsagenixCorp.com](mailto:Michael.Mallory@IsagenixCorp.com)







