

The Isagenix Training Program

Going From “Yes!” To Executive and Beyond

Belief in the Network Marketing Profession

– Demystifying Network Marketing –

Now let's go to work on building your belief in the Network Marketing profession.

When considering ways to earn income, you have several options. Here's a brief look at four prominent choices:

1. Traditional Employment

The most common method of earning a living today is through traditional employment, where you exchange your time – hourly, weekly, bi-weekly, or monthly – for a fixed wage from an employer. This approach often provides stability but can limit your earning potential to the hours worked.

2. Starting a Business

Entrepreneurship offers another route, but for most people, it comes with significant financial challenges. On average new small businesses require an initial investment of around \$40,000 in their first year. Additionally, the long-term success rate is relatively low; with the U.S. Bureau of Labor Statistics estimating that only 10% to 20% of new businesses remain successful over time.

3. Franchising

This is a popular alternative, with startup costs ranging from as low as \$10,000 to as high as \$5 million, depending on the franchise. Generally, most franchises cost between \$100,000 and \$300,000. The advantage to franchising is that approximately 85% of franchises remain operational after five years. However, costs and success rates vary by industry and location.

4. Network Marketing

Network Marketing offers a unique business model where participants, like you, can earn commissions based on personal sales and the sales generated by your network. Here are ten reasons why Network Marketing and Isagenix have become so well-regarded:

1. **Low Start-Up Costs** Network Marketing requires a significantly lower initial investment compared to traditional businesses. With limited start-up costs, more individuals can start their own business with Isagenix.
2. **Flexible Work Hours** The flexibility to work from home, or almost anywhere else you happen to be, around your own schedule, makes Isagenix ideal for those who need to balance work with other commitments or simply prefer a non-traditional work environment.
3. **Scalable Income Potential** Income with Isagenix is earned through commissions and overrides from both your sales and the sales of your team. This model offers

substantial growth potential as you build and expand your network.

4. **No Inventory or Physical Location Required** Unlike traditional businesses, Isagenix does not require you to manage inventory or a physical storefront. This reduces overhead costs and simplifies business operations.
5. **Personal Development** Isagenix emphasizes training and personal growth, offering programs that enhance skills in leadership, communication, and business management, benefiting both your personal and professional development.
6. **Support and Community** With a strong support network, mentorship, and community, Isagenix helps new entrepreneurs, just like you, feel supported and connected with a sense of passion and purpose.
7. **Supplemental Income** The potential for leveraged income is a major benefit. You can earn commissions from recurring sales made by both your customers and team members. How great is that!
8. **Global Reach** Operating internationally, Isagenix allows you to expand your business beyond local markets, offering a wider customer base and greater earning potential.
9. **Diverse Product Offerings** With a wide range of products available, Isagenix allows you to choose products that align with your interests and passions,

making the business more engaging for your customers and for you.

10. Work-Life Balance The ability to set your own hours and work from home provides a better work-life balance compared to traditional jobs, allowing more time for personal and family activities.

A Brief History of Network Marketing

Network Marketing began in the early 1940s, with a significant milestone achieved in 1956 when Doctor Shaklee founded The Shaklee Company. Shaklee's innovative approach encouraged distributors to sell products directly and recruit others, creating a network of associates. This model's success laid the foundation for future Network Marketing companies.

In 1959, Richard DeVos and Jay Van Andel founded Amway, further validating the Network Marketing model and expanding its product range. In the decades that followed, other companies like Mary Kay Cosmetics and Herbalife rose to prominence, each contributing to the growth of the ever-evolving Network Marketing profession.

The 1990s and 2000s brought technological advancements that transformed the profession, allowing for a global reach and streamlined operations through digital platforms. Today, Network Marketing continues to evolve, adapting to new market dynamics and regulatory standards.

Here Are Five Key Facts About the Network Marketing Profession

1. Network Marketing operates in over 100 countries, showcasing its adaptability and global appeal.
2. In the United States, Network Marketing is regulated by the Federal Trade Commission, to distinguish legitimate companies from illegal schemes, ensuring income is primarily derived from product sales.
3. The rise of the Internet and social media has revolutionized the technological impact of Network Marketing, making it easier to connect with a global audience, and manage larger networks, than ever before.
4. Network Marketing companies, like Isagenix, emphasize business training, and personal development, by offering various training programs and events.
5. In 2022, Network Marketing reported over 114 million associates globally, generating \$172 billion in revenue, highlighting its powerful economic significance.

As the profession moves into the future, we believe Network Marketing will continue to demonstrate its resilience and adaptability, proving itself to be a viable and evolving business model.

This new information should help build your belief in the Network Marketing profession. And as you continue your journey, you will also continue to learn more when you attend

recommended trainings and events – building your belief even more. Make sure you continue learning as much as you possibly can from your sponsor, your support team, and Isagenix, until you are a solid 10 in this area.

With that being said, let's go to work on the next area. Building your belief in the company. When you're ready, continue to the next segment.