

# The Isagenix® Opportunity

our business

World Leader in Nutritional Cleansing and Replenishing™



So, how do  
I get started?

Take everything you've ever heard about network marketing and throw it out the window. We're different — from our life-changing products to our generous compensation plan. Whether you want enough money to pay your house or car payment each month or a six-figure income — with Isagenix®, you choose your own path.

Take a moment to flip through this book to find out how to get your business started.

To your health and happiness,  
Jim and Kathy Coover,  
Isagenix Co-Founders



## First of all, don't stress.

Look at this as a real business opportunity and slowly ease into it. We're partners now and we are going to take the time to walk you through every option and give you the tools and training you need to be successful. All you have to do is decide how far you want to go. With Isagenix®, the possibilities are endless.



“Within six months of building my Isagenix business I was making a 6 figure income. Best of all I’m doing something I love and helping others do the same.”

RITA MICALLEF, SIX FIGURE INCOME EARNER

# Start with your friends and family.

When you like something, you want to share it. Whether it's a great movie you saw, a book you read or a restaurant you tried — you can't wait to tell the people who are closest to you. Now imagine sharing something with them that could improve their health and completely transform their life. That's how it starts. Simple, right?

You've already tried the products, so why not share how wonderful and energetic you're feeling and why? Or maybe you know someone who has had an amazing transformation or you've read about one on our Website. Nothing works better than sharing a personal success story. Then suddenly, your friend or family member wants to experience that same success. Then they tell someone and then that person tells someone. And before you know it, you've built a solid business — all

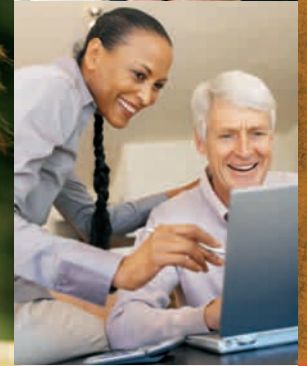
while changing people's lives for the better.

If you are interested in earning a part- or full-time income, we suggest starting out by purchasing our Business Builders Pak designed to help you experience Isagenix for yourself and to share with others.

To learn more about our paks, visit [Isagenix.com](http://Isagenix.com), your Back Office or see our product catalogue.

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You can start  
your Isagenix  
business for as  
little as \$160





## Autoship Rewards: Convenient nutrition at a great price!

Part of running an efficient business is ensuring that you have enough products to share with others who want to learn more about Isagenix®. Well, it's easy with Autoship, our convenient shipping service. Autoship takes the hassle out of ordering by automatically shipping your favourite programs, paks and products to you every month, or as often as you like, to help you achieve and maintain your health and nutritional goals. It also ensures you stay stocked up on products to share with your prospects. But wait, it gets better!

When you enrol on Autoship, you save 10% when you purchase a pak or program versus

purchasing them individually at wholesale. Also, with our new Loyalty Rewards Program, you get plenty of great perks for committing to your best health with Isagenix! Now, when you consistently order at least 130 Business Volume (BV) each month, you'll earn big savings with special coupons worth up to \$375 a year!

Are you ready for more convenience? Are you ready to jumpstart your business? Better yet, are you ready for more savings? Then, sign up for Autoship today by visiting the "My Orders" section of your Back Office.

Save up to 10% and earn money-saving coupons by using Autoship.

# How will you help me get started?

When you start an Isagenix® business, rest assured, we'll be with you every step of the way. Your success is our success. That's why we created IsaProductAU.com, a convenient, one-stop shop for all of your product needs. We also offer sales training materials, a free personalised Website, Webinars and training

conferences led by industry leaders to help you learn the best techniques for building a successful business. You can count on your enrolling sponsor and our experienced management team to be there for you, offering support and coaching any time you need it.



## FREE WEBSITE

Your successful business starts with your very own free Isagenix Website! This is a vital tool to share Isagenix with others. With your own Isagenix retail Website, you can do more than just sell products. You can post videos, product information and share your own success story, which helps you better connect with prospects.

## Free Training

### WEBINARS

Access Webinars from our most seasoned leaders and learn how to maximise your success with their proven business building tips and strategies. Education is right at your fingertips with our easy-access Webinars.

## CONFERENCE CALLS

We offer a variety of helpful conference call opportunities with Co-Founders Jim and Kathy Coover, as well as members of our Executive Team, product experts and Top Income Earners.

## SOCIAL MEDIA

Using social networking sites like Facebook and Twitter, you can easily harness the power of social media to grow your Isagenix business for FREE. We are utilising traditional methods of connecting, engaging, enrolling and fulfilling, and taking them to an entirely new platform. Now, you can approach and stay connected with prospects and communicate with your personally-enrolled using your own Facebook page, Twitter and blogs.

# FREE Business-Boosting Tools

## 1 Start your business

### ISAPRODUCTAU.COM

This easy-to-navigate site contains everything you need to know about the Isagenix line of nutritional cleansing and replenishing products. You'll have access to everything from the inspirational story of our founders to product information sheets, success stories, recipes, worksheets to track your health goals, sales tools and much more!



### ANZ.ISAGENIXBUSINESS.COM

ANZ.IsagenixBusiness.com is a smart site designed to contain everything you need to catapult your business. No matter where you are with your Isagenix business, you'll have access to many versatile tools: business-building videos, success stories, podcasts, tips from Jim and Kathy Coover and our Top Leaders, and much more.



## 2 Use the tools

### ISAMOVIE.COM

Our entertaining and informative one-stop shop of short movies keeps you informed about everything product or business related. A hub of key video marketing tools, hand-selected by Co-Founder and Executive Vice President Kathy Coover, IsaMovie helps you to immediately and effectively start sharing the Isagenix experience.



### ISASALESTOOLS.COM.AU

Make sure you have all of the Isagenix tools you need to succeed! We are launching new products every day, so it's important to get all of the most up-to-date marketing tools, so you can continue to attract new Associates and grow your business.



### 3 Take your business to new heights

#### MYISAGENIX.COM

This state-of-the-art prospect and contact management system is a one-stop shop for all of our Associate's prospecting needs. This user-friendly site allows Associates to send e-mails and auto-responders, and access IsaSpot Marketing for lead generations and more.



#### ANZ.ISAFYI.COM

Get the latest scoop about products, incredible deals, breaking news, recognition, new lucrative promotions and incentives, tips to build your business and much more.



### Rewards and Benefits

#### SALES CONTESTS AND PROMOTIONAL PROGRAMS

Every year, our Sales and Marketing teams develop new, exciting and lucrative contests and rewards programs to boost your business, encourage team work and increase your earnings. We give away hundreds of thousands of dollars in bonuses and amazing prizes such as luxurious trips to the tropical Whitsundays and business getaways to the U.S.A. To learn more about these programs visit [ANZ.IsaFYI.com](http://ANZ.IsaFYI.com).



# How Do I Make Money?



## It's easy, from our compensation plan to our pay cycle.

At Isagenix®, we have an easy-to-understand, innovative binary compensation plan that offers Associates, at any level, the opportunity to make substantial money. You don't have to worry about building multiple levels. In fact, all you have to do is build two teams. By keeping our comp plan simple, **we have already helped create more 6- and 7-figure income earners than any other network marketing company — and we're just getting started.**

Unlike other programs, you can qualify to earn bonuses on your entire team by simply remaining active with a minimum of 100 Business Volume (BV) every 30 days and maintaining a minimum of two personally-enrolled Associates that also remain active. As their individual teams grow, so will your income.

“The bonus pool has been the greatest boost to our team and our business since we first joined Isagenix. Watching the points turn into dollars every day inspired us enormously and sparked a new momentum within our Isagenix family. This helped us to expand our business by 630%”

**BEV AND MAURICE  
SIX FIGURE INCOME EARNER  
AND BONUS POOL WINNERS \$21,035**

# The biggest pay days in the network marketing industry!

When you become an Isagenix® Independent Associate, commissions and bonuses are paid weekly. This means you can create continuous income streams including:

## **RETAIL SALES**

You can make retail sales either by direct selling to your prospects or selling on your free personalised Website that we provide you when you sign up as an Associate.

## **PRODUCT INTRODUCTION BONUSES (PIB)**

These are paid to you when your newly-enrolled Associates purchase select Isagenix paks or programs.

## **TEAM CYCLE BONUS**

Team Bonuses are accumulated from team sales. This is the foundation of the Isagenix compensation plan and the primary source of most income. Eligibility for the Team Cycle Bonus is easy: Just become a Consultant or above with at least two

personally-enrolled active Associates — one on your right team and one on your left team.

## **10% EXECUTIVE MATCH BONUS**

Plus, after you've reached the rank of Executive, you can get an extra 10% commission on team bonuses paid to your personally-enrolled Consultants.

## **REWARDS AND BENEFITS**

Every year we have new, exciting and lucrative contests to boost your business, encourage your team and increase your earnings.

## **TO LEARN MORE...**

about the compensation plan or the many bonuses and incentives, visit your Back Office Library, ask the person who referred you to Isagenix or call your Customer Care Team at 1300 651 979 in Australia and 0800 451 291 in New Zealand.



With Isagenix, the income earning potential and opportunities are endless.



# Steps to getting paid

1

Enrol as an Associate and purchase one of our Business, Cleansing or Replenishing Paks.

When you pay your annual enrolment fee, you can purchase at wholesale prices and begin earning sales commissions and bonuses. After enrolling, purchase a product pak worth 100 Business Volume (BV) or more. This will initially qualify you to receive bonuses.

2

Enrol on Autoship.

Autoship, our convenient, automatic shipping service, takes the hassle out of ordering and ensures you always have enough products on hand to maintain optimal health and stay qualified to receive commissions and bonuses. You will also get the best prices on products with Autoship Rewards including a 10% discount on paks and programs. On Autoship, you can also qualify for money-saving coupons, set up multiple orders at one time and have the capability to add new products to your order for a one-time-only trial. To learn more about the many benefits of Autoship, contact your enrolling sponsor or visit your Back Office Library.

3

Take advantage of [IsaProductAU.com](http://IsaProductAU.com).

This one-stop shop will help you quickly become a product expert, so that you can better share Isagenix with others. This easy-to-navigate site contains everything you need to know about the Isagenix line of nutritional cleansing and replenishing products. You'll have access to everything from the inspirational story of our founders to product information sheets, success stories, recipes, sales tools and much more! Read more about the other invaluable sales tools we offer to help you achieve business success on page 8 and 9.

4

## Personalise your FREE Isagenix® Website.

This is a great way to sell your products and attract new Associates. Within this Website, you will also have access to the Isagenix prospect and contact management system, MyIsagenix.com. It allows you to send your customers to your own personalised, replicated Website to make direct retail purchases. Isagenix will do all the work for you. We collect the funds, ship the product, and deposit your profit directly into your own Isagenix IsaWallet account.



5

## Share with friends and family.

Encourage your friends and family to enrol in Isagenix as an Associate, purchase a 30-Day Nutritional Cleansing Program or other qualifying pak worth 100 Business Volume (BV) and enrol on Autoship, and you will earn money immediately with our one-time Product Introduction Bonus (PIB).

**Then, watch the pay cheques roll in!**



“You can be a stay-at-home mum and have a successful business without sacrificing one for the other. The key for me has been setting boundaries, developing a schedule and having a support system.”

**HILARI C.  
ISAGENIX MILLIONAIRE &  
STAY-AT-HOME MUM**

# Steps to getting paid even more!

1

## Qualify as a Paid-As Consultant.

> You can advance in rank to Consultant when you personally enrol two people as Associates and have them each purchase a product pak worth 100 BV. **You will then receive a one time \$50 Rank Advancement Bonus!**

>> Now, you are qualified to receive a Team Cycle Bonus: This bonus is paid on your sales teams' weekly sales volumes

or cycles. To be eligible, your teams must earn a minimum of 900 Business Volume (BV) — 600 on the major sales team leg and 300 on the minor sales team leg. (Can be on either team.) You can earn up to 250 cycles per week in one business centre. Unused volume will carry forward to the following week.

2

## Qualify as a Star Consultant.

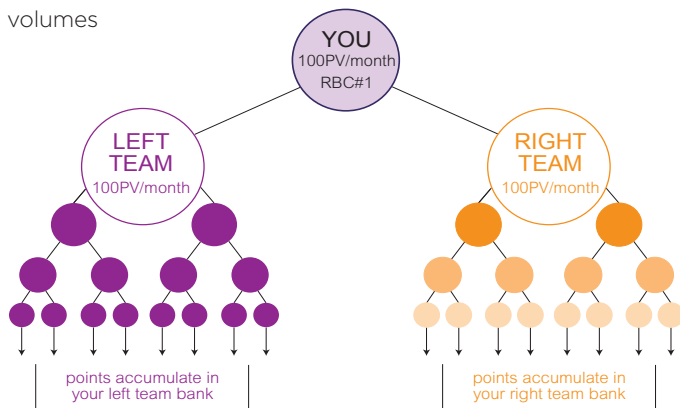
You will advance in rank to Star Consultant when five of your personally-enrolled Associates become Paid-As Consultants (at least one on each team). **This will give you a one-time Rank Advancement Bonus of \$500!**

3

## Qualify as an Executive.

> You will advance in rank to Executive when 10 of your personally-enrolled become Paid-As Consultants (five on each team). **This will give you a one-time Rank Advancement Bonus of \$1,000! If you do this within your first six months of enrolment, you will earn the title of Crystal Executive and bump your bonus up to \$1,500.**

>> Now, you qualify to earn an extra 10% Matching Team Bonus on your personally-enrolled Consultants' team bonuses by maintaining a minimum of 10 personally-enrolled Paid-As Consultants (five on each team).



$$\underline{300} \text{ BV} + \underline{600} \text{ BV} = \underline{900} \text{ BV}$$

$$\underline{900} \text{ BV} = 1 \text{ cycle}$$

(commission calculated daily & paid weekly)

# 4

## Advance into our Silver and Golden Circle Program to earn even more cash!

This recognition program recognises Consultants and Executives for reaching new milestones in their weekly Isagenix income. Here's how it works:

Consultants	1-Star Silver Circle	10 Cycles
	2-Star Silver Circle	20 Cycles
	3-Star Silver Circle	40 Cycles
	4-Star Silver Circle	60 Cycles
	5-Star Silver Circle	100 Cycles
	6-Star Silver Circle	200 Cycles
Executives	1-Star Golden Circle	10 Cycles
	2-Star Golden Circle	20 Cycles
	3-Star Golden Circle	40 Cycles
	4-Star Golden Circle	60 Cycles
	5-Star Golden Circle	100 Cycles
	6-Star Golden Circle	200 Cycles
	7-Star Golden Circle	400 Cycles
	8-Star Golden Circle	600 Cycles
	9-Star Golden Circle	800 Cycles
	10-Star Golden Circle	1,000 Cycles

### RANK ADVANCEMENT BONUSES YOU EARN:

- Become a Consultant.....**Earn \$50**
- Become a Star Consultant.....**Earn \$500**
- Become an Executive.....**Earn \$1,000**
- Become a Crystal Executive.....**Earn \$1,500**
- Become a 1-Star Golden Circle.....**Earn \$1,000**
- Become a 2-Star Golden Circle.....**Earn \$2,000**
- Become a 3-Star Golden Circle.....**Earn \$3,000**

For a more in-depth look at our compensation plan or recognition program, visit the “Business Section” of your Back Office.

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 in the “Business Section” of your Back Office Library.

