



Start
Here

Your Isagenix[®] 30-Day Wealth Transformation Guide



Jumpstart your new
Isagenix opportunity.

If you are ready to transform your life, then Isagenix® means business.

INSIDE YOU WILL LEARN:

1. How to get started today
2. How to develop your full-time or part-time opportunity
3. How to earn with Rank Advancement Bonuses
4. The 10-steps to a six-figure income



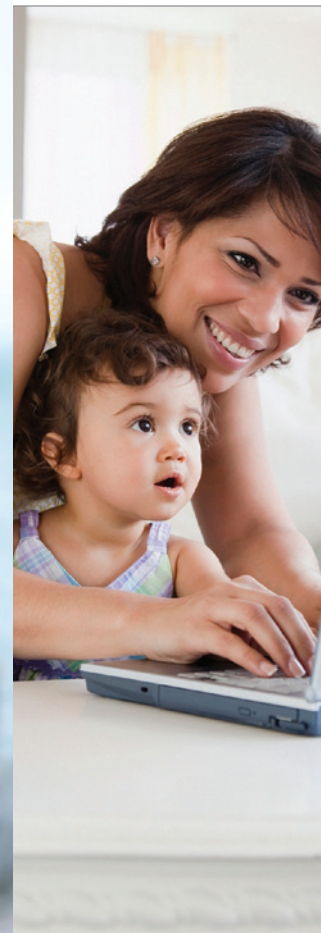
This guide book springboards you into getting the most from your new Isagenix business.

Like any new business, how you begin has a huge impact on how quickly you generate revenue and establish your business habits, and ultimately, even long-term success. Take your new business seriously and you can expect serious results. Treat this like a business and it will treat you like a business owner.

REMEMBER THIS PATH TO SUCCESS:

1. Become a product of the product. Go to IsaProduct.com to learn about the amazing product line. You'll find short product training videos, educational materials and coaching to further illustrate all the benefits of the Isagenix systems.
2. Sharing not selling—Grow your business to any level you desire while helping others live healthier lives with more vitality. Looking to earn your products for free or if you're ready to create a full time income, review the 10 Steps to Success at IsagenixBusiness.com.
3. Spend some time at IsaMovie.com and watch our most popular videos that demonstrate how Isagenix® transforms lives. You will be sending new prospects to this site so become familiar with the product and opportunity videos presented here.
4. Bookmark IsaFYI.com to stay up to date on all of the latest information about products, incredible deals, breaking news, tips to build your business, Isagenix events near you and much more all in one place.
5. Important: To order products, enroll new members, set-up your free personalized and customized web site, view compensation, edit your profile, receive company alerts and use our free library of product and business training and much more, go to the Associate Back Office at Isagenix.com and log in using your Member ID and password.

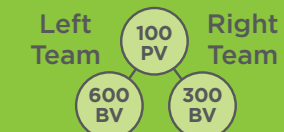
Congratulations, your new life is about to kick into high gear! Let's begin.



What Cycles Can Mean For You

You can earn up to 250 cycles per week in one business center.

A cycle occurs when you have 300 business volume (BV) from one team and 600 BV from your other team. For more information, visit IsaMovie.com and watch the compensation plan video or contact your Isagenix Sponsor/Support team.



1 Cycle = \$54 (approx.)



1 CYCLE (APPROX. \$54 / WEEK)

- Afternoon at the movies for four
- A magazine subscription
- A new shirt or blouse
- Afternoon manicure or pedicure

PV=Personal Volume • BV=Business Volume

See page 6 for an explanation of cycles or talk with your Enrolling Sponsor for details regarding the Isagenix Global Compensation Plan.



GET YOUR PRODUCT FOR FREE!



Getting Started: Forming Your Partners in Success

Taking action in your first week is a powerful way to boost your business. Find faster success by acquiring a team of motivated partners that will spur you on, helping you achieve faster growth toward your goals. This inner circle includes your partners in success.

In the space provided on the left, write down the names of the two most enthusiastic, dedicated, talented and business-minded people you can think of who can help you on your journey.

Next, choose eight more people who fit your criteria for success, and fill in those names below your first two.

Following our simple formula, you will inspire and acquire the team you need to make your new business a success. With more than 10 years of proven success behind scores of millionaires, the following three-step approach is a great tool for building your team:

- Set the appointment** "I'm so excited! I'd like to show you my new business. Do you have time today at 6 or 7 p.m.?"
- Follow-up** Send them to **IsaMovie.com** to watch "The Isagenix Difference". Ask them what they liked best about what they saw. Discuss their answers passionately. This not only builds the quality of your professional character with them, it speaks volumes about your passion and integrity.
- Enroll** Review some of the benefits and possibilities of an Isagenix® business built around helping others with a solid earning potential. Help them envision a healthier, wealthier lifestyle and a foundation to becoming a network marketing pro as an Isagenix Associate!

“I'm the CEO of my own multi-million dollar company—just waiting for the right business partners.” **MIKE D., ISAGENIX SIX-FIGURE EARNER**

Join the Isagenix® Health & Wellness Revolution—and Get Your Products for Free!

From the top down, Isagenix products offers whole-body nutritional cleansing, cellular replenishing and youthful aging—and you can even get your products for free! That's right, simply bring two new people to Isagenix, developing one cycle per week* and get your products paid for every month. How cool is that?

* One cycle = approximately \$54.00 x four weeks



Tools to Help You Get Your Products for Free

HERE IS WHAT YOU GET TO LAUNCH YOUR NEW CAREER:

- Free personalized web site
- Free training
- Free business-boosting tools
- Sales contests and rewards programs
- Buy at wholesale prices with no inventory requirement
- Weekly pay
- Lucrative and easy to understand compensation plan
- Access to Health and dental insurance benefits*
- The most advanced social media & state-of-the-art online marketing tools
- Corporate and peer support
- A 10-year track record of proven success

*Subject to qualification requirements, US only.



2 CYCLES (APPROX. \$108 / WEEK)

- Dinner for two
- A new MP3 player
- Tickets to a game
- Flowers for mom



5 CYCLES (APPROX. \$270 / WEEK)

- A new pair of shoes
- A trip to the spa
- 30-Day Cleansing and Fat Burning System
- A new cell phone



10 CYCLES (APPROX. \$540 / WEEK)

- A car payment
- New laptop or tablet device
- Designer purse

**Equivalent Salary:
Teacher • \$28K**



20 CYCLES (APPROX. \$1080 / WEEK)

- Weekend getaway
- Jewelry
- Shopping spree

**Equivalent Salary:
Dental Hygienist • \$56K**

Isagenix® Part Time: Just 10 Hours a Week and a Wealth of Opportunity is Yours.

Isagenix can help you truly live your dreams. We offer much more than an opportunity to improve your health—it's a chance to build personal wealth. Significantly. You choose the pace and the amount you wish to earn. Remember, your focus determines your actions! If you're looking to bring home some additional income, extra spending money or

save for that trip you've always wanted to take, your Isagenix business can get you there.

In as little as 30 days, you can receive a measurable increase in your income.

Here is a snapshot of efforts and typical expectations in your first month as a part-time Isagenix Associate:

PART TIME (10+ HOURS A WEEK)

WEEK 1	<ul style="list-style-type: none"> Use Isagenix products everyday—become a product of the product Visit IsagenixBusiness.com and review 10 Steps to Success <ul style="list-style-type: none"> Become a Consultant (\$50 bonus) Commit to Crystal Executive and fill out the map to Crystal Executive Enroll 2 new members and earn a Product Introductory Bonus (PIB) Develop contact list
WEEK 2	<ul style="list-style-type: none"> Enroll 1 new member and earn PIB Develop 1 new Consultant (\$100 Bonus) Review contact list and add names
WEEK 3	<ul style="list-style-type: none"> Enroll 1 new member and earn PIB Develop 1 new Consultant (\$100 Bonus) Review contact list and add names
WEEK 4	<ul style="list-style-type: none"> Enroll 1 new member and earn PIB Develop 1 new Consultant (\$100 Bonus) Review contact list and add names

Bonus! You also earn a \$100 Consultant Bonus for developing each new Consultant and when you enroll new members earn PIB.

Signing up just two Consultants in your first 30 days and keeping 1 cycle per week for your first four weeks can put approximately \$616 of products and bonuses in your hands.**

** All prices are approximate.

Your Full-time Isagenix Business. 30 Days with Isagenix Can Change Your Financial Life Forever!

Whether you want a new alternative to building capitol or you're looking for the road to financial freedom, Isagenix has you covered.

There is virtually no limit to the income an Isagenix business offers. You set the pace; you set the goals; you set the expectations. You are truly the key that unlocks your road to financial independence.



FULL TIME PLAN (40+ HOURS A WEEK)

WEEK 1	<ul style="list-style-type: none"> Use Isagenix products everyday—become a product of the product Visit IsagenixBusiness.com and review 10 Steps for Success <ul style="list-style-type: none"> Become a Consultant within 48 hours of enrolling (\$50) Commit to Crystal Executive within one month Develop contact list Enroll 3-5 new members and earn PIB Develop 3 new Consultants (\$300 bonus)
WEEK 2	<ul style="list-style-type: none"> Enroll 3-5 new members and earn PIB Develop 3 new Consultants (\$300 bonus) Add names to contact list
WEEK 3	<ul style="list-style-type: none"> Enroll 3-5 new members and earn PIB Develop 2 new Consultants (\$200 bonus) Add names to contact list
WEEK 4	<ul style="list-style-type: none"> Enroll 3-5 new members and earn PIB Develop 2 new Consultants (\$200 bonus) Add names to contact list Reach Crystal Executive (\$1000 Bonus)

CONSULTANT
Become an Active Associate with at least one Active Personally Enrolled Associate on your Left Sales Team and one Active Personally Enrolled Associate on your Right Sales Team within the same 30 days.

40 CYCLES (APPROX. \$2160 / WEEK)

- Buy a new car
- Home entertainment system
- New wardrobe for children/grandchildren

Equivalent Salary: Lawyer • \$112K

60 CYCLES (APPROX. \$3240 / WEEK)

- Pay cash for college education
- Visit one of the seven wonders of the world
- Learn how to fly

Equivalent Salary: Dentist • \$168K

100 CYCLES (APPROX. \$5400 / WEEK)

- Buy a motorhome and travel the country
- Pay off credit card debt
- Extended international trip overseas

Equivalent Salary: Anesthesiologist • \$280K

150 CYCLES (APPROX. \$8100 / WEEK)

- A second home deposit
- Buy a luxury yacht
- Start a foundation for a charity you are passionate about

Equivalent Salary: President of the United States • \$421K

Cash-In on Your Isagenix® Business with Matching and Rank Advancement Bonuses (RABs)!

Isagenix offers the most generous opportunities and the most powerful compensation plan in the network marketing industry!

- 1. Qualify as a Paid-As Consultant.** You can advance in rank to Consultant when you personally-enroll two people as Associates and have them each purchase a product system or pak worth 100 BV or more.

ASSOCIATES CAN BRING HOME MORE THAN \$8,000 IN RANK ADVANCEMENT BONUSES (RABs)! HERE'S HOW:

	BONUS
Personally advance to Consultant status	\$50
Create 10 personally-enrolled, Paid-As Consultants (each Consultant = \$100)	\$1,000
Personally advance to Crystal Executive	\$1,000
Advance to 1-Star Golden Circle (10 Cycles) for the first time	\$500
Hit 1-Star (10 Cycles) again & earn	\$500**
1-Star Golden Circle Bonus Total	\$1,000
Advance to 2-Star Golden Circle (20 Cycles) for the first time	\$1,000
Hit 1-Star (20 Cycles) again & earn	\$1,000**
2-Star Golden Circle Bonus Total	\$2,000
Advance to 3-Star Golden Circle (40 Cycles) for the first time	\$1,500
Hit 3-Star (40 Cycles) again & earn	\$1,500**
3-Star Golden Circle Bonus Total	\$3,000
TOTAL BONUS MONEY=	\$8,050

\$8,050 in extra cash is up for grabs on top of your regular commission! Grow your business and enjoy special rewards just for advancing in rank and being on Autoship.

You will then receive a one time \$50 RAB! As soon as you qualify as Paid-As Consultant, you are qualified to receive a Team Cycle Bonus: This bonus is paid on your sales teams' weekly sales volumes. 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.)

- 2. Take action and personally enroll Paid-As Consultants.** Earn \$100 per Consultant to a maximum of 10 Consultants and you will earn \$1,000.
- 3. Qualify as a Crystal Executive.** You will advance in rank to Crystal Executive when 10 of your personally-enrolled Associates become Paid-As Consultants (five on each team) within six months of your enrollment. **This will give you a one-time rank advancement bonus of \$1,000!**
- 4. 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).
- 5. Advance into our Silver and Golden Circle Program to earn even more cash!** This recognition program recognizes Consultants and Executives for reaching new milestones in their weekly Isagenix income.

Check out the opportunity videos at IsaMovie.com

Our Global Compensation Plan—Six Ways to Get Paid

- 1. Get Paid on Retail Profits.** As an Associate you can order products at wholesale cost (generally 33 percent off retail) directly from Isagenix and resell to your customers at retail. This enables you to earn up to 25 -50 percent profit above wholesale pricing on product sold from your inventory.

You can also allow customers to order products directly from the company through your Associate web site and earn Retail Direct Profits. This profit is calculated and paid weekly by subtracting the wholesale price, and a \$4.95 USD administration fee from the Suggested Retail Price. The Business Volume (BV) from any Retail Direct Sales of 100 BV or more is treated as Personal Volume (PV).

- 2. Our Generous Product Introduction Bonuses (PIBs)!** Isagenix pays you every time you personally enroll an Associate that purchases an optional Product Introduction System or Pak. You'll get a one-time Product Introduction Bonus from \$10 to \$150 (for example, \$25 for the 30-Day System). **You can even earn a Daily Bonus of \$80, \$150 or more!**
- 3. Amazing Team Bonuses!** You earn Team Bonuses by becoming a "Paid-As" Consultant and building two Associate Sales Teams—your Left Sales Team and your Right Sales Team. The BV you accumulate from sales of commissionable products, is then paid out to you as Team Bonuses every time you generate a cycle. **You can earn up to 250 cycles per week in one business center that converts to**

\$13,500 cash! Unused volume carries forward to the following week.

- 4. Our Executive Matching Team Bonuses Let You Double Your Money!** Once you become an Executive and maintain 10 personally enrolled active, "paid-as" Consultants (five on each Sales Team), you qualify for a Matching Team Bonus.

The Executive Matching Team Bonus can double your money. When you earn up to 250 weekly cycles in one business center you receive \$13,500 cash. **The Executive Matching Team Bonus doubles that money, making it possible to earn \$27,000 in cash PER WEEK!**

- 5. Stunning Incentives!** Associates have won luxury cruises, traveled to exotic locations, like the Mediterranean and Hawaii, and earned thousands of dollars in cash! **You can also qualify for healthcare benefits—specifically designed for Isagenix Associates—if you live in the U.S..**
- 6. Lucrative Promotions! Isagenix recently added \$10 million in new promotions and incentives.** At any given time, Isagenix will have a number of different promotions running as added incentives.

For example, our \$400,000 a month Executive Leadership Pools allow Associates to earn dazzling bonus checks with double or even triple zeros.

Go to IsaFYI.com to learn more.

Note: You must be active on Autoship to earn the above benefits.



Plan The Work, Then Work The Plan

Do the math. Network marketing isn't just about what you can do, it's about what you can accomplish with focus and determination!

Don't be intimidated. Share your plan with your team and encourage them to follow your same principles and to share their strategies. This collaborative effort will only make your team stronger.

Build your downline. Start by talking to three new people about Isagenix **every day**. In a week, you have spoken with more than 15

new prospects. Your team will follow your lead.

Success begins with opportunity. Once you have established a formula for success, outline with your team expectations, set group goals and plan a consistent meeting schedule.

Remember, you're not alone. You are in business for yourself but never by yourself!

“If you and 10 others on your team commit to 3 prospects a day, 5 days a week, your business will explode.” **SUSAN SLY, ISAGENIX MILLIONAIRE**



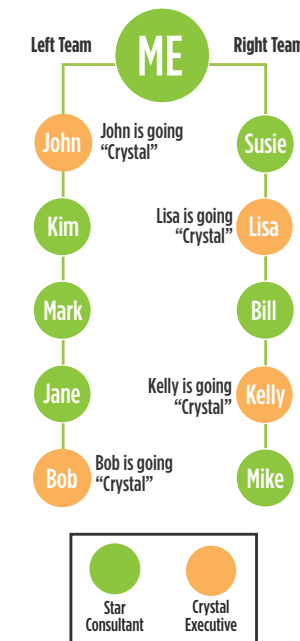
10 Steps to a Six-Figure Income

Need a roadmap to becoming a runaway success? You got it! The following is a proven formula for fast-tracking opportunity for your new Isagenix Business. **Reaching a six-figure income in six months is a realistic and achievable reality.**

1. **Review all Isagenix® systems**
 - a. Recruiting System—[IsaMovie.com](#)
 - b. Follow up System on the products—[IsaProduct.com](#)—direct them to the correct program
 - c. Training System—[IsagenixBusiness.com](#)
2. **Commit to Crystal Executive in one month, Consultant in 48 hours**
 - a. Develop 5 personal Consultants on the left, and 5 personal Consultants on the right
 - b. Fill out your Road Map to Crystal Executive—Document can be found at [IsagenixBusiness.com](#) under the “Instill Leadership Principles Within Your Team” in the Rank Advancement Bonuses PDF.
3. **Enroll everyone with programs for success**
 - a. President's Pak with Product B™
 - \$559.00 Autoship Rewards
 - 300 BV
 - b. Total Health & Longevity System™ with Product B™
 - \$370 Autoship Rewards
 - 260 BV
 - c. 30-Day Cleansing and Fat Burning System
 - \$268 Autoship Rewards
 - 184 BV
4. **Enroll everyone on Autoship for the best price, plus you hold volume and qualify for contests**
5. **Help your new Associates reach Crystal. Create the urgency; fast is fun.**
 - a. Have your new business partners fill out the Road Map to Crystal Executive
6. **Have them write down 10 names and start calling with them**
 - a. Ask them to keep track of how many people watched the videos every day
 - b. The MORE who watch the movies, the MORE that sign up!
 - c. Follow up—Follow up
7. **Help two on the left and two on right go Crystal in their first month**
8. **Now, push them to 2 Star Crystal Executive and you will become a 3 or 4 Star Executive**
9. **Keep enrolling new members; at least one a week and help them rank advance**
 - a. Reach for all the rank advancement bonuses (you can earn over \$8,050 in rank advancement bonuses), and help your team do the same
 - b. Push toward the Executive Leadership Pools (you could earn a share of \$100,000 every month) by helping your personally enrolled and first 4 PET (4PET: First Four Generations of your Personally-Enrolled Team) rank advance
10. **Duplicate this through your team and have massive success! Check out [3K30Days.com](#)**

* 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 [IsagenixEarnings.com](#).

Get to 6-Figures in 6 Months!*





TOP TEN COMPLIANCE “RULES TO REMEMBER”

1. Isagenix Independent Associates are subject to and should be familiar with the rules set forth in the company's Policies and Procedures, which may be found in the Compliance section of the ABO Library.
2. Associates may have an ownership interest in only one position, either as an individual or as an owner of a business entity. For purposes of the Policies and Procedures, Isagenix recognizes spouses as one inseparable unit; however each spouse may have his or her own position so long as the first spouse enrolls as an Associate and sponsors the second spouse. Spouses are not permitted to be in separate organizations, whether as an individual position holder or as an owner of a business that is a position holder.
3. An Associate may transfer his or her position to another line of sponsorship only if certain conditions are met. This generally requires fulfilling a minimum waiting period of inactivity before rejoining the new organization: Preferred and Wholesale Customers may rejoin after six months of inactivity; Associates may rejoin 12 months after providing proper notice. Associates who have earned the equivalent of 10 cycles in a commission week (or that have reached Star Consultant) may rejoin 18 months after providing proper notice.
4. Isagenix products are primarily dietary supplements, foods and cosmetics, which means according to applicable government regulations, no claims can be made that our products diagnose, treat, cure or prevent any disease. If an Associate has any questions about what claims can or cannot be made when marketing our products, he or she should defer to Isagenix provided marketing materials or contact the Compliance department at Compliance@isagenixcorp.com.
5. Associates may participate in other network marketing opportunities or other business endeavors subject to certain conditions, including a prohibition on marketing or advertising those other opportunities or products to other Isagenix Independent Associates. This prohibition includes marketing and selling sales tools or training programs to Isagenix Independent Associates except in certain limited circumstances.
6. Isagenix products are sold exclusively through a network marketing distribution channel, which protects the rights of all Associates. Accordingly, our Associates may not sell our products through retail establishments or on store shelves, with limited exception. Isagenix products may be marketed online, pending pre-approval by Isagenix and all product orders are processed through the Isagenix shopping cart. Websites that list products for online purchase (such as eBay, Amazon, and craigslist) are regarded as retail establishments through which our products may not be sold.
7. When marketing an Isagenix business, each Associate should always market his or her business as his or her independently-operated Isagenix business center, ensuring that he or she always identifies himself or herself as an Isagenix Independent Associate thus disclosing to each potential customer that he or she is not dealing directly with Isagenix. Targeted advertisements utilizing the Isagenix trade name, through pay-per-clicks, domain names or Facebook or other social media groups or profiles, often lead to confusion with our customers and increase the risk that sponsorship may not be rewarded to the Associate who first introduced Isagenix to the Customer.
8. When enrolling a new Associate or Preferred Customer all contact and billing information should be that of the Account Holder. Isagenix routinely calls and emails Account Holders and cannot do so if the contact information is that of the Enrolling Sponsor. Isagenix verifies contact information and tax information at the time of enrollment. If this information is invalid or inconsistent Isagenix may place the account in pending status until the information can be validated.
9. Due to government regulation regarding the use of testimonials, Associates must ensure they comply with the Federal Trade Commission's guidelines regarding testimonials, including providing not just the results of their personal success story but also average results for all individuals using the product. Associates must disclose their status as an independent Isagenix Associate. Isagenix provides proper sample disclaimers in the Policies and Procedures to be used whenever discussing income, weight loss, or product benefits.
10. Isagenix will only recognize what it considers a legitimate enrollment. A legitimate enrollment involves an individual who voluntarily and knowingly enrolls as an Associate with Isagenix to purchase our products or pursue our business opportunity. Enrollments that are effected to manipulate the compensation plan, bonuses or promotions will not be recognized by Isagenix, and Isagenix may seek repayment of any such bonuses or compensation. Isagenix offers a generous compensation plan to reward those Associates who introduce Isagenix to prospective Associates and Customers. Manipulation or illegitimate enrollments jeopardize the substantial business opportunity for current and future Associates and are therefore prohibited.

A complete compliance document can be found on the “Health & Wellness” CD.