



YOUR STORY

Craft Your Story: The 4 Key Elements

1. Tell them about yourself. What makes you unique? (Besides being YOU, because that is your superpower.)

2. What things kept you up at night and made you want better for yourself?

3. How did network marketing/Isagenix change the game for you?

4. Where do you see yourself in the future because of what you've accomplished?

SHARE YOUR STORY: THE RIGHT WAY

Sharing your story is one of the most effective ways to market your Isagenix business. Countless people all over the world have experienced life-changing results and are excited to share them. This excitement and passion for Isagenix never ceases to amaze us, but you must share your success in a way that is compliant and accurate.

ALWAYS follow these guidelines in print, during spoken or formal presentations, on social media and other online outlets, and in casual conversation.

Be sure that your story:

- Is accurate and truthful
- Sets reasonable expectations
- NEVER** suggests Isagenix products treat, cure, or prevent any disease
- NEVER** promises, implies, or guarantees financial or physical results

Be sure that you:

- Use the Isagenix tools and resources
- Only use claims approved by Isagenix
- Are a role model for the Isagenix legacy
- Ask Isagenix for help with personalized advertising