Dear Isagenix® Top Leader,

Thank you for helping make 2013 one of the best years yet for Isagenix! We couldn’t have done it without top leaders like you.

You’re now holding one of the greatest tools in your Isagenix business-building arsenal. This book helps you effectively implement your Isagenix 90-Day Game Plan. A 90-Day Game Plan could change your life forever. When you map out your 90-day goals, you put you and your team on the fast track for success. Who knows? You could even become our next Isagenix Millionaire, simply by planning daily and developing your team. Start by going for six figures and beyond. Then help others do the same.

Use this guide to keep track of important Isagenix events and promotions to optimize your sales strategies. We’ve even included promotional flyers to build your business. You can write down your plans in this book so you always have your next steps on hand.

Want to achieve really amazing results? Share your “why?” Make your plan public, and share your goals. You know we’ll be in your corner, cheering you on! Let us know how you’re doing with your 90-Day Game Plan by emailing Product.Testimonials@IsagenixCorp.com.

Together We Will!
To Your Success,

Kathy Coover
Isagenix Co-Founder & Executive Vice President

GET READY TO PUT YOUR 90-DAY GAME PLAN INTO ACTION
MAKE THE DECISION

1. WHY DO A 90-DAY GAME PLAN?

2. WHAT IS YOUR STORY?

Why are you doing this? Who are you helping or benefitting? What kind of people are you looking for?

Start your story with the Why, How, What.

Example: “I believe all parents deserve to spend more time with their children. I show people a way to stay home and provide an income to facilitate this dream.”

Why?

How?

What?

To learn more about this concept go to www.ted.com and in the search bar type in “Simon Sinek: How great leaders inspire action” or use the following QR code.
SET YOURSELF UP FOR SUCCESS

1. ELIMINATE DISTRACTIONS

I will stop...

spending too much time in front of the TV, on Facebook, gossiping, etc.

I will start...

organizing my office, smiling more, carrying Isagenix products around, etc.

2. GET YOUR BUSINESS SET

What do you need to get your business running?

If you’re new to the business, maybe it’s an office, phone, computer, whiteboard or Facebook page.

If your business is more seasoned (2-Star Golden Circle or above) continue to check the Blueprint, Weekly Achievers or Executive reports in your Back Office. Or maybe you want to better team communication with an ongoing newsletter or Facebook group.

What day next week will you get/access this?

Blueprint and leadership reports are found in the Associate Back Office under “Team/View Downline Reports.” Weekly Achievers is only for 2-Star Golden Circle and above and can be found under the “Leadership” tab in the Associate Back Office. If you do not have a “Leadership” tab and are a 2-Star Golden Circle or above, please contact Compliance@IsagenixCorp.com to find out how you can receive Weekly Achievers.
3. FULL TIME/PART TIME

What are your business hours?

What are your personal/family hours?

THE FACTS

If you enroll 20 people: 12 will do something and 8 will do nothing.

Within 60 days: You will have 8 people doing something.

In 4 months: You will have 6 team members doing something.

In 9 months: You will have 4 team members doing something.

In 1 year: 1 team member will be accounting for 80% of your income and 3 team members will be accounting for 20% of your income.

IF YOU ARE FULL TIME...
Do you commit to enrolling 20 new people during the first 6 weeks of your 90-Day Game Plan?

Yes ☐ No ☐

IF YOU ARE PART TIME...
Do you commit to enrolling 10 new people during the first 6 weeks of your 90-Day Game Plan?

Yes ☐ No ☐
4. NEW PRODUCTS

Introduce the new products and product in the spotlight to 10 current team members and 10 prospects.

*I will introduce new products to...*

TEAM MEMBERS:
1. 
2. 
3. 
4. 
5. 
6. 
7. 
8. 
9. 
10. 

PROSPECTS:
1. 
2. 
3. 
4. 
5. 
6. 
7. 
8. 
9. 
10.
5. **USE THE TOOLS AVAILABLE**

What existing tool do I need to start utilizing to move my business forward?

*Launch Party Kit, IsagenixBusiness.com, The IsaBody Challenge®, IsaBody™ Look Book*

What tool do I need to purchase to move my business forward?

*Go to IsaSalesTools.com to purchase*

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IsagenixBusiness.com  
Business Training System

IsaMovie.com  
Recruiting System

IsaProduct.com  
Product Follow-Up System
**DEVELOP YOUR TEAM**

1. **LOCK ARMS WITH 5 TEAM MEMBERS**

1. Name:

2. Name:

3. Name:

4. Name:

5. Name:

Who is/will be on your IsaDerby™ team?

*To register your team, log into your Back Office and click on “Contests & Promotions.”*

1.

2.

3.

4.

5.

*Did you know? Associates who participate in IsaDerby have some of the highest retention rates in Isagenix?*

**NOTES:**
2. WHAT DOES COACHING LOOK LIKE?

Step 1 - Have a team member watch/listen to you do a 3-way call.
Step 2 - Have a team member help you do a 3-way call.
Step 3 - Have a team member do a 3-way call with your help.
Step 4 - Have a team member do a 3-way call as you watch/listen.
Step 5 - Have a team member do a 3-way call and report back to you.
Step 6 - Have a team member do a 3-way call while their new team member watches/listens.

GOAL SETTING

What goals do your team members want to accomplish in the next 90 days? Ask them!

Name: ______________________
Goal: ______________________

Name: ______________________
Goal: ______________________

Name: ______________________
Goal: ______________________

Name: ______________________
Goal: ______________________

Name: ______________________
Goal: ______________________

The key to success is urgency.
## Cycle Payouts

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<tr>
<th>Rank</th>
<th>Weekly Cycles</th>
<th>Income*</th>
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<tbody>
<tr>
<td>Consultant/Executive</td>
<td>1 Cycle</td>
<td>$2,808.00 per year</td>
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<tr>
<td>Consultant/Executive</td>
<td>5 Cycles</td>
<td>$14,040.00 per year</td>
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<tr>
<td>1 Star Silver/Golden Circle</td>
<td>10 Cycles</td>
<td>$28,000 – $53,000 per year</td>
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<tr>
<td>2 Star Silver/Golden Circle</td>
<td>20 Cycles</td>
<td>$56,000 – $109,000 per year</td>
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<td>3 Star Silver/Golden Circle</td>
<td>40 Cycles</td>
<td>$112,000 – $165,000 per year</td>
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<tr>
<td>4 Star Silver/Golden Circle</td>
<td>60 Cycles</td>
<td>$168,000 – $278,000 per year</td>
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<tr>
<td>5 Star Silver/Golden Circle</td>
<td>100 Cycles</td>
<td>$280,000 – $417,000 per year</td>
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<td>6 Star Silver/Golden Circle</td>
<td>150 Cycles</td>
<td>$420,000 – $554,493 per year</td>
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<td>7 Star Silver/Golden Circle</td>
<td>200 Cycles</td>
<td>$557,280 – $693,813 per year</td>
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<tr>
<td>8 Star Silver/Golden Circle</td>
<td>250 Cycles</td>
<td>$696,600 and up per year</td>
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Note: Isagenix will count Team Cycle Bonuses, PIBs and Matching Team Cycle Bonuses toward qualification.

* 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 www.IsagenixEarnings.com.
COACHING

How can I best coach my 5 team members to their goals? Plan it out. Show them “You + Two, Them +2” and the rank advancement maps.

*Coaching varies depending on the person. Tailor your coaching method to your team members’ needs.*

1. Name:
   
   Date to Go Over Rank Advancement Map:
   
   Best Coaching Method:

2. Name:
   
   Date to Go Over Rank Advancement Map:
   
   Best Coaching Method:

3. Name:
   
   Date to Go Over Rank Advancement Map:
   
   Best Coaching Method:

4. Name:
   
   Date to Go Over Rank Advancement Map:
   
   Best Coaching Method:

5. Name:
   
   Date to Go Over Rank Advancement Map:
   
   Best Coaching Method:
Here’s your map to becoming a Crystal Executive. Fill in your new team members’ names. To become a Crystal Executive you need to personally enroll 5 people on each team leg (right & left) then help those 5 individuals become Consultants within 6 months of enrollment. If you complete this within 6 months of enrollment you will achieve Executive status.

YOU + TWO THEM + 2 x5

YOU

$50

Consultant Advancement Bonus

$100

Consultant Development Bonus ($100 each)

$250

Crystal Manager Bonus (achieved within 30 days)

$750

Crystal Director Bonus (achieved within 90 days)

$1,000

Crystal Executive Bonus (achieved within 6 months)

= $3,050* in Bonus Money!
(Consultant to Crystal Executive 6 months)

LEFT TEAM

1 name
phone

$100

2 name
phone

$100

3 name
phone

$100

Crystal Manager Bonus if achieved within 30 days of enrollment

4 name
phone

$100

5 name
phone

$100

Crystal Director Bonus if achieved within 90 days of enrollment

6 name
phone

$100

7 name
phone

$100

Crystal Executive Bonus if achieved within 6 months of enrollment

8 name
phone

$100

9 name
phone

$100

10 name
phone

$100

GOAL DATE TO BE COMPLETED: 12-02-2023

Consultant Advancement Bonus
$50
Consultant Development Bonus ($100 each)
+$1,000
Crystal Manager Bonus (achieved within 30 days)
+$250
Crystal Director Bonus (achieved within 90 days)
+$750
Crystal Executive Bonus (achieved within 6 months)
+$1,000

* Associates participating in the Crystal Challenge outside of their 6 month enrollment period do not qualify for the $1,000 Crystal Executive Bonus. $3,050 bonus can only be achieved if Crystal Manager is achieved within 30 days of enrollment, Crystal Director is achieved within 90 days of enrollment, and Crystal Executive is achieved within 6 months of enrollment.
ACCOUNTABILITY

How can I increase accountability in my team?

*Be a dedicated accountability coach.* Text, 3-way calls, Facebook, weekly meetings

TOOLS

What tools can assist my team members in achieving their goals?

*IsagenixBusiness.com is the business training system and contains Isagenix University online.*

Did you know the Isagenix Corporate Team hosts a Facebook group? Plug yourself and team members into the Isagenix Business Facebook group for up-to-the-minute information on all things Isagenix and support.
How will you celebrate when your team member achieves their advancement?
Card, flowers, dinner, recognition call?
YOUR CALENDAR

1. What is the next event you’re attending?

2. Which team members are coming with you to the next event?

3. How many people are you bringing to Celebration?

Events build belief. The more team members you have at an event, the more successful you will be!

Invest in your team! Did you know that every team member who joins you at Celebration is worth $1,000 TOWARD your yearly income?

NOTES:
YOUR DAILY PLAN

Business Hours:

1. How many people will you connect with each day?

2. How many people will you show IsaMovie.com to each day?

3. How many 3-way calls will you do each day?

4. How many follow-up calls will you do each day?

5. How much time will you devote to coaching “You+Two, Them+2?”

6. How much time will you devote to personal development a day?

YOUR MONTHLY PLAN

1. How many Launch Parties will you host a month?

2. How many Launch Parties will your team host a month?

3. How many local events will you attend with a prospect or team member?
DID YOU KNOW?

In “The 21 Indispensable Qualities of a Leader,” John C. Maxwell suggests focusing your time like this:

HOW WILL YOU FOCUS YOUR TIME?

- 70% Strengths
- 25% New Things
- 5% Areas of Weakness
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PREPARATION NOTES

Taking notes is an integral part of remembering and getting inspired.
NEVER GIVE UP

What is the vision that will keep you going?

How will your life be different when you achieve your 90-Day Game Plan goals?
NOTES

Taking notes is an integral part of remembering sessions and getting inspired.
This year’s event was electrifying! Powerful business builders and a team of industry-leading corporate executives taught nearly 6,000 Isagenix Associates at The Mirage Hotel & Casino how to live out loud. Just in case you were unable to attend, we captured some of the event’s most memorable moments!

To find out how you can get recognized at 2014 “Together We Will” New Year Kick Off in January, visit IsaFYI.com. Select the “Recognition” tab and select “How to Get Recognized.”
1. Isagenix COO, Scott Luther is presented with the Employee President’s Award from Co-founders Jim & Kathy Coover.

2. Our $500,000 cumulative income earners proudly display their award certificates on stage.

3. Our Top Five 7-Star & Above Executive Leadership Pool Earners.

4. Ellen Bradley Ganus and Nancy Valen having fun before the start of the event.

5. Jill Birth announced as a Spirit of Isagenix award recipient.

6. 2013 Spirit of Isagenix award winner Elizabeth Martinsen and START member Sarah Rhew showing off their guns.

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VISIT ISAGENIXCELEBRATION.COM FOR 2014 CELEBRATION DETAILS
YOUR 90-DAY GAME PLAN

Name:

90-DAY GAME PLAN

Start Date:

End Date:

90-DAY GOAL

My 90-day goal is to:

I commit to ______ new enrollments during the first 6 weeks of my 90-Day Game Plan.

90-DAY GAME PLAN

To accomplish this I will:

I personally commit to the 90-DAY GAME PLAN

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24/26 // 90-DAY GAME PLAN
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### 90-DAY GAME PLAN

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