

The Forever Pak Playbook

Step by step instructions, helpful tips, and suggestions for sharing.

*"The most important product
Isagenix offers is 100 BV"*

Jimmy Smith



**SIMPLE. DELICIOUS. AFFORDABLE. AWESOME.
AND MIND BLOWING SCIENCE!**

Note: Everything in this PDF document can be copied, modified for your personal use, and pasted into a text, Messenger, or email. Enjoy!

A Vibrant Lifestyle Made Simple



The Forever Pak is a total health and longevity system, designed to support optimal well-being and youthful aging. The Forever Pak consists of one (1) bottle of IsaGenesis™ and two (2) canisters of the IsaLean™ Shake, in chocolate, strawberry, chocolate mint or vanilla. These

IsaGenix® products have been specifically formulated to create a leaner, healthier, more youthful and vibrant you.

10 Reasons For Building With The Forever Pak

1. Simplicity
2. Affordability
3. Ease of duplication
4. Mind blowing science
5. No objection to autoship and autoship stays on
6. Monthly order basket goes up and up and up
7. Minimal product coaching
8. Miracle Manager making machine
9. 100 BV will set you free
10. True network marketing



A. Initial invites to view Forever Pak videos (various scenarios):

The goal of inviting is to simply create curiosity and get permission to direct the person to the tool that will then accomplish the presentation. Send a text or Facebook private message that accomplishes this goal. End the message with a question . . . “If I send you a link to a video which explains this, would you watch it?” Wait until they tell you that they would like the video. Don’t just send the link without that agreement.

Here are a few samples of inviting messages that you may choose to use or modify.

Helpful hint: You may want to send a voice message so that your excitement can be heard!!

1. FIRST EXPOSURE

1.1 SOMEONE WHO HAS NOT LOOKED AT ISAGENIX BEFORE

1.1.1

I am so grateful for something that has come into my life that has had such a tremendous impact on my health and energy! I am so excited about the science behind this—it is truly cutting edge in the anti-aging field! If I were to send you a short video that explains it, would you watch it? If not, no worries! I hope you’re awesome!

1.1.2

I would love to share with you something that has been a total game changer for me with my health—the science behind this will blow you away! I thought of you because . . . If I were to send you a video that explains this would you watch it?” If not, no worries. I hope you’re awesome!

1.1.3

Hey (name). . . I'm so excited about information that I learned about what's aging us and what we can do about it. This is cutting edge, simple, and truly amazing. Our company owns the patented formulation and the residual income opportunity is remarkable as well. I’m creating the possibility of physical and financial freedom for everyone and just spreading the word to friends and family. If I send you a link to an online presentation would you watch it? I'd love to hear what you think? Take care. All the best.

1.1.3

Hi, Happy New Year! I sincerely hope you are off to the BEST year of your life! I know I am! And one of the reasons is because of some mind blowing science I've learned about that is guaranteed to take your health to your next level. It's super simple, completely affordable and scientifically proven! If I send you a short video, would you be interested in watching it?

1.2 SOMEONE WHO IS ASKING WHAT YOU ARE DOING OR RESPONDED OR LIKED A POST

1.2.1

Hello (name), I am so happy you reached out. I am eager to share something that has completely changed my life. I believe with all of my heart that it can improve your life as well. I am sending you to a website to watch a 22-minute video. The science is very exciting! Let me know when you have watched it and we can set up a time to talk so I can share what has happened for me and answer your questions and catch up!!!! Here's the link to the website: foreverpak.com With Love and Gratitude,

1.2.2

Thanks so much for liking my (type of post) post. It's the Isagenix that I've been taking for the past 7 years that has slowed down my aging! If you are interested, I can send you info on the science behind the 2 products I recommend. It's totally simple, affordable and the science of how it impacts your body is awesome. If I send you a link to a video which explains this, would you watch it?

1.2.3

Hi (name), Thanks for liking my post on how we can slow down the aging process (or whatever you posted). Not sure if it is anything you would be interested in or not, but if you would like to know more, I would be happy to shoot you over some information. It has been amazing for me! If not, no worries, I just thought I would ask. Hope you are having a great day!

1.2.4

Hi (name) - I saw you "like" the post I made about health and wellness. It's something I've got a lot of passion about. If I share a video with you would you be open to taking a look at it.

1.3 FOR HEALTHCARE PROFESSIONALS

1.3.1

I respect you in your line of work and I believe I have something you definitely need to look at-- it's going to help you and I know for a fact it's going to help your clients/patients get the amazing results they are looking for even more than what you are already doing for them. Would you be open to checking it out if I send you a video?

2. CURRENT PROSPECT

2.1 PROSPECT WHO HAS BEEN IN TEAM FACEBOOK PAGE (ATTN) FOR A LONG TIME

2.1.1

I know that you have been in the process of exploring Isagenix as a possible fit for you. I am excited about a new way of getting started on our health journey that is simple, very affordable and is backed by powerful science. If I send you a video would you be open to checking this out? If not, no worries! I hope you're having a great day!

2.1.2

With the New Year upon us, would you be willing to revisit Isagenix with me? I've learned a NEW way that you'll be interested in. It's so simple, easy, affordable and the results are profound. I'm sure you'll want to know about it. Would you like a link with some info?

2.2 PROSPECT WHO HAS PREVIOUSLY BALKED AT PRICE

2.2.1

With the New Year upon us, would you be willing to revisit Isagenix with me? I've learned a NEW way that you'll be interested in. It's so simple, easy, ****affordable**** and the results are profound. I'm sure you'll want to know about it. If I send you a video link, would you watch it within the next few days?

3. CURRENT OR FORMER ASSOCIATE

3.1 INACTIVE CUSTOMERS

3.1.1

Hi _____! I hope you are doing well.

I want to reach out and see if you would be interested in revisiting Isagenix with me and letting me show you an easy plan that people are getting amazing and life changing results with. It's super simple, based on truly breakthrough science, and very affordable to get started! If I send you a short video will you watch it? I'd love to hear what you think of it. Thanks



Helpful Hint: You may want to try adding a photo with your invitation to help tell your story.

3.3 TERMINATED OR NONRENEWED ASSOCIATE (someone who stopped ordering)

3.3.1

Would you be willing to revisit Isagenix with me? I've found a super affordable and simple way that everyone can use Isagenix. It's only \$159 a month and it even replaces a meal! If I send you a video link, would you watch it within the next few days?

3.3.2

Hi (Name)... What if there was an easy way for you to use Isagenix every single day for under \$6 per day? And what if it was so easy to help other people do it too that you got all your products paid for within 30 days? And what if it was based on Nobel prize winning mind-blowing science? Would you be open to revisiting it and take a look? I'd love to send you a 22-minute video if you are willing to watch it. How's that sound? I've never been this excited about what is possible!

B. IF THEY SAY NO THANKS TO RECEIVING A VIDEO

Thanks. Referrals. Move on.

If you ever have a friend looking to release weight, gain energy, sleep better, and feel younger, I'd love to help them. In the meantime, let me just send my best wishes to you and your family.

Helpful Hint: If they don't respond to your invitation, don't send another text. Just move on!

"Every time someone says no or doesn't respond, they are making space in your team for when the right person says yes." – Lenny Evans

"I'd rather run with one than to drag one hundred" – Zach Slobin

C. WHEN THEY SAY YES, SEND VIDEO LINK

When you do send the link ask them, *"When do you think you will watch the video - you are likely going to have questions and it would be great to connect while the information is fresh in your mind."* Set a follow up time and be sure that you get the phone number that is best for them.

Helpful Hint: Be sure to ask them when they will be able to watch the video so you'll know when to follow-up.

Examples:

Here is the info on the science behind the 2 products I recommend. I'm trying it now and it's been great so far. It's totally simple, affordable and mind blowing science of how it impacts your body. Watch the first video on www.foreverpak.com and if you want to try it, let me know. I'll look forward to hearing from you.

I believe with all of my heart that this will easily fit into your current lifestyle. On the website below, watch the first video (and also the second one if you want.) It's full of Nobel Prize winning science. Then, I'll circle back to you or simply message me. www.foreverpak.com

Thank you! I'm excited to have you see the information (name). It's all on the website I'd like you to know about. There are two videos. Watch the first one on the page. If the income idea resonates with you, feel free to watch the second one too. Let's reconnect after you see this amazing science. Whoever thought I'd be helping people get younger? I feel like I'm on a mission. www.foreverpak.com Thanks for taking a look!

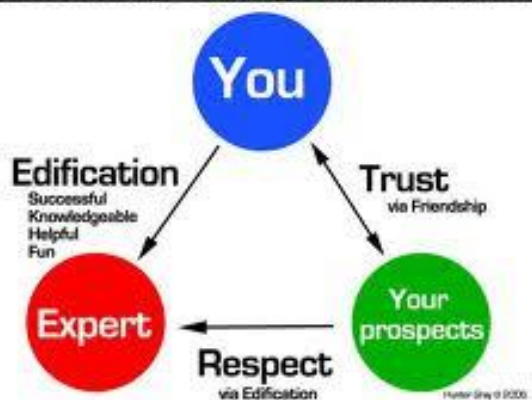
Here is the info on the science behind the 2 products I recommend. I'm trying it now and it's been great so far. It's totally simple, affordable and the science of how it impacts your body is amazing! On the website below, watch the first video (and also the second one if you want.) It's full of Nobel Medical Research Prize winning science. Then, I'll circle back to you or simply message me. www.foreverpak.com

D. INITIATE A 3-WAY CALL OR MESSAGE THREAD

After you send the link to your prospect, set up a 3-way text or message thread in which you bring in your third party "expert". The conversation after they watch video is where the rubber hits the road, and using an experienced teammate is key. This is especially important if you don't know how to answer questions, handle objections or if your own belief level is not a 10 out of 10. It also shows that anybody can do this because we work in teams.

Helpful Hint: Teamwork works!
Don't go it alone. Use proven
three-way communication!

3rd Party Calling & Edification



If you are new, your message may say:

Hi (Name), I look forward to hearing your impressions after you watch the video! I am still pretty new with this myself so I am bringing a friend into this thread who has helped a lot of people, including me, and will certainly be able to answer any questions you might have. I'm adding her/him to this message/text thread—Mary meet name of partner.

If you are more seasoned, your message might say:

Hi (Name) - I'm excited for you to watch the video! I would love to connect with you to hear your impressions and answer your questions. I am also adding my friend to this message thread—she has helped a lot of people and she has an amazing story to share as well! Mary meet name of partner.

E. CHECK IN WITH DELAYED RESPONDERS

Give your friends and family a little time. Then, if they haven't responded within 48 hours of sending them the link, you may want to follow-up. It's possible that they didn't see or recognize the link when it arrived.

Helpful Hint: Give it a rest and don't be a pest.
They aren't as excited as you are.... YET!

Examples:

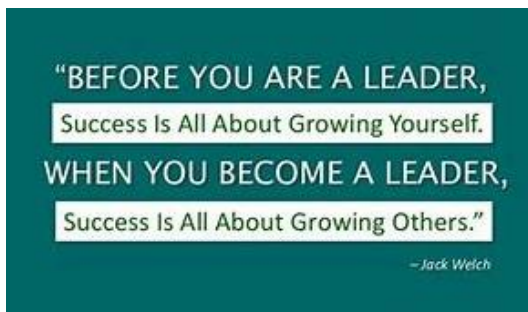
As promised, I'm circling back to you about the Forever Pak video. What did you like most? (Here is the link again in case it didn't work.) <http://foreverpak.com/>

I appreciate how challenging it is to carve out extra time for a video clip and I think this will be well worth your time. (Add a nice comment about family or passions)

E. FOLLOW UP DISCUSSION

- *During 3-Way Call or 3-Way Message Thread*
- *This will most frequently take place before enrollment with a third-party partner.*

TAKE THEM TO YOUR LEADER



In the conversation that follows the goal is to create rapport and converse but the ultimate goal is to get on a three-way phone conversation. This text or message is a soft bridge to that. You may also be able to bring that person with you on your follow up conversation that you arranged when you gave them the link, or at least, have them “in the wings” at the time that you do re-connect with your person so that you can bring them into the conversation. It can be very natural to say, “Mary let me see if I can bring my friend (name) into this conversation—she knows so much more about this than I do!”

If you are the third-party partner you come back and say . . . *“Hi Mary! I’m here to answer any questions that you have—looking forward to connecting with you.*

The follow up conversation after they have watched the video: Ask, *“What did you like?” “What hit home with you?”* (Listen). Share what you have experienced with the products. Your personal testimony is the juice! *“If there were one or two things that you could improve about your health, what would be at the top of your list?”* Express confidence that these benefits are available to them.

Take their temperature . . . *“Mary, just so I can get a sense of where you are in your thinking about this . . . on a scale of 1 to 10 with 1 being you know this isn’t for you and 10, you are ready to move forward and get started, where would you put yourself now.”* Anything over a 1 is good—it tells you that they are engaged. Whatever their answer, simply ask them what they need in order to get to the next number. Then if you have not already done so, set up the three-way call with a more experienced teammate (ideally the one you set the three-way message thread up with) in order to help them get the information that they need to make a decision.

Helpful Hint: The *fortune* is in the *follow-up*”

If they tell you that they can’t afford it right now but that they are interested simply get permission to circle back to them. Ask when they would like you to do that. Perhaps you can “drip” some relevant information on them like validating information about IsaGenesis and the IsaLean shake.

If they have not yet seen the second video in the website direct them to that at this time. *“Who are two people who you are pretty sure would want to do this with you? The reason I ask is because the company has an amazing referral program that kicks into high gear once you refer two people—the second video in the website I sent you to lays it out—not only am I eating the products for free because of this but I am also . . .* (share your income story or your vision for the future or have your third party be sure to share as well). *“I’m sure you can imagine that with a scientific breakthrough like this that there is quite an opportunity!”*

F. ENROLLMENT VIA PHONE OR ISALIFE APP

If they are ready to get started, use the order form to simply get their information from them including flavors and packaging preferences. Let them know that you will set up their account and order their Forever Pak. You can take their information or send them a Recommended Pak via the IsaLife app.

If they have not yet seen the second video in the website direct them to that at this time. *“Who are two people who you are pretty sure would want to do this with you? The reason I ask is because the company has an amazing referral program that kicks into high gear once you refer two people—the second video in the website I sent you to lays it out—not only am I eating the products for free because of this but I am also . . . (share your income story or your vision for the future or have your third party be sure to share as well). “I’m sure you can imagine that with a scientific breakthrough like this that there is quite an opportunity!”*

First Name:		Last Name:	
Email:		Ph#	Cell#
Mailing Address:		Apt. #	
City:	State:	Zip:	

Username: _____ Password: _____

Whey Protein Shake Flavors
 Chocolate
 Vanilla
 Strawberry
 Chocolate Mint

Dairy Free Shake Flavors
 Chocolate
 Vanilla Chai



1 Isagenesis 2 Shake
 \$159 (108BV)

Membership
 \$29 With Auto-Ship
 +tax. & shipping

NOTES:

Sponsor: _____ Signature: _____

Card Number:	Exp. Date	Sec#
Name:		
Billing Address: (Same as above <input type="checkbox"/>)		Zip

Helpful Hint: This simplified order form can be found in the team area of the foreverpak.com website. The password is healthyyou

G. SEND THEM A SIMPLE WELCOME EMAIL OR TEXT

Now that your new customer has been enrolled, it's time to send them a short welcome letter that contains the critical information they will need as they go forward. Note the simplicity. It will be easy to duplicate when they share with their friends and family.

Helpful Hint: It's not what works,
it's what duplicates!

Hi _____!

Congratulations on making the decision to take your health to the next level and start your "Forever Lifestyle"! Your Forever Pak order was placed today and will be delivered to your doorstep in 3-5 days.

Click on this link to access your online account:
(their replicated website at www.theirusername.isagenix.com)

Username:
Password:
Isagenix ID:

Your Forever Pak is scheduled to ship to your doorstep again in 28 days. You have complete control and can alter or cancel at any time. Isagenix offers a solid 30-day money back guarantee.

If you have any questions call:
Isagenix Customer Service number: 480-889-5777
Or feel free to contact me as well: xxx-xxx-xxxx

Here are some other wonderful resources to take a peek at:

www.IsaProduct.com
www.IsagenixHealth.net
www.IsaMovie.com

I can't wait for you to feel your Forever Results!

All the best!

(Your Name)

9. ADD TO TEAM FACEBOOK PAGE (Alive To Thrive Now)

If they are on Facebook, get permission to add them to our Alive to Thrive Now group where they can see how others have benefitted and learn more about Isagenix.

At some point in this process, either before or after they enroll, you will want to direct them to the Monday night Opportunity Zoom with Dave

Helpful Hint: Events build belief and belief builds action. Without action there are no results. Join the team and training calls!

MacArthur and Lenny Evans. Plug them in! More validation and they will feel the excitement and buzz around this! Very important if you want them to join you in sharing this with others!

Forever Pak Presentation with Dave MacArthur

Zoom every Monday night. Invite your guest and let us do the work.

TIME:

6:30pm PST

7:30 pm MTN

8:30pm CST

9:30pm EST

Topic: Forever Pak Presentation

Join Zoom Meeting

<https://zoom.us/j/951997341>

One tap mobile

+16699006833,,951997341# US (San Jose)

+16465588656,,951997341# US (New York)

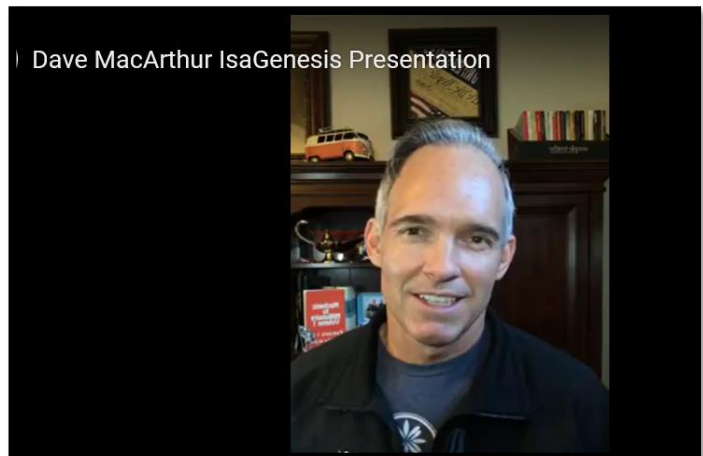
Dial by your location

+1 669 900 6833 US (San Jose)

+1 646 558 8656 US (New York)

Meeting ID: 951 997 341

Find your local number: <https://zoom.us/u/roFQV>



FOR THE YOUNGER CROWD From Dave MacArthur and Lenny Evans

Note: I'm mostly referring to millennials who are 18 and older.

You've already lost 1/3 of your DNA before you're born and it's getting worse. Pre-teenagers are developing degenerative diseases and are not expected to live as long as their parents.

This is proven science that is impacting all of us at a DNA level because of environment and stress. For you (younger people) it started in the womb.

Question. Do you want to do something about it?

We have seen incredible results. From skin to teachers at school noticing and calling parents.

What are young people noticing from the "Forever Pak?"

1. Better mental focus and clarity
2. Better endurance and core strength
3. Better recovery from late nights and hard workouts and competitions
4. Better sleep
5. Better digestion
6. Better recovery from injuries and trauma of all kinds
7. Better mental ability for test and homework
8. Better moods and less irritability from stress
9. Relief from chronic pain

You are your DNA on every level. There are things that we just don't have to accept as "normal" even for our young aged kids.

Are you ready to operate at your fullest potential?

Here is a quick video explaining the science.

www.foreverpak.com

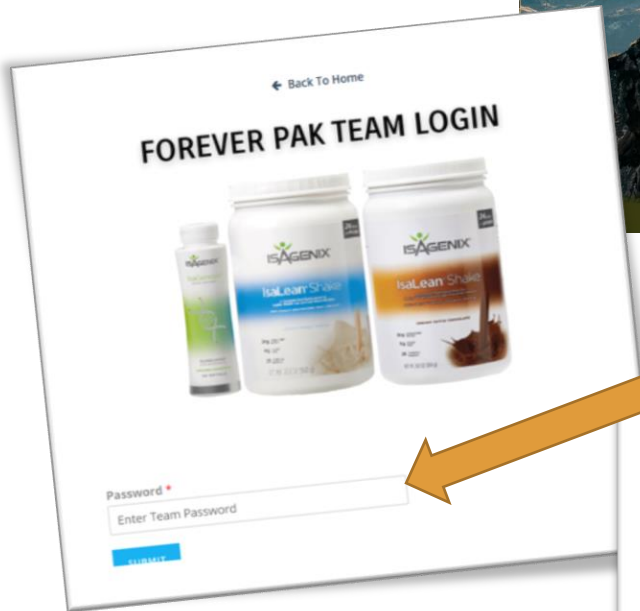
Note: The bottle says 18 and older: I answer that and be careful not to recommend but say something like "it says 18 and older on the bottle but as a parent I feel like I want my child to have the best advantage nutritionally that they can. It is all natural. If you have any additional concerns ask your health care professional if they will monitor your child as they use this nutritional supplement." Hope this helps. And add any additional helpful insights in the comments below.

TEAM AREA AT THE FOREVER PAK WEBSITE

When you are ready to share what you've learned and experienced with The Forever Pak, you'll want to take advantage of the valuable training that has been provided in the "TEAM LOGIN" of foreverpak.com.

Simply go to www.foreverpak.com and look at the upper right-hand corner.

There you will see a button called "TEAM LOGIN" – Click on it and you'll be taken to a login page.



There are two passwords that will work. They are: **Isagenix OR healthyyou**

A screenshot of the Forever Pak Team Area content. The "Training Videos" section features three video thumbnails: "Forever Pak Connecting" (a person on a bicycle), "Forever Pak Overview" (a person on a mountain peak), and "Forever Pak Zoom Training" (a person's legs running). Below this is the "Documents" section, which lists four downloadable items: "Forever Pak Flow Chart", "Forever Pak Application", "Isagenesis + Shake Application", and "Crystal Manager Pathway". Each item has a "Download" button with a download icon. An orange arrow points from the text above to the "Documents" section.

The contents currently include three videos and four downloadable forms for easy use.

Helpful Hint: Don't be a fool! Use the tools!

APPENDIX ~ NOTES ~ INSIGHTS WE'VE DISCOVERED

OPPORTUNITY ZOOM CALL WITH DAVE MACARTHUR

Forever Pak Presentation Zoom every Monday night. Invite your guest and let us do the work.

TIME:

6:30pm PST

7:30 pm MTN

8:30pm CST

9:30pm EST

Topic: Forever Pak Presentation

Join Zoom Meeting

<https://zoom.us/j/951997341>

One tap mobile

+16699006833,,951997341# US (San Jose)

+16465588656,,951997341# US (New York)

Dial by your location

+1 669 900 6833 US (San Jose)

+1 646 558 8656 US (New York)

Meeting ID: 951 997 341

Find your local number: <https://zoom.us/u/roFQV>

Lenny Evans morning calls

771-770-4160, Code 336384#

8:30 am PST

M Dave MacArthur

T Udana Power

W Ronda Coallier

Th Casey Plouffe

F Lenny Evans

Sat 20/20/20 calls

8am PST

302-202-1108

Code 114089

ADDITIONAL IsaG RESOURCES

Watch these two videos for additional science and information on telomeres and IsaGenesis (previously known as Product B)

What's Aging You?

Telomeres and Aging

<https://www.isagenix.com/en-us/isamovie/healthy-aging>

Isagenix Health articles on IsaGenesis

<https://www.isagenixhealth.net/?s=IsaGenesis>

Images



SIMPLE
POWERFUL
AFFORDABLE

ISAGENESIS GLOBAL AVAILABILITY

IsaGenesis is available in the following countries:

- United States
- Canada
- Australia
- New Zealand
- Hong Kong as Product B
- Malaysia as Product B
- Singapore as Product B

IsaGenesis as NOT available in the following countries:

- Belgium
- Columbia
- Indonesia
- Ireland
- Mexico
- South Korea
- Spain
- Taiwan
- The Netherlands
- United Kingdom