

# The Forever Pak Playbook

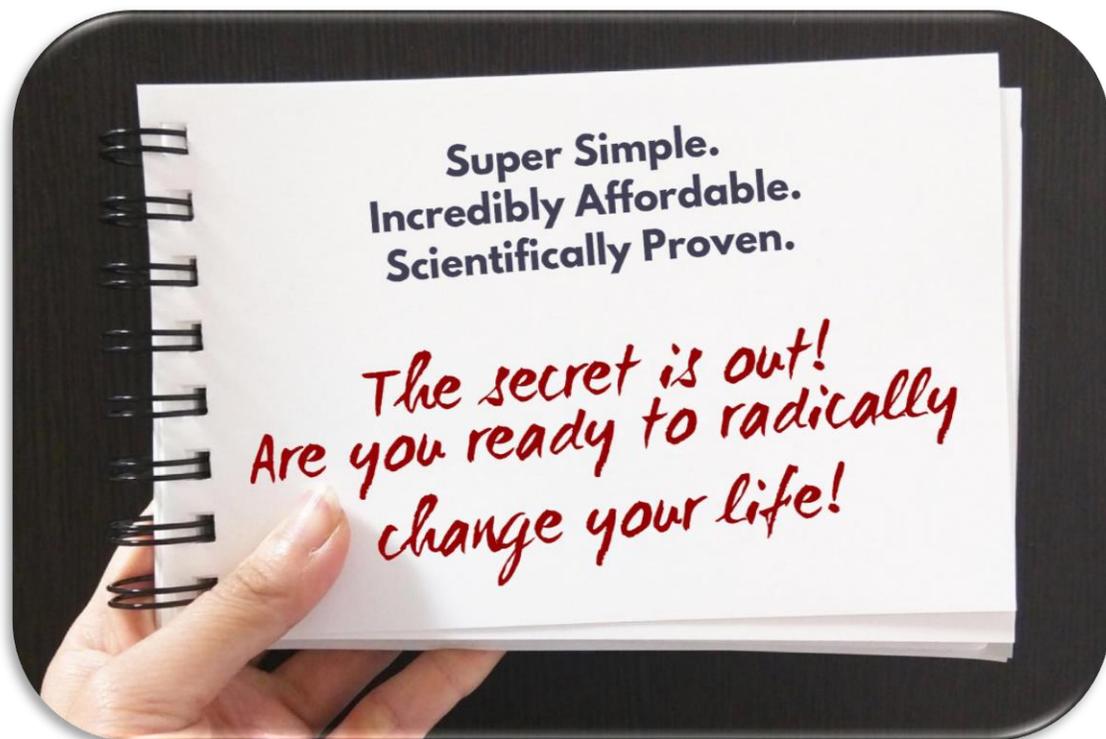
Step by step instructions, helpful tips, and suggestions for sharing.

Updated - V2.0

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

*-Jimmy Smith*

*The number one cumulative income earner with Isagenix.  
He began at 75 years old after retiring from a career as a butcher.*



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## 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, peach mango or vanilla. These Isagenix® products have been specifically formulated to create a leaner, healthier, more youthful and vibrant you.

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## 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 invitations to view The Forever Pak videos

See Appendix A  
For Step-By-Step  
Instructions

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.**

Note: The following templates are general and written to assist you in writing yours. You can customize them with your own voice and strengthen them by including the elements on the training on effective invitations in Appendix A.

### 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!

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

##### 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.

#### 1.1.4

Hi *(Name)*, 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 ASKED WHAT YOU'RE DOING OR RESPONDED / 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: [www.foreverpak.com](http://www.foreverpak.com)

#### 1.2.2

Hi *(Name)*, 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 system 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)*. Would you like to know more? I'd be happy to shoot you over some additional 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 – especially with what I've learned about the aging process and what we can do to impact it. If I share a video with you, would you be open to taking a look at it?

## 1.3 FOR PROFESSIONALS

### Health and Fitness 1.3.1

Hi *(Name)*, 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?

### Corporate Professionals 1.3.2

Hi *(Name)*, I've been thinking about you and I hope you're doing well. I know how busy a corporate career can be because, like you, I had one for \_\_\_\_ years. I also know that they can take a toll on a person's lifestyle, health, and even our feeling of independence and freedom. I now know a lot more about what that freedom can look and feel like. I'd love to tell you what I've discovered that has improved my health, amped up my energy, and literally altered the aging process in a scientifically proven way. If I send you a video to check out, would you be able to watch it? It totally transformed my life!

### Retirees 1.3.3

Hi *(Name)*, I hope you are living the good life after all those years of professional life. I'm loving my retirement... In fact, I think of it more as commencement because I'm just getting started and I feel like I'm twenty years younger. I've learned a lot about the aging process recently and there's something we can do about it. It's super simple, incredibly affordable, and based on Nobel Prize winning science. I've been using it and feel amazing. I have a video to share if you'd like to know more. Would you like me to send it to you? Take care my friend. We've got this!

## 1.4 EVENT STIMULATED

### 1.4.1 Upcoming Birthday

Good morning (name) – Happy Birthday! *(Optional short personal statement goes here)*. I know your birthday is a day or two away, but I want to make sure you know that I'm thinking of you as it approaches. I hope you celebrate your special day and your life with your *(wife and family)* in a special way. I have something I'm excited to share with you. It's a gift of another kind. I've learned a lot recently about how we are aging and what we can do about it. If I were to send you a short video to look at, would you make time to watch it? It's really quite remarkable. Happy Birthday my friend. ❤️

1.4.2 Promotion In My Future *(Notice – This script is unusual. It's all about you. No WIIFM – While that's not our best practice, we've had reports of successful engagements).*

Hi ! *(Enter a warm, friendly personal sentence here)*. I'm reaching out to you today to ask a favor. My company is offering me the opportunity for a promotion to Executive! What that entails is sharing a presentation with twenty people and I'd be honored if you'd be one of them. If I send you a link to the video presentation, would you take a look at it? To get the promotion I'm so excited about, I'll also want to get feedback from those who watch the video. What works for you? This afternoon? Tomorrow? Thanks for letting me know either way.

## **2. CURRENT PROSPECT**

### **2.1 PROSPECT WHO HAS BEEN IN TEAM FACEBOOK PAGE 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 super simple, completely 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 PREVIOUSLY DIDN'T GET STARTED OR 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 CURRENT ASSOCIATE WHO HAS LOST THEIR ZEST FOR BUILDING A BUSINESS**

#### 3.1.1

I know that in the past you put energy into building an Isagenix business but then lost your mojo. I don't know all of what led to your discouragement but I want you to know that I am super excited about a new approach that is so simple, affordable for people to start, and backed by compelling science. If I were to send you a video that lays this out, would you be open to revisiting the possibilities for yourself?

### **3.2 INACTIVE CUSTOMERS**

#### 3.2.1

Hi *(Name)*! I hope you're 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

### 3.2.2

Hi Friend! You've been on my mind and I've been meaning to reach out. Would you be open to revisiting Isagenix with me? I've learned some new things regarding the science of two incredible products that I think you'll LOVE too. It's simple, affordable, convenient, AND it's less than six dollars a day (which includes a meal!)

Go to [www.foreverpak.com](http://www.foreverpak.com) and watch the first video that my friend Dave MacArthur did - it will explain it all and I PROMISE it is worth the listen. Check it out and let me know if you're open to reconnecting

### 3.2.3

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!



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

## 4.0 CURRENT ASSOCIATE WHO WAS INTERESTED IN THE OPPORTUNITY AND MAY OR MAY NOT HAVE AN ACTIVE AUTOSHIP.

### 4.0.1

Hi *(Name)*! Have you seen the buzz around [www.foreverpak.com](http://www.foreverpak.com)? I'm SO excited about this new approach to helping people with their health and freedom goals. I recently connected with Dave and Cary MacArthur and they shared a proven model that has worked EXTREMELY well for them the last 14 years. What I love about their approach is that there is no selling, no product coaching, and no scripts.

Go to [www.foreverpak.com](http://www.foreverpak.com) - the first video is a refresher of the science on the two incredible products that I swear by, and the 2nd video is on the opportunity. Pay special attention at the 7 min mark when Dave shows the progression of a penny doubling a day for 30 days (you won't believe what is worth!) and then at the 13 min mark when he shares how this concept applies to 100BV. Trust me - you won't be able to sleep when you see this. Check it out and let me know if you're open to restarting with me.

## 5.0 TERMINATED OR NONRENEWED ASSOCIATE (someone who stopped ordering)

### 5.0.1

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?

### 5.0.2

Hi *(Name)*... What if there was an easy way for you to use Isagenix every single day for under six dollars 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!

## 6.0 NEW CUSTOMER WHO JUST ORDERED A FOREVER PAK

*NOTE: This is what you would coach your new Forever Pak customer (those who expressed an interest in the income opportunity) to send to a few of her friends even before her own products arrive.*

### 6.0.1

Hi *(Name)*, You know how you told me that you've been feeling *(insert what they told you: old, tired, sluggish, down, frustrated over weight, concerned about money)*? Well I've found something that looks really good to me, and I'm feeling pretty excited about it! It's making a big difference for people like you who are wanting to \_\_\_\_\_. I thought it might be something that could benefit you, too! I'm really impressed by the science behind this! If you are interested in knowing more, I could send you a link to a video that explains it. If not no worries—let's get together soon! *(Or whatever ending is relationship appropriate)*

## B. If they say "no thanks" to your invitation.

### 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: No really means "Not now." It's not personal. Don't be attached to the outcome!

*"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 the 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. Here are suggestions from "Go Pro" author and network marketing expert, Eric Worre.

- 1. Get the time commitment**
- 2. Confirm the time commitment**
- 3. Schedule the next call**
- 4. Send the information and,**
- 5. Get off the call!**

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

This requires a little communication before you send the link that is in each of the four examples that follow. A set of sample texts might look like this:

- When do you think you could watch the video for sure?
  - Note: Don't suggest a date or time. Stay quiet and let them answer. (*Thursday*)
- So, if I called on Thursday, you'd have watched the video for sure, right?
- What's the best number and time for me to call? (*4:00 PM at XXX-XXX-XXXX*)
- Send the video link using one of the examples listed below. Modify to fit your tone and the exchange you just had.

Examples:

- Here's the info on the science behind the system 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](http://www.foreverpak.com) and if you want to try it, let me know. I can get you set up wholesale. It's about \$5 a day and that includes a meal. I'll look forward to our call on \_\_\_\_\_ at \_\_\_\_\_.
- 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. I'll look forward to our call on \_\_\_\_\_ at \_\_\_\_\_ . [www.foreverpak.com](http://www.foreverpak.com)

3. 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](http://www.foreverpak.com) Thanks for taking a look! I'll look forward to our call on \_\_\_\_\_ at \_\_\_\_\_.
4. Here is the info on the science behind the system 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. I'll look forward to our call on \_\_\_\_\_ at \_\_\_\_\_.[www.foreverpak.com](http://www.foreverpak.com)

**When they've watched the video and opened the conversation with you to explore whether The Forever Pak is right for them.**

Here are some recommended questions to ask. They are simply suggestions and your conversation might take a different form. What's really important is that you make the conversation about THEM and that you are curious. Be prepared to listen, take notes, and try to address what you hear with an Isagenix success story of your own or one that is borrowed.

1. What are the one or two things that you would most like to improve about your health and what would be at the top of the list?
2. Tell me more about that?
3. Say more
4. Are you OK?
5. What's that like?
6. How does that make you feel?
7. Help me understand.
8. Share testimony with Passion!

## D. Check in with delayed responders.

Give your friends and family a little time. It's possible that they didn't see or recognize the link when it arrived. If 48 hours or more have gone by you may want to check in to make sure they actually received and saw your invitation

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

Examples:

**If they haven't responded to your invitation and haven't gotten back to you.**

- Hi (name). Just checking in on the note I sent you a couple days ago. I appreciate how challenging it might be to carve out extra time for a video clip. I think this is one worth reminding you about and that you'll appreciate. Would you like me to send it to you? (Add a nice comment about family or passions)

**If they accepted the video from you and haven't gotten back to you.**

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

## E. Initiate a three-way message thread.

After you send the link to your prospect, wait for them to respond.

**IF they have questions** it might be a great time to set up a three-way text or message thread with your mentor. It's always great to have another "expert" available to help in the conversation and/or to validate the information that you are providing.

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 your friend that anybody can do this because we work in teams.



**If you are new, your message may say:**

Hi *(Name)*, Now that you've seen the video, I'd like to hear your impressions and make sure you get all your questions answered. I am still pretty new with this myself so I'm bringing a friend in 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 to this message thread.

*(Name)* meet *name of partner*.

Helpful Hint:  
Teamwork makes  
the dream work!  
Don't go it alone.  
Use proven three-  
way communication!

**If you are more seasoned, your message might say:**

Hi *(Name)* – Thanks for watching the video. I'd 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!

*(Friend)* meet *name of partner*.

**Note:** If your friend moves from watching the video to enrolling, there is no need to create a three-way discussion thread yet. Move forward with the steps that follow enrollment. A three-way message thread will be created prior to the Welcome Call.

## F. Enrollment Via Phone Or IsaLife App

If they are ready to get started, use the order form to simplify getting 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.

Suggested question to ask at enrollment.

**"I can take your information and place the order on my computer or send you a link with your items in an order basket. Which would you prefer?"**

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  
 Peach Mango

**Dairy Free Shake Flavors**  
 Chocolate  
 Vanilla Chai



1 Isagenesis 2 Shake  
\$159 (108BV)

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



Sponsor: _____		Signature: _____	
Card Number:	Exp. Date	Sec#	
Name:			Zip
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](http://foreverpak.com) website. The password is healthyyou

See Appendix D  
For Step-By-Step  
Instructions

New to IsaLife™? It's an easy to use tool that some customers might prefer. It's a good idea to get familiar with it.

## G. Send a simple welcome communication.

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.

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](http://www.theirusername.isagenix.com) )

Username:  
Password:  
Isagenix ID:

Your Forever Pak is scheduled to ship to your doorstep again in 28 days on (*DATE*). Be sure to ask if you have any questions about your next order. You have complete control and can alter or cancel an order at any time. Isagenix offers a solid 30-day money back guarantee.

If you have any questions call:  
Isagenix Customer Service number: 1- 877-877-8111  
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](http://www.IsaProduct.com)  
[www.IsagenixHealth.net](http://www.IsagenixHealth.net)  
[www.IsaMovie.com](http://www.IsaMovie.com)

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

All the best,  
  
(Your Name)

## H. Initiate a welcome call and message thread.

See Appendix B  
For Step-By-Step  
Instructions

The three-way welcome call takes the place of the three-way enrollment and/or coaching calls that we've used in the past. Why? Because enrolling someone with The Forever Pak is easy to do on our own AND there will no longer be a need for a coaching call when their box arrives. Helping people get started with a Forever Pak simplifies our business.



**When?** The welcome call is intended to take place between the date of enrollment and the time their products arrive. Typically, **about 1-3** business days after the order is placed.

**Who?** The leader (person doing the enrolling), the friend, and an experienced mentor.

**Reminder!** A three-way message thread was created in Step E after the video was sent from the Leader to the Friend. Be sure to use that same thread and same mentor when you set up the Welcome and Celebration calls.

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

## I. Schedule a 7-day celebration call.

See Appendix C  
For Setp-By-Step  
Instructions

It's time to celebrate the first week of results with your new customer/associate. This takes place seven days after they have started using The Forever Pak and you'll be asking permission to schedule this call during your three-way welcome call

The call will include the same people that were on the welcome call – the mentor, the leader, and the friend.

It's exciting to hear people share their positive results and this is a great time to hear what they have to say.

## J. Add to our team Facebook page.

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 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!

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

### 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)

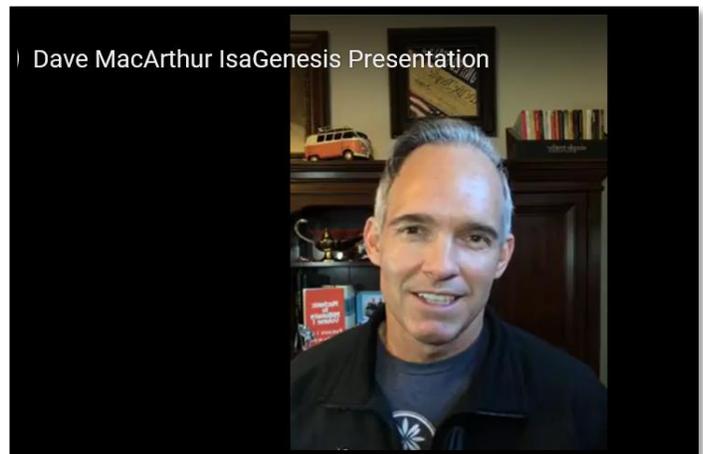
Dial by your location

+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>



# The Forever Pak Playbook Appendix

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## Appendix A: Inviting As A Gateway Skill

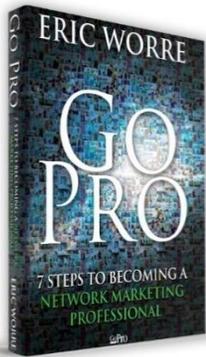


### How to be effective at inviting people to take a look at our offerings - be it our product or our business opportunity.

**What?** Effective invitations create curiosity. They cause people to want to take the action that you invite them to take, or in our case, to go to [foreverpak.com](http://foreverpak.com) and watch one or both videos. It could just as easily be to get together for coffee or attend an in-person presentation. It all starts with creating curiosity and asking for permission to share more.



**Becoming effective at inviting is the one skill that can make a massive difference in your business.**



Network marketing professional and bestselling author, Eric Worre, calls it the “*gateway skill*” because nothing happens if you can’t get people to take a look. And for those of us who truly want to help people it can be so frustrating when you know you have something that can make a profound difference in someone’s life and you can’t get them to look!

Think about it—when we reach out and invite someone to take a look, we’re asking them to part with some of their time. That’s not a small thing! People are busy – and we’re asking them to take twenty precious minutes (or more) out of their day to evaluate some information that we are making important for them.

**So, what can we do to up the odds that they would be willing to set aside the time for that?**

Well why wouldn’t they? Here’s a few reasons for consideration.

**Reason One: Lack of connection and personal rapport. Relationships matter!**

## CREATING CONNECTION

If you haven’t built a relationship, it’s likely that the person you’re inviting won’t trust that you have *their* best interests at heart - especially if you come at them from out of the blue with an invitation. They’re going to believe that the only reason that you’re reaching out is because you want to sell them something for *your* personal gain. No matter how well meaning we are, and how sincerely we want to help others, if they can’t feel your sincerity, they’re likely to put up a wall.

**Reason Two: Lack of clarity about the value and benefits for them. WIFFM (What's In It For Me)**

People are more likely to blow us off when we ask them to watch a video or view a presentation if they aren't able to quickly see the real value for them. Or maybe they politely say that they'll watch the video, but then they never seem to get around to it. They aren't connecting the dots that draw a line between your invitation and the benefits it could provide in their lives.



In order to part with their most precious, non-renewable commodity, their time, they have to have a sense that there is something in it for them. There may be people in your life who are willing to watch a video because it is important to YOU, like maybe a parent would watch a video because their adult child wanted them to – but most people aren't likely to give up that time without feeling it could make their lives better in some specific way.

**Example:** Perhaps your invitation sounds like this:

*“Hey Bob, let's meet for coffee – I have something I want to share with you.”*

This may not give a person enough of a reason to set aside their time or, if they do and you go into your sales pitch, they may feel offended and misled.

**Example:** Similarly, if you reach out and say something like this:

*“Hey Jane, check out this video—it's awesome! I think you'll find it interesting.  
The science is mind blowing!”*

or like this:

*“Hi Sue, gosh have found something that I am super excited about!  
You've got to see this too!”*

. . . the odds are pretty good that watching your video will not be a priority for them.

**Reason Three: Concern for hurting your feelings if they aren't interested. Avoid disappointment.**

When people anticipate that they won't want what you're offering it's not uncommon for them to feel anxiety and worry about disappointing you or hurting your feelings. They fear that saying no to what you're offering them would be awkward or strain the relationship. For them, it's far easier to just not accept the invitation to look at what you're offering in the first place.



This is real! People will make up stories in their heads without knowing the particulars of your offerings – they may have thoughts like:

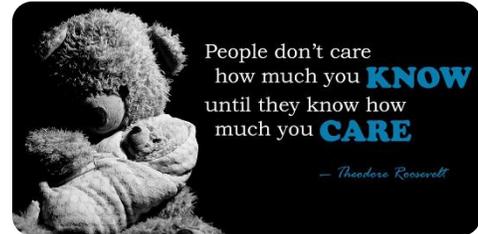
*“I don't have time for anything else or I can't afford to purchase anything now so I know I will not buy and I want to avoid all of the uncomfortable feelings that go with that.”*

An effective invitation anticipates that and defuses that objection right up front.

**Given these obstacles, how can we be more effective in our inviting efforts?  
These two steps will increase the likelihood that we'll be met with  
greater receptivity, more openness, and genuine curiosity?**

**Step One: Establish better connections, greater rapport, and more trust. Lead with relationship!**

People want and need to feel confident that we have their best interest at heart. Everyone enjoys doing business with people who they like and trust. If you don't have rapport, people won't allow you to influence them. And your invitation won't succeed. It's that simple.



**Prospecting.** When Eric Worre talks about prospecting (finding people to talk to) he talks about building our skills. He stresses that as a network marketer, we need to be continually meeting new people and adding them to our *active candidate list*. An active list is one that is alive, never finished, and that we are always adding to.

**Connecting.** Worre suggests that we then want to find creative ways to stay in touch with our prospects. Work to build familiarity and relationships.

**Inviting.** Finally, only after connecting and building relationships with the people we meet and *when the time is right* – we'll can effectively reach out and invite them to take a look.



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One of the biggest mistakes that gets made in our business is inviting people to look before establishing enough of a connection and rapport.

One way to do that is to identify and establish common ground.

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**Step two: Birds of a feather, flock together. Find your birds. Find commonality first.**

People tend to be attracted to, and have more trust for, people who they perceive to be like them. We're warier of those who feel different or not like us. One way to establish commonality is to look for it. In your interactions with others, ask questions to find common ground. And when you do find it, bring that to their attention.

A great way to find common ground is to be curious and ask questions that lead you there. Ask about their work, their families, their interests, etc.

Of course, another great way to meet people with common interests is through your hobbies and recreational activities. The golf course, the gym, your church, service organizations – just doing life!

Once you've found common ground, rapport can be established pretty quickly. Once it is, be sure to get their contact information so that you have a way to continue to stay in touch. A few easy ways include:

getting their card, finding out if they are on Facebook, or simply by inviting them to send you a text message so that you'll have each other's number.

### **Facebook: A powerful tool for making connections and finding common ground.**

Users of Facebook understand that one of the powerful benefits it provides is the ability to find people with mutual interests, similar values, residents of the same community, and more. These are all potential areas of common ground. The Facebook search bar is a remarkable resource.



Consider entering a few of the following to find people you might like to get acquainted with because of what you have in common:

- The name of your high school or University and the year you graduated
- The name of the golf club that you're a member of
- The breed of the dog that is a beloved member of your family
- A description of your favorite hobby
- Reference to one of your favorite cities
- Be curious... The list can go on and on.



Have you noticed how you feel and react when you receive a Facebook friend request from someone with little more than a few random pictures on their page? It's not very inspiring and those invitations are seldom accepted because we don't get a sense of who they are, what they care about, or how they enjoy living their lives. In short, we don't feel any common ground.

Prior to sending a friendship request it's helpful to look at a person's Facebook wall/timeline, check out their bio, and explore the things they are liking and talking about. Notice whether or not you feel a connection. Does who they show up as resonate with you.

Here's a few more useful suggestions:

- Identify the common ground before you make the friend request.
- After making the friend request, immediately send a private message telling them what it is that you learned and liked about them (from their posts, bio, etc).
- Like and comment on one or two of their posts.
- Consider using the "Facebook Tile" feature to leave a message on their wall that stands out. (These are the colorful backgrounds and designs that Facebook provides.
- These are the types of engagements that are early steps in using common ground to make connections while building trust, respect, and a deeper relationship.



**HINT – None of these steps say anything about mentioning The Forever Pack or Isagenix. It's that way on purpose. Lead with relationship. Don't lead with product or opportunity.**

Never stop making the effort to notice and meet people, and begin cultivating relationships. When the time is right, we may choose to reach out and ask them to take a look at our offerings. And we may not. Either way, we have made a friend whether they ever choose to become a customer or a partner or not.

It's very important to be emotionally unattached when we invite someone. It's about serving others not using others! So again, making sure that you have some rapport before you ask someone to take a look.

**Customize your invitation so that it speaks to them. Speak to their listening.**

Imagine that everybody has 5 letters tattooed on their foreheads . . . WIIFM – What's In It For Me?



Obviously, the more that you know about a person, the better able you'll be at making your invitations be about them. In your interactions with others. . .

- Be interested more than interesting
- Spend more time listening than talking
- Hear what's said about their pain points and needs

**Resist guessing. Be curious.** It might seem obvious, for example, that a working parent might feel stress over having to balance the needs of work and family. We might assume that they would love to have the quality of life that a home-based business could offer. But to assume that in our invitation without

“People hear you on the level you speak to them from. Speak from your heart, and they will hear with theirs.”



having had any kind of conversation that actually confirms our assumption, could cause us to totally miss the mark. A benefit to one person might not be a benefit to someone else. That working parent may love their job and might find being a stay at home parent a role that makes them crazy!

We may assume that anybody would want to have more energy or have better sleep or be more fit, but again, our invitations are better received if we can speak to an expressed need or a desire.

When you make your invitation about them, it lands on them in a whole different and better way.

**Examples of proven phrases to incorporate into your invitations are . . .**

*"I thought of you because" (then reference an expressed need or desire);*

*"You know how you told me . . ." (insert what you heard them describe)*

*"If you are serious about that, I have found something that might possibly be a way for you."*

*"When you told me \_\_\_\_ were you serious about that or just talking?"*

*"I don't know if this would be a good fit for you but . . ."*

*"If I could show you a way where you could \_\_\_\_ would you be open to looking at it?"*



Many of us are using attention getting messages that we send out via text or private message that are available as sample scripts in *The Forever Pak Playbook*.

The goal of these sample scripts is to create enough curiosity that a person will want to learn more. These

templates include a question much like this one:

*“If I were to send you a link to a video that explains this, would you watch it?”*

**Permission base marketing.** Asking for their permission before you send the video is a must. Never send the link in your first message and don't post it on your Facebook wall. The proper time to send the video comes after rapport and relationship are in place and permission has been granted.

The templates in our playbook are just samples. Each of us will be more effective if we use our own words so it comes across in your own voice. The more rapport you have with the person you send an invitation to, the more likely they will be to respond.

Here are some suggestions for what you might want to include as you customize your invitations.

- Connect on a personal level first.
- If possible, add a sincere complement.

For example:

*“Hi Mary, I've been thinking about you! I hope you guys had a great vacation—I enjoyed seeing all of the photos you posted on fb! You sure created some great memories that your family will cherish forever!*

- Then you want to get their attention.

*Hey, you know how you mentioned in one of your posts that you were feeling depressed about having to go back to work and that you wished you could keep the vacation going, were you serious about that or were you just joking? The reason I am asking is that I have found a way to have that kind of life through my home-based business where I am able to earn a great living but have the flexibility to work when I want and from anywhere in the world from my smart phone. I don't know if this would be for you, but if I were to send you a link to a video that explains how I have been able to do that, would you watch it?*

- Then you want to remove the pressure.

*“And no worries if you decide this isn't for you, don't be afraid to tell me, you won't hurt my feelings. However, I have seen this work so well for moms like you who want to have a better balance between work and family and I do think it's worth knowing about in case it could be that for you, too!”*

- After you've taken the pressure off and reassure them that if it's not for them, no worries, end the invitation by re-emphasizing the value shown in this example.

*“Hi Mary. I really enjoyed playing with you yesterday. Gosh, your swing has really improved since you've been taking lessons! Hey, you know how you were talking about how you can't play 18 holes anymore because you don't have the stamina and strength that you used to? I'm not sure if this is for you but you know I'm with a wellness company and you know that movie, Cocoon where people are aging backwards? Well we have a patented product that helps people like you and me who want to turn back the aging clock so we can keep doing all of the things we love well into our nineties and beyond. The science behind this is really impressive! If I were to send you a link to a video that explains this, would you watch it? And no worries if you decide this isn't for you—but I couldn't not share this with you because it's made a big difference for me and I have witnessed so many people reclaim their vigor and zest for life with this.”*

- Here is one more example:

*“Hey Mary, it was great connecting with you at the function last night. And thanks so much for the referral to your financial planner – I will follow up with that. Hey, you know how you told me that you have been really frustrated with your weight? I don't know if this would be for you but I found something that made all the difference for me and the best part is that it's not a rigid, deprivation diet. If you want to know more, I can send you a link to a video that explains it. This is something from the wellness company that I am a part of but no worries if this does not feel like a good fit for you—it would not hurt my feelings. I do think it's worth checking out though because it has made the difference for so many women like us who reach a point where we can't seem to lose the weight no matter how hard we try.”*

**In Summary: The key elements to incorporate in an effective invitation.**

Establish rapport before inviting. Find common ground.	I don't know if this would work for you or not.
Start the invitation with a personal connection and sincere compliment.	If I . . . would you? Ask permission to share information.
Customize your invitation. Use your own voice, style, tone.	Take the pressure off. Remind them you aren't taking a no personally.
Get their attention by connecting your invitation to how it would specifically benefit them.	<b>Reemphasize the value of The Forever Pak!</b>

## Appendix B: Conducting the Welcome Call



### Let's Get Started

The three-way welcome call takes the place of the three-way enrollment and/or coaching calls that we have used in the past. Why? Because enrolling someone with The Forever Pak is easy to do on our own AND there will no longer be a need for a coaching call when their box arrives. Helping people get started with a Forever Pak simplifies our business.

**When?** The welcome call is intended to take place between the date of enrollment and the time their products arrive. Typically, about 1-3 business days after the order is placed.

**Who?** The leader (person doing the enrolling), the friend, and an experienced mentor.

**How?** This is the recommended step-by-step approach being taught by leaders of Forever University.

**Step 1** - Leader initiates and connects the additional people into the call.

**Step 2** - Edifies Mentor and Friend in a manner like these examples. Make the words your own.

- (Mentor name) has coached (hundreds, thousands) of people and has a genuine passion for helping people and I trust him/her.
  - I am grateful that he/she is taking the time to be with us.
  - Go on (briefly) about how cool and helpful your mentor is.
- 
- (Friend name) is someone that I'm excited for you to meet.
  - He/and I know each other from... or We have been friends for \_\_\_\_\_ months... and he/she is interested in what we're up to.
  - Go on (briefly) about how special your friend is.



**Note: The leader is learning how to be the mentor during these calls. Focus on listening. The leader can be the mentor after going through this process ten times.**

After the introductions, the leader puts themselves on mute and DOES NOT SAY A WORD until the mentor brings them back into the conversation. Take notes on what you are observing.

**Step 3 – Mentor speaking:**



I want to congratulate you on making an *investment in your health* and welcome to the TEAM!

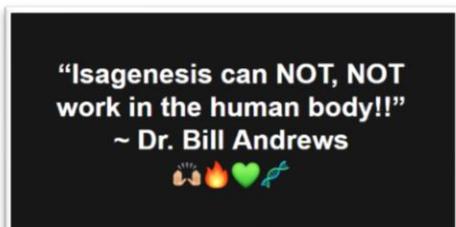
Now that the Forever Pak is on its way, what are the one or two things that you would most like to improve about your health and what would be at the top of the list?

*Leader and Mentor listen and take notes.*

You have a revolutionary breakthrough coming to the rescue and it's on its way to you!

John Anderson, a master formulator, is nicknamed "the mineral man." In his opinion, IsaGenesis is the #1 most significant formulation of his life after creating over 2500 products for 600 companies.

He dedicated his life to figuring out how to get all of the essential minerals into the food and to get them absorbed by the body. IsaGenesis is his most significant product and probably his second most significant is the nutrient dense meal replacement shake. It has all of the branch chain amino acids and he added seventy of the missing trace minerals as well. It's undenatured whey and it delivers to the body the most maximum nutrition you can get in a meal.



Dr. Bill Andrews, the geneticist, is nicknamed "The man who would stop time." He is the science guy who met the wellness guy and vetted all of the botanicals that John Anderson gave him. He's the one who proved that it works...that it supports and strengthens telomeres. Everything is a telomere issue.

Bill Andrews says, "When you put IsaGenesis in your body, it cannot not work!" Did you know the body has 100 trillion cells? And the minute you put IsaGenesis in your body, it goes to work. It's profound!

## Would it be okay if I share my story with you (Friend)?

Note: All of us are developing and collecting stories. The Leader is learning the Mentor's story at the same time the Friend is. It's a good idea to have several stories in your toolbox – including a tight 30-Second story.

I want to share with you some of the things we have been seeing so you can start looking for them: imagine weight loss, increased energy, mental clarity, better sleep, improved eye sight, improved hearing, faster recovery, better fingernails, less discomfort when waking up in the morning, stronger muscles, wrinkles and aging spots start going away and hair growth.

It starts alkalizing your body. It will start working on stuff you can't even see inside your body. The Forever Pak is the great alkalizer. Your body becomes healthier right away and a healthy body craves healthy foods.

You are going to get free coaching. You have such a great coach in (Leader). He/She is trustworthy and has coached people to achieve their goals successfully.

You are going to get a welcome kit with lots of great information in there, including a tape measure. Before you start, your coach is going to want you to weigh yourself, measure yourself and take pictures...not that anyone is going to see them. But trust me . . . you're going to want to see the changes.



Your coach is going to want you to go to your closet and find your skinny jeans and put them on and see where they button up and put them on every Sunday to see your progress.

Journal a typical day in the life of \_\_\_\_\_.

When do you get tired? When do you reach for energy drinks, coffee? If you haven't been working out, don't start. I want you to know what these products do for you.

OK, (Leader), I want you to hop back on and share what happened for you on the Forever Pak.

**Step 4 - Leader** shares brief story of their experience.

**Step 5 – Mentor** takes the call back and thanks the leader for sharing.

Here's what I'd like to do next (Leader).

- I'd like to set up a call after (Friend) has been on the products for seven days.
- For those seven days, (Friend) will replace a meal of your choice with the IsaLean shake.
- Take two IsaGenesis capsules in the morning and two in the evening. You may even want to set reminders on your phone.
- Are you willing to do this?



I would like to have a Celebration Call after 7 days. Is that OK with both of you?

**Step 6 – Mentor:** What do you do for a living (Friend)?



Not everyone wants more money but some people absolutely want more. And Dave Ramsey, the great financial expert says, if you want more money, the worst thing you can do is get a second job! He says the best thing you can do is start a home-based business. And I've found that Isagenix is the best home-based business in the world.

I don't want to put the cart before the horse. We have to get you a testimony first. If you like your results, do you think you'd tell two people about your experience?

The reason I ask is because Isagenix doesn't advertise, but instead, pays its customers for word of mouth marketing. In fact, two referrals can set you up for a great income.

Does that intrigue you at all? If so, watch the second video on the on the Forever Pak website. It will give you a great overview of the opportunity to support your financial wellness.

In fact, watch the Forever Pak video again before your box arrives so you can look forward to the changes that are about to take place.

I am so excited for you and I look forward to our Celebration Call! You're in great hands with (Leader).

**Step 7 - Mentor** edifies leader. (Plan this in advance. Keep it tight).

- (Leader name) has had a great experience with Isagenix and . . .
- I've enjoyed working with her/him and I know you already know how fun it can be to partner with (Leader).
- Go on (briefly) about how cool and helpful the leader is.
- 

**Step 8 - Leader** thanks mentor and ends the call.

## Appendix C: The 7<sup>th</sup> Day Celebration Call

It's exciting to hear people share their positive results and this is a great time to hear what they have to say. Here are a few recommended steps.

**Step one:** Leader initiates the three-way celebration call and welcomes the friend and the mentor to the call.

**Step two:** Leader mutes their phone and the Mentor congratulates the Friend on his/her first week of product use. Mentor leads the conversations with questions like these.

- **Q** – Please remind us what a typical day was like before you began using The Forever Pak.
- **Listen to the answers.**
  
- **Q** – And how has the typical day changed?
- **Listen to the answers.**
  
- **Q** – Which of the benefits have you noticed taking place in your body.
- **Listen to the answers.**
  
- **Q** – Ask about their weight and measurements. Are they noticing their clothes fitting differently? What else?

**Step three: Who do you know?**

- Mentor asks them if they know of others who would want to enjoy the type of benefits that they have experienced.
- Let them know that Isagenix doesn't have an advertising budget and instead, rewards their customers for word of mouth referrals.
- How would you like to enjoy these products for FREE?
- In fact, by simply referring two people, you can set something amazing in motion income wise.
- Would that be of any interest to you? If so, encourage them to watch the second video.

**Step four:** Mentor invites leader to help friend as they continue with their Forever Pak experience and the possibility of creating an income stream.

**Step five:** Leader congratulates friend and offers support. Remind of the three way thread that has been set up for any questions or things that come up.

## Appendix D: Enrolling with The IsaLife™ App

**What is IsaLife?** IsaLife™ is the perfect tool for Customers and Associates in the United States, Canada, Australia, New Zealand, and the United Kingdom who use Isagenix products as part of their daily routine. The app is currently available in English only.

**Where can I download IsaLife?** Isagenix Customers and Associates can download IsaLife for free at the Google Play Store or the Apple App Store.



### 1. How does someone enroll if they don't have IsaLife™?

- a. Tap the "Settings" icon in IsaLife™, and then the "Share Isagenix" tab. Tap on the pre-configured pak for your potential Customer, review the placement options, and then tap "Share This Recommended Cart" to send a link to your potential Customer.

Upon receiving the link, your potential customer will enter some basic information, and review your recommended initial order and Lifestyle Rewards (Autoship), customized by you. Your potential customer can use PayPal or Apply Pay to quickly complete their purchase, or manually enter their billing and shipping information to finalize the process and create their Isagenix account.

### 2. How do I create recommended paks to share with potential?

- a. Log in to your BACK OFFICE and select "Manage My Recommended Carts" from the "Team" tab. Select the "Create New Recommended Cart" button, choose the country and level of savings, and then select the "View" button to begin configuring one of our most popular paks, like you do when enrolling someone in your Back Office. Finally, name your recommended cart, and select the "Save" button to share later through IsaLife™.

### 3. Is Lifestyle Rewards (Autoship) required for enrollments through IsaLife™?

- a. Lifestyle Rewards is required when creating a recommended cart in your Back Office; however, your new Customer may choose to remove it when completing his or her sign-up.

**4. How do I know when someone finishes their enrollment?**

- a. IsaLife™ will send you a notification once your new Customer completes their enrollment.

**5. What happens if someone doesn't finish their enrollment?**

- a. Potential Customers can stop at any point during their enrollment process and come back later to finish without losing their progress. Please note: Their sessions will expire after 48 hours have passed since their last action. After 48 hours, they will need to begin the enrollment process again.

You can check the status of an enrollment at any time in IsaLife™. Tap the "Settings" icon, and then the "My Prospects" tab. Locate and tap on your potential Customer's name to view where they are in the enrollment process, as well as any changes they've made to their initial order and Lifestyle Rewards (Autoship). This customized view allows you to reach out to your new Customer to provide additional support and guidance.

## Appendix E: For the Younger Crowd

From Dave MacArthur  
and Lenny Evans

Note: Primarily 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](http://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.**

## Appendix F: Weekly Opportunity Calls

### Forever Pak Presentation Zoom EVERY Monday Night.

Invite your guest and let Dave and Lenny do the work.



#### TIME:

6:30pm PST

7:30 pm MTN

8:30pm CST

9:30pm EST

Hosted by:  
Dave MacArthur and Lenny  
Evans

### 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>

## Appendix G: Lenny Evans Morning Calls



Isagenix President of Global Sales and Marketing, Travis Garza celebrates The Forever Pak movement with Angel Whitmire and Lenny Evans (blue shirt). Isagenix is the star!

**FOREVER UNIVERSITY**  
**9:05 AM PST**

**INSPIRE**  
**INSPIRE**  
**INSPIRE**

Phone: **712-770-4160**  
Code: **336384#**

**20/20/20 Calls**  
**8:00 AM PST**

**Sat** - Lenny Evans

**302-202-1108, Code 114088**

**8:30 AM PST**

**Mon** - Dave MacArthur

**Tues** - Udana Power

**Wed** - Ronda Coallier

**Thurs** - Casey Plouffe

**Fri** - Lenny Evans

**712-770-4160, Code 336384#**

## Appendix H: Additional Resources

### Jill Birth Zoom Call with Lenny Evans

You won't want to miss this high energy and very informative training call. It's informs and inspires to the max. Watch and share!

<https://bit.ly/2BDxPAL>



### Information on telomeres and IsaGenesis

Hear from Dr. Bill Andrews PH.D. about how our bodies age, and what we can do about it in these two videos. Great for sharing to help people learn about telomeres.



#### What's Aging You

<https://youtu.be/HR9o5n5sA50>



#### Telomeres and Aging

<https://youtu.be/x1zw6uRxKYU>

# Appendix H: Additional Resources Continued

## TELOMERE TLC Healthy Aging Begins With Protecting Your Telomeres

From IsagenixHealth.com

<https://bit.ly/2S8SYIe>



**TELOMERE TLC** HEALTHY AGING BEGINS WITH PROTECTING YOUR TELOMERES

<p><b>SLOW TELOMERE SHORTENING</b></p> <ul style="list-style-type: none"> <li>✓ Meditate</li> <li>✓ Eat a healthy diet             <ul style="list-style-type: none"> <li>• Omega-3 fatty acids</li> <li>• Antioxidants</li> <li>• Vitamin D</li> </ul> </li> <li>✓ Wear sunscreen</li> <li>✓ Exercise</li> <li>✓ Be happy</li> <li>✓ Product B® Isagenix®</li> </ul>	<p><b>SPEED TELOMERE SHORTENING</b></p> <ul style="list-style-type: none"> <li>• Obesity</li> <li>• Psychological Stress</li> <li>• UV radiation</li> <li>• Smoking</li> <li>• Pollution/toxins</li> <li>• Disease</li> <li>• Oxidative stress</li> </ul>
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**ISAGENIX THE SCIENCE BEHIND CLINICAL RESEARCH STUDIES FAST FACTS**

**Isagenix Clinical Research Supports:**

- Weight Loss
- Long-Term Weight Maintenance
- Improvements in Performance
- Improvements in Cardiovascular Health
- Toxin Release From Fat Stores

**University of Illinois at Chicago Weight-Loss Study**  
**CHIEF RESEARCHER:** Dr. Kimia Varyani  
**RESULTS:** After 8 weeks, subjects on the Isagenix System achieved:
 

- 56% more weight loss
- 47% greater visceral fat loss
- Twice as much visceral (abdominal) fat loss
- Better improvements in cardiovascular health markers
- Better adherence with Isagenix Systems (easier and more consistent)

**Skidmore College Weight-Loss & Weight-Maintenance Study (Phase 1)**  
**CHIEF RESEARCHER:** Dr. Paul Arciero  
**RESULTS:** Key findings after 12 weeks of following the Isagenix Weight-Loss System:
 

- Men and women lost weight easily
- Participants had the right type of weight loss (fat loss, not muscle loss)
- 20% reduction in fat mass
- 9% increase in lean body weight percentage
- Cardiovascular health markers significantly improved
- 23% increase in total PCBs released from fat stores
- 25% decrease in oxidative stress
- 5% increase in total antioxidant capacity

**Skidmore College Weight-Loss & Weight-Maintenance Study (Phase 2)**  
**CHIEF RESEARCHER:** Dr. Paul Arciero  
**RESULTS:** Key findings after 52 weeks comparing weight maintenance with an Isagenix System vs. a heart-healthy diet:
 

- The Isagenix group maintained weight loss and continued to lose body fat and abdominal fat
- The Isagenix group continued to increase lean body mass percentage
- The Isagenix group maintained improved cardiovascular health markers
- The heart-healthy group returned to baseline (regained at least 10 pounds) toward baseline for all markers except their lower average calorie intake
- The ease of use and flexibility of the Isagenix System contributed to long-term compliance and success
- 20% greater decrease in PCBs release in the heart-healthy group compared to the Isagenix group

**Skidmore College Performance Women's Study**  
**CHIEF RESEARCHER:** Dr. Paul Arciero  
**RESULTS:** Key findings after 12 weeks comparing increased protein with Isagenix products vs. lower protein intake with high-fructose fructose:
 

- 2x higher body muscular endurance
- 2x more core muscular endurance

For more information and details about Isagenix research, visit [www.isagenixhealth.com/research](http://www.isagenixhealth.com/research)



**Isagenix Clinical Research Supports**

- Weight Loss
- Long-Term Weight Maintenance
- Improvements in Performance
- Improvements in Cardiovascular Health
- Toxin Release From Fat Stores

## Clinical Studies and More

The Isagenix commitment to scientific research that adds to the understanding of the relationship between diet, nutrition, and health is one of the factors that sets the company apart.

[www.isagenixhealth.net/research](http://www.isagenixhealth.net/research)

## ISAGENESIS GLOBAL AVAILABILITY

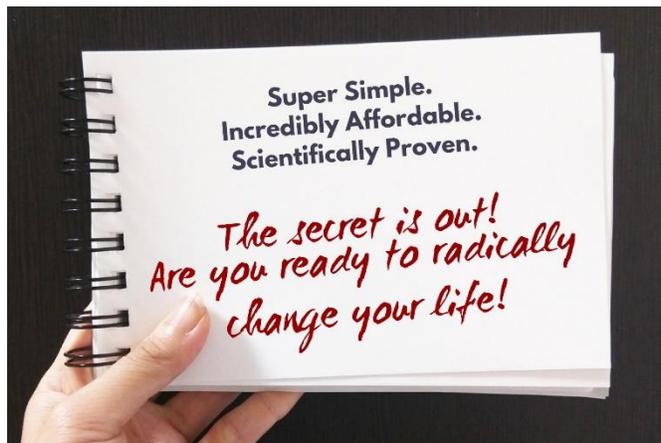
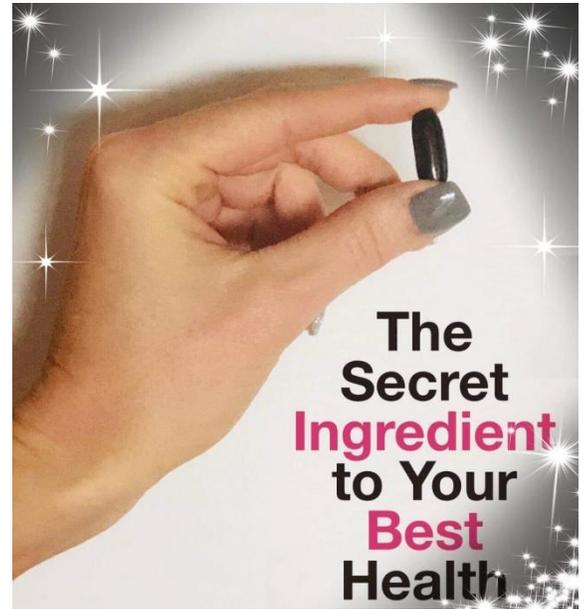
### Available In These Countries

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

### Unavailable In These Countries

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

## Appendix I: Sample Photo Posts



## Acknowledgement

We hope you find this material useful. This will be a living document that isn't expected to be finished. It's ready now, and will continue to be improved upon as we continue to learn and grow together. The content was chosen from examples shared by Isagenix leaders from Seattle to Utah to Boston. All of which we are extremely grateful for and are too numerous to name.

The Forever Pak Playbook was created and shared by leaders of the *Alive To Thrive Now* team including: Bonnie Richards, Brenda Hartman, Cynthia Shelton, Angi Carlson, Jamin Henderson, and Rod Brooks. We're grateful to be part of The Forever Pak movement and to make this small contribution.

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**#OneTeam #OneTeamForever**