

The *Truth* about network marketing

There are many negative myths that swirl around network marketing. But with the right company, the industry can be a level playing field where people with a passion to succeed can not only make a huge impact on other's lives but also a significant income.

Isagenix® gives everyone the opportunity to own a business that they can build at their own pace simply by sharing life-changing products.

LET'S BREAK THE 3 MOST POPULAR MYTHS that give network marketing a bad name:



MYTH #1

Network marketing is a pyramid scheme.

Truth: First, you have to define what a pyramid scheme is. A pyramid scheme is an unsustainable business model that involves promising participants payments or services primarily for enrolling other people into the scheme rather than supplying any real investment or sales of products to the public. Second, pyramid schemes are illegal in the United States and Canada.

Isagenix is not a pyramid scheme. We provide solutions-based products that deliver real results. Network marketing is a solid business model that does \$117 billion in sales worldwide, and in the past 10 years Isagenix has done over \$1.6 billion in sales. Isagenix is a stable, well-managed and growing company with headquarters in Chandler, Arizona, and operates in Canada, Mexico, Australia, New Zealand, Hong Kong and Taiwan.

MYTH #2

The people who enroll at the beginning of the company make all the money.

Truth: Your effort, time and commitment will determine your success in network marketing. Some of the most successful Isagenix Associates enrolled in 2012. In fact, in 2011 Isagenix added \$10 million to the front of the compensation plan and this has produced massive growth with our Associates. **Of the top 250 leaders: 26 percent enrolled in 2002-2003; 28 percent enrolled in 2004-2005; 25 percent enrolled in 2006-2007; and 21 percent enrolled in 2008-2011.** Because Isagenix has a fair and lucrative compensation plan, it doesn't matter where or when you enroll. You will see results if you commit to the business, grow your team, use the products and never give up.

MYTH #3

All people involved in network marketing are "sales" people.

Truth: Some people in network marketing do have a sales background. However, there are many Associates in Isagenix who have never done sales or network marketing. **Because Isagenix products produce visible results, individuals are able to share their story and create a business without "selling."** Isagenix Associates are stay-at-home moms, doctors, athletes, business professionals, business owners, government employees and more. They're people just like you!

Visit IsaMovie.com to see The Isagenix Experience first hand.

World Leader in Whole-Body Nutritional Cleansing,
Cellular Replenishing & Youthful Aging™

