



launch guide

Use this Launch Guide to get acquainted with your LifeVantage business and set yourself up for success.

CORPORATE INFORMATION:	MY SUPPORT TEAM:
WEBSITE: LifeVantage.com	NAME: _____ # _____
VIRTUAL BACK OFFICE: https://evo-lifevantage.myvoffice.com/	NAME: _____ # _____
CUSTOMER SUPPORT: Call or text: 1-866-460-7241, Email: support@LifeVantage.com	TEAM FACEBOOK GROUP: _____
CORPORATE FACEBOOK GROUP: US Consultants Facebook Group	TEAM TRAINING CALL DAY _____ TIME: _____
APPS: LifeVantage App and LV Pay	LINK: _____
PERSONAL WEBSITE: _____ .lifevantage.com	

☐ SET UP YOUR SUBSCRIPTION

Your personal experiences and stories are your best tools for sharing what you love about LifeVantage. Set up a Subscription, so you always have your favorite products on-hand. Plus, Subscription is a simple way to get the most out of the Evolve Compensation Plan each month.

Your Success

☐ ESTABLISH YOUR WHY

Write down 3 reasons for joining LifeVantage.
What do you want and WHY do you want it?

1.

2.

3.

☐ SET YOUR GOALS

Set S.M.A.R.T. goals:
Specific, Measurable, Attainable, Realistic, and Timebound.

First week goal:

First month goal:

First year goal:

☐ REGISTER FOR AN EVENT

Events are a powerful way to experience the energy and excitement of this business, gain the knowledge you need, and build lifelong relationships as you connect to the LifeVantage community. Find the next LifeVantage event at lifevantage.com/us-es/events

Learn about local Consultant events or register your own on our shared calendar. bigbluecalendar.mhsoftware.com/ViewNonBannerMonth.html

☐ DISCOVER THE EVOLVE COMPENSATION PLAN

Your path as an Independent LifeVantage Consultant can lead to a world of possibilities. Start by sharing the products you love with your network to find people who want to try the products and become Customers. The more you share, the more you'll grow as you find others who want to join you as Consultants with a business of their own. Learn more at lifevantage.com/us-en/evolve



*LifeVantage does not promise the financial success of any Consultant. Your success depends on your skill, fortitude, dedication, and ability to lead others to emulate these qualities. Nothing in this guide is a representation that you will be financially successful. LifeVantage does not guarantee any income or Rank success. The financial results achieved by LifeVantage Consultants are published on the LifeVantage Income Disclosure Statement at www.lifevantage.com/us-en/earn.





Make your List

Write down 25 names of people you have the best relationship with. Brainstorm contacts you know who would be attracted to LifeVantage products and opportunity. Scroll through your contacts in your phone and social networks and use the Memory Jogger if you need help.

NAME	INVITE	TOOL	TEAM
1.			
2.			
3.			
4.			
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24.			
25.			

COMPLETE AND REPEAT

Create a new list every time you complete I.T.T. (see Learn Your System). You should always have an active list of 25 prospects. Put your list into your LifeVantage App for easy tracking.

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Memory Jogger

Use the following Memory Jogger along with tools like your Facebook, Instagram, and LinkedIn connections or your and telephone contacts. Don't pre-judge anyone before you put them on your list. As you talk to your contacts, you will quickly be able to determine if they are a potential Customer or Consultant.

BUSINESS/WORK

- Success in network marketing
- Didn't get what they wanted in network marketing
- Participated in party plans
- Interested in direct selling
- Entrepreneurial minded
- Commissioned salespeople
- Money motivated
- Ex bosses
- Local business owners
- E-commerce sellers
- Internet marketers
- Social media influencers
- Belongs to Chamber of Commerce
- Co-workers
- Past co-workers
- Works part-time jobs
- Retirees
- Works long hours/night shifts

COMMUNITY

- Bank tellers
- Car salesmen
- Dentists
- Volunteer workers
- Your chiropractor
- Your family doctor
- Your accountant
- Your insurance agent
- Realtors
- Mortgage bankers
- Members of church
- Local businesspeople
- Your hairstylist
- Your nail or beauty technician
- Your children's teachers
- Your neighbors

FAMILY

- Immediate family
- Extended family
- Married children's in-laws
- Your spouse's relatives

SOCIAL NETWORK

- Best friends
- Wedding party (your bridesmaids/groomsmen)
- College buddies
- Friends of your parents/in-laws
- Friends from high school
- Facebook contacts you haven't talked to in a while
- Old friends you've lost touch with
- Your personal mentor
- Someone you turn to for help

HEALTH

- Buys supplements
- Concerned about aging
- Always trying new health things
- Athlete/into sports/works out a lot
- Interested in weight management
- Interested in fitness
- Wants to be more healthy
- Healthcare practitioners
- Gym owners
- Personal trainers
- Health coaches

GENERAL/MISC

- Millennials
- Gen X
- Baby boomers
- Would help and support you
- Wants to supplement their income
- Wants to travel more
- Likes to buy things
- Someone you respect
- Enjoys helping people
- Into technology
- Lives in another country that LifeVantage is in
- Christmas-card list
- Old business cards

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Learn Your System

I.T.T. (INVITE. TOOL. TEAM.)

As a LifeVantage Consultant, you can earn commissions and bonuses based on product sales that you make personally and that are made by your team. Your first step is to connect with others and discover the concerns or challenges they're facing. They you can offer stronger solutions.

Once you know how LifeVantage can help, follow this simple 3-step system to share the products and business opportunity with them.

1. INVITE

Ask if they are open to learning more about taking control of their health or their finances. Then ask, "Do you have a few minutes to watch a video?"

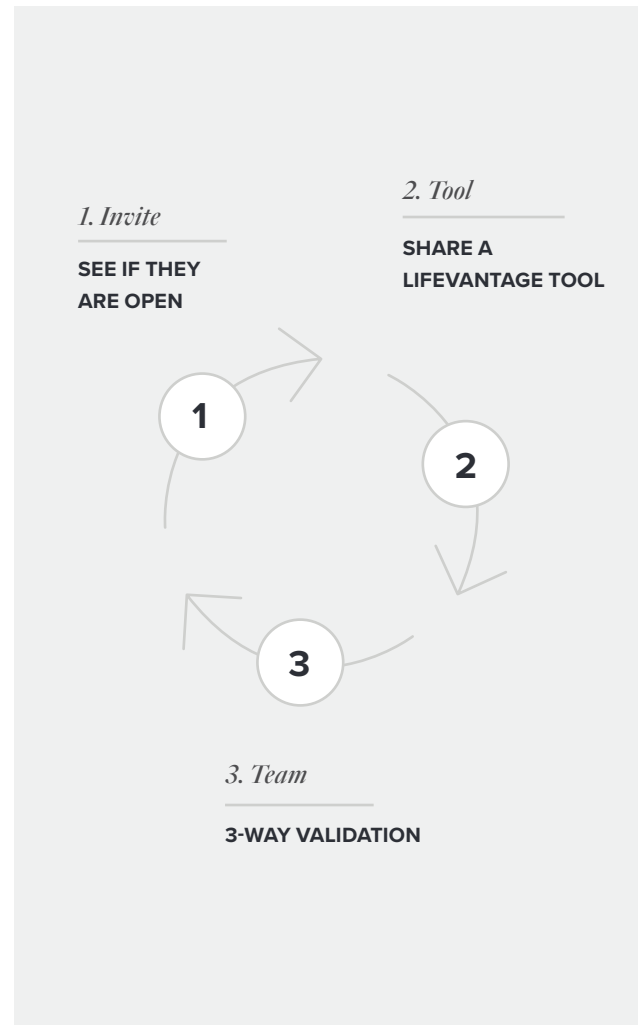
2. TOOL

Share a tool. You can find a lot of resources in the LifeVantage App or check in with your Enroller for ideas of what will work best. Follow up within 24 to 48 hours. Ask your prospect, "What did you like about what you saw? Are you open to learning a bit more?"

3. TEAM

You don't have to know it all to get started right away. Schedule a 3-way call with an upline teammate. They will know how to talk about LifeVantage in a compelling way and can help answer questions. And you'll be able to learn and build more confidence as you grow.

Ask them, "Hey [Name], I'm glad you loved what you saw. I want to introduce you to my business partner [Name], who will be able to answer all of your questions. What time and day works best for a quick call with them?"



CLOSING SCRIPTS

1. "Are you clear on what to do next, or do you need my recommendations?"

2. "Do you want to be a Customer or join as a Consultant like me?"

3. "On a scale from 1–10 (1 being not at all and 10 ready to sign up) where do you see yourself?"

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Set Your 3 & 1 Action Plan

Your enrollment month plus first 3 months is your Launch Period when you can earn special bonuses. Work toward enrolling at least 3 Customers and 1 Consultant each month to maximize your earnings and start out strong!

MONTH ONE ACTION PLAN	MONTH TWO ACTION PLAN	MONTH THREE ACTION PLAN
3 New Customers who purchase 100 SV	3 New Customers who purchase 100 SV	3 New Customers who purchase 100 SV
1.	1.	1.
2.	2.	2.
3.	3.	3.
Enroll 1 new Consultant on your team. Have them or their Customers purchase 150 in SV	Enroll 1 new Consultant on your team. Have them or their Customers purchase 150 in SV	Enroll 1 new Consultant on your team. Have them or their Customers purchase 150 in SV
1.	1.	1.
 SUBSCRIPTION BENEFITS Gives your Customers access to their best price, Rewards Circle benefits and exclusive promotions.	Help your Customers from Month 1 purchase again. See how their first month with the product was. Encourage them to get on subscription to gain access to their best price! ☐ ☐ ☐	Help your Customers from Month 1 & 2 purchase again. See how their first month with the product was. Encourage them to get on subscription to gain access to their best price! ☐ ☐ ☐ ☐ ☐ ☐
	Help your new Consultant get started! They should be focused on maximizing their Launch Period. Together you can focus on 3&1. ☐ 3 Customers ☐ 1 Consultant	Help your new Consultant get started! They should be focused on maximizing their Launch Period. Together you can focus on 3&1. ☐ 3 Customers ☐ 1 Consultant

Remember Your Next Steps to Share

1. Make your list
2. Learn your system
3. Set your 3&1 Action Plan

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