

USANA Business-Building Booklet, Welcome Kit Overview and Available Downloads



A Perfect Start to Your USANA Business!

Business-Building Booklet

Learn the keys to an engaging, successful, and fulfilling USANA business with this educational guide. Any time you're in a slump or need some fresh motivation, use it to reignite your entrepreneurial spirit.

[Download the Getting started Guide here](#)

Welcome Kit Overview

Our USANA Associate Welcome Kit has several parts that, together, make up two complementary sections: business and lifestyle. Learn more about the components of the kit and by accessing the digital versions of each of these items to take a closer look.

Welcome Letter from Kevin Guest

This letter reinforces the Associate's decision to join USANA and helps focus the Associate with three calls to action:

Use the Welcome Kit and the supplements they've ordered to live the USANA lifestyle.

As they experience the benefits of a healthy lifestyle, share this information with others to gain new customers and Associates.

Check out the Online Resource Guide to get connected to all our digital resources, from The Hub and social media, to Ask the Scientists, and more.

[Download the welcome letter here](#)

Business-Building Items

Your Business Checklist

This simple checklist provides advice, simple steps, and thoughtful prompts to get new Associates to take action and think about the kind of business they want to create. It emphasizes the importance of talking about USANA and sharing personal experiences about the products. We don't want to complicate the business—we want to show how easy it can be to get started right.

[Download the Get Started Checklist here](#)

Resource Guide

Gives new Associates an at-a-glance look at all the USANA resources available to them online. Main items of focus include: Hub content; Associate welcome email campaign; important email communications; how and why to use Share USANA Media Center resources; utilizing Ask the Scientists for product information; and more.

[Download the Online Resource Guide here](#)

Your Need-to-Know USANA Policies

This simple document gives Associates the most important information they should know to start their business. It's designed to help a new Associate feel confident and excited about sharing USANA on their very first day as a business owner. Although we've included this one-page reference, we encourage you to have your new Associates read through the entire Terms & Policies booklet.

[Download the Need-to-Know USANA Policies document here](#)

Get to Know USANA Booklet

Gives your new team members a comprehensive look at USANA and what they gain by owning a USANA business. This booklet features information about USANA as a worldwide company, our supporting athletes, the USANA Foundation, and more. It also describes all the state-of-the-art products USANA offers. It explains the compensation plan in simple terms to give the reader a real look at the opportunities ahead as a USANA Associate.

[Download the Get to Know USANA Booklet here](#)

Lifestyle Items

A Happier, Healthier You Booklet

Even if your new Associate already lives a healthy lifestyle, they'll be incorporating our supplements into their daily routine and representing the USANA lifestyle. Others may ask them for advice on health-related activities. This guide is designed to showcase the six main principles of developing healthy habits, and why consistency is so vital to maintain this lifestyle.

[Download the A Happier, Healthier You Guide here](#)

Low-Glycemic Shopping and Working Out with USANA Guides

This simple guide is designed to give your new team members a shopping list full of ideas for filling their pantries with low-glycemic foods. It also walks through a few simple workouts that can be modified for any fitness level.

[Download the Shopping/Working Out Guide here](#)

Customer Catalog

This beautiful catalog introduces potential customers to our USANA products, culture, and business in an approachable way. Each product is organized by health benefit and displays the Preferred Price, along with a short description that includes technologies and ingredients.

[Download the Customer Catalog here](#)

Mini Product Brochure

This brochure is a great introduction to the supplements, food products, and skincare products USANA offers. It explains the benefits of all our products in simple terms and is perfect to carry in your purse or pocket to share.

[Download the Mini Product Brochure here](#)

Celavive® Brochure

This beautiful brochure offers a comprehensive look at the entire line of Celavive products and what makes them stand out in the skincare industry. Discover how you and your customers can reveal radiant, younger-looking skin with Celavive.

[Download the Celavive Brochure here](#)