

GETTING STARTED

— G U I D E



USANA



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WELCOME TO USANA

We're excited to be in your corner as you advance your healthy lifestyle. Along with consistently taking your USANA supplements, establishing daily, healthy habits is the best way to change for the better.

Your USANA business is now open. And the same mindset you apply toward a healthier lifestyle will motivate you as build your business. We've designed our Getting Started Guide to give you everything you need for a quick and confident start. Thoughtful prompts put you in the right mindset, focused exercises help you to contemplate and develop your goals, and key actions for success are clearly detailed.

We look forward to seeing all you achieve.

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FIND YOUR PURPOSE

④ FIND YOUR “WHY”

Everything worth doing is driven by passion. Although many people start a business with profit in mind, you need a more substantial purpose to motivate your success.

You must ask yourself your “why?” Why are you inspired to be a part of USANA? How does your vision push you to be your very best every day?

There is no right or wrong answer. For some, their “why” may be to provide for their family; for others, it could be to share USANA’s vision

of health; and for someone else, it may be the sense of accomplishment they receive with every advancement.

Your “why” should be powerful enough to motivate you—even when times are tough. If you’re overwhelmed, take a deep breath, count to 10, and remember your “why.” When you’re discouraged, your “why” gives you insight into the reason you started your business in the first place. And if you ever feel rejected, your “why” will always inspire you try again.



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It's okay if your "why" evolves over time. In fact, this can be a good thing. But remember, when it comes time to replace your "why," find something new that will push you just as hard to succeed.

Once you **discover** your "why", **write it down** to create a daily **visual reminder** for yourself. It can be something as simple as a notecard taped to the refrigerator or a vision board you hang in your office. Try a screensaver on your phone or computer, or a photo on your desk. Better yet, try all of these to help remind you why you are committed to your USANA business.

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DEVELOP YOUR ENTRE- PRENEUR MINDSET



USANA is a business, and as such, you are in control. You have to take action to see results. This may mean developing a business plan for you and your team, setting “business hours,” or creating a business activity schedule for yourself. Start by setting goals and working to achieve them.



BE A PRODUCT OF THE PRODUCT

Becoming a product of the products is all about cultivating a strong, personal testimonial you can share. It gives you confidence to recommend products you know from personal experience will benefit another person.

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CREATE YOUR PERSONAL TESTIMONIALS

Sharing your product testimonials is an authentic way to connect with potential customers and team members.

As you are asked questions about USANA products and the business, your best answers will come from your own experiences. Share what inspired you to become a USANA Associate and the benefits you've experienced from taking the products.

FACTS TELL, STORIES SELL

Make sure your testimonials come from a place of authenticity, and relate back to the wants and needs of the person you're speaking with.

CALL TO ACTION

Explain in simple language why you trust your favorite product and the benefits you experience with USANA.



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BUILD YOUR BUSINESS TESTIMONIALS

Next, it's time to envision your business testimonial. Take time to create your business mission and outlook for success. What do you aspire to achieve? What are benchmark goals you need accomplish? How does your USANA business factor into your life? List the people who will guide and mentor you as your build your USANA business.



A LIFE- TIME OF GIVING

USANA Foundation changes lives. The Foundation is the charitable arm of USANA. It's mission is to provide quality nutrition to those in need throughout the world. USANA covers 100 percent of the Foundation's operating expenses, so every dollar donated is used to do the most good for those in need.

Learn more about [USANA Foundation](#) and consider making an Auto Order donation to help those in need.



USANA'S CORE VALUES

HEALTH

We cultivate a holistic view of wellness that supports a healthy body and a strong mind.

EXCELLENCE

We rely on scientific research to provide innovative, healthy living solutions, and we empower all individuals to continually improve each day.

INTEGRITY

We demonstrate honesty, responsibility, and accountability through our individual actions and corporate decision-making.

COMMUNITY

We support, care for, and encourage one another—and the world—to live happier, healthier lives.



WHERE DO I START?

A positive mindset is great, and setting goals is key. But action—especially in the beginning—can make a huge difference in your success.

SO, ACT NOW

- Add this information to your cellphone:
 - Customer Service: 888-950-9595
 - Your Associate ID number
 - Your Sponsor's contact information
- Complete the Ethics Certification
- [Set up your Auto Order](#)
 - Auto Order is a recurring subscription service that allows you to get your favorite USANA products shipped to your door exactly when you need them.
 - Plus, you'll save an additional 10 percent on the Preferred Price, giving you a total of 20 percent off.
 - Modify your Auto Order at any time.
- [Connect with USANA on Social Media](#)
- Your relationship with each customer can make the sale. And how you engage with your customers is vital to grow your business. Connect with us to easily share USANA-created content with your friends and family.
 - [USANA Associate Facebook Community](#)
 - [USANA Facebook](#)
 - [Instagram](#)
 - Share USANA Media Center



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START SHARING

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DOWNLOAD OUR CUSTOMER CONNECT APP

Our Customer Connect app will help you organize contacts and connect with them via a plan designed to introduce, pique interest, and ultimately inspire them to become USANA customers. Download it today from your phone's app store to:

- Share products and articles
- Schedule reminders
- Access presentations
- Create enrollment links
- Connect to Team Manager





CREATE YOUR PERSONAL WEBSITE

Your USANA business comes with your own personal website. It's a great way to showcase your business and build your brand. Go to the [My Website](#) page on The Hub to find everything you need to promote your business online.



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HOW TO TALK TO POTENTIAL CUSTOMERS

As you connect with a potential customers, you'll interact with a few different types of people. Your new customer may know exactly what they want. They may need a bit of guidance, or they could have no idea even where to start. Make it easy to recommend USANA products by learning the best ways to ask questions. Here are a few dos and don'ts to get you started:

DO

- Ask questions up front and keep track of each response.
- Ask "yes" or "no" questions to make it easy for your customer to respond quickly and without a lot of thought.
- Stop asking questions once you receive enough information to put together three or four product recommendations.

DON'T

- Recommend more than three or four products to a new customer, unless they specifically ask for more.
- Ask too personal or overly detailed questions. Keep your questions basic, with each question directed to one specific product you want to recommend.



CALL TO ACTION

- Create a custom Share List for each customer that contains your product recommendations based on their needs.
- Send the Share List link to the customer however they prefer—text message, email, direct message on social media, etc.—using Customer Connect.
- Briefly explain (in a few sentences) the reasons for your recommendations. Also recap the information they shared with you to reassure them they were heard.

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ALWAYS FOLLOW UP.

Follow up with your potential customers or team members to close sales and earn commission for your work. Contact people the way they prefer to be contacted—some people like face-to-face interactions or phone calls, whereas others prefer a quick text message or private message over social media. Track your efforts using our **Customer Connect** App.

Learn more about questions to ask potential customers on [The Hub > My Business > Tools > Share Lists](#).



START EARNING

There are many ways to earn with your USANA business:



RETAIL SALES



PC ORDER BONUS



WEEKLY COMMISSIONS



LIFETIME MATCHING BONUS



INCENTIVES

PACESETTER GOALS & BENEFITS

Earn Your Lifetime Matching Bonus—Become a PaceSetter.

If, at the time of your new Associate's enrollment, you are:	And your new Associate becomes:	
	Premier Platinum PaceSetter	Premier PaceSetter
Platinum PaceSetter	15%	10%
PaceSetter	10%	5%
Associate	5%	2.5%

Click for more information on how to qualify for [PaceSetter](#).



COMMIT TO YOUR GOALS

A goal is a tangible dream you can achieve if you're willing to do the work. What do you want out of your USANA business? Now's the time to define your intentions.

- **Decide your time commitment.**

How much time will you dedicate to USANA to meet your goals? One hour a day? Five hours a week? Make a commitment and stick to it—schedule USANA business time on your phone or planner.

REMEMBER:

Goals change through your life. As your business grows and you reach new heights, you'll want to make sure your goals match your dreams. Small victories build upon themselves. The best recipe for success is to use each accomplishment to reach for a higher goal. Here are some starting goals to help visualize your success:

- Enroll your first customer
- Enlist your first team member
- Earn your first PC Order Bonus
- Rank advance
- Cash your first commission check
- Qualify for Platinum PaceSetter



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BUILD YOUR PERSONAL BRAND



TECHNOLOGY IS REMOVING THE GAP BETWEEN YOUR PROFESSIONAL AND SOCIAL MEDIA PRESENCE ONLINE.

Your personal brand is how you present yourself to the world and connect with others on social media platforms. Customers are more likely to purchase from someone they perceive to be knowledgeable and approachable.

Social media is a powerful tool. Using Facebook, WeChat, and Instagram can help you establish a unique rapport with your customers and enhance existing relationships. This isn't cold calling customers or a hard sell strategy. You're simply sharing your life and showcasing how USANA fits into your healthy lifestyle.



SHARE WHAT YOU LOVE

How you share USANA with your prospective customers is key to building lasting customer or team relationships—especially when you reach out through social media. But enticing people to engage won't mean much if you don't get credit for their purchases.

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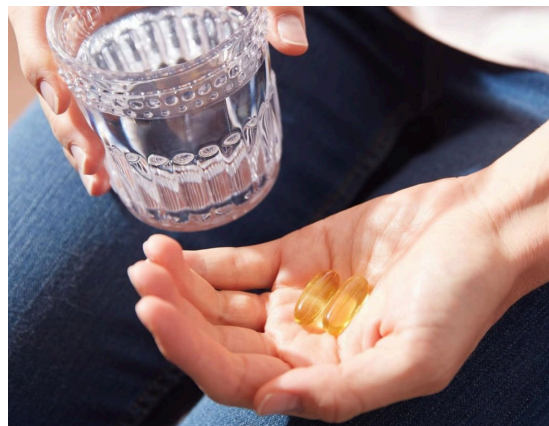
As you establish your personal brand and share it online, make sure you use Share List, Share Links, a Personal Website, or a Follow Me URL. These tools are there to ensure your efforts are rewarded as you build a strong customer base.

Visit the [Social Sharing](#) page on The Hub for training tools.

THE BASICS OF SOCIAL SELLING

Begin to build your online brand with our social media handbook, *The Foundations of Social Selling*. This easy-to-read resource will teach you how to connect with people on social media, engage them with your insights, and ultimately develop a trusted relationship. You'll learn the difference between the various social platforms and discover how to use each to effectively communicate with customers.

Download [The Foundations of Social Selling](#) to begin building your personal brand.



YOUR BACK OFFICE

THE HUB



GET CONNECTED. STAY CONNECTED.

USANA.com/hub

The Hub is your online business office. All the tools and information you need to build your business can be found on The Hub. Best of all, the [USANA Mobile Hub](#) app can access certain tools and information essential to manage your business on the go.

This guide, along with the tools and steps provided, gives you all you need to start your USANA business off right. Use it to direct your passion for your USANA business. Success is within your reach. Now, get started!

Log in at www.USANA.com/hub. Personalize your home page with specific widgets, view reports, and get the most up to date information about USANA.

Stay informed by scheduling five minutes each week to:

- Scan the headlines
- Read the stories important to your business

You can also:

- Access USANA Shop to purchase products or sales tools
- Create your Auto Order to ensure you receive your products on a regular four-week schedule
- Find training information
- Learn about upcoming contests and events



THE USANA MOBILE HUB APP

has you covered. It connects you to everything you need from The Hub, while on the go. Here are some of the tools you can use to build your business.

- **Home page.** View important dates directly from the app's landing page. This includes renewal dates, PaceSetter, and Auto Order processing.
- **Business reports.** Offers easy access to the Four Week Cycle graph as well as a new graph for Volume history.
- **Notifications.** Be alerted to business-critical items such as order processing or someone joining your team. The Hub can even push instant notifications to your phone, depending upon settings.
- **Enrollment.** The enrollment feature links to the Online Enrollment form to process enrollments on a phone or a tablet.



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USANA

THE CELLULAR NUTRITION COMPANY

[USANA.COM](https://www.usana.com)