

TELL YOUR MANNATECH STORY IN A COMPELLING (AND COMPLIANT) WAY!

Being passionate about Mannatech is one of the reasons we love having you as an Associate! Telling your story is one of the most effective ways to share and market your business, which is why we want to help you tell it in a compelling and compliant way.

Engage your listener by telling a personal story about the opportunities given to you by Mannatech.

- Talk about your dreams, passions and goals. What motivated you to join Mannatech? Physical or financial goals (lose inches, extra money for the holidays)?
- What were the challenges standing in your way? It makes the story relatable and inspiring when you explain the hardships that have held you back.
- How did Mannatech help you realize your dreams? Talk about the things you've achieved since joining Mannatech.

Example: *"I'm able to travel to visit my family regularly."* Avoid talking about costs or how much money you made. Focus on your new lifestyle and make sure to tell your listeners the lifestyle you've achieved is not necessarily representative of what they may earn or achieve. Your individual earnings as an Associate are strictly dependent upon your respective area, skills and effort. Mannatech makes no guarantee of lifestyle or earnings. Lastly, share the Associate "Income Averages Statement" located in the Resource Library. library.mannatech.com

Engage your listener by telling a personal story about the products.

- What were your struggles prior to Mannatech? Such as, you couldn't play with your kids? How did it make you feel not having optimal health?
- How did our products help you? Talk about what you gained back by feeling great. Ex. I can play with my kids again! NOT: Mannatech cured me of my pain.

Example: *"After taking Mannatech's products, I noticed many significant improvements in the way I was feeling."* Don't talk about cures or actual results, focus on your life improvements and overall wellness.

For any product testimonial, claim or personal story, follow these rules to keep it compliant:

- It MUST be accurate AND truthful.
- It MUST give reasonable expectations.
- It MUST NEVER suggest that any Mannatech product treats, cures or prevents diseases.
- It MUST NEVER guarantee or promise financial or physical results.

These rules apply in all situations, such as in print, social media or during casual conversations.

For reference

Visit home.mannatech.com/legal/default.aspx to brush up on legal and compliant messaging.

Keep <http://home.mannatech.com/regulatory/RADocuments/Forms/AllItems.aspx> in your bookmarks so you can reference approved product claims in your country.

TELL YOUR OWN STORY.

Start crafting your own story by answering the questions below. This is a great way to learn and memorize your story so you'll be able to tell it in a compliant way—every time.

I'm here because ...

1.

2.

3.

I was looking for ...

1.

2.

3.

I heard about Mannatech from ...

1.

2.

3.

I decided to choose Mannatech because ...

1.

2.

3.

The opportunity/products have changed my life by ...

1.

2.

3.

The best part? Mannatech has allowed me to ...

1.

2.

3.

Write your story!
