

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.

What was your life like before?

1. _____
2. _____
3. _____

What you disliked the most about your life?

1. _____
2. _____
3. _____

What you found...with Mannatech in your life?

1. _____
2. _____
3. _____

Where you are now (for seasoned Mannatechers) or your view of your future with brand new people.

1. _____
2. _____
3. _____

Once in final form, make sure to practice it with your Mentor until it flows off your tongue as naturally as saying your name! **Here is an example:**

I was a lawyer and a business woman, working over 60 hours per week. My parents were aging and I had no time to spend with them, or my siblings or, truthfully, to do anything other than work, eat and sleep.

When my dad was not feeling very well I took some time off to help him out, and through research found a breakthrough in nutrition that helped him regain his health! What a blessing and a miracle! When I pursued the company, I noticed they had a business model that could truly allow me to live my life on my terms. That was when I made the shift.

In the past 20 years I have been able to spend invaluable time with my parents before they passed, support my siblings now as they are aging, and of course, have the ability to spend endless time with my grandchildren! I also travel all around the world both for mission work as well as fun. Thank you Mannatech for giving me this awesome lifestyle!*

*The foregoing is not a representation of what you may or will earn. Actual earnings depend on your individual efforts and skill, the customer base available to you and the time devoted to your business and differ from Associate to Associate.

