



# Distributor Success Guide





# TABLE OF CONTENTS

A LETTER FROM SENIOR VICE PRESIDENT PAUL KRAMER .....3

GETTING STARTED .....4

**STEP 1 – SET GOALS** .....5

**STEP 2 – USE THE PRODUCT** .....6

**STEP 3 – MAINTAIN YOUR CONTACT LIST** .....7

**STEP 4 – SET APPOINTMENTS** .....8

**STEP 5 – SHARE THE OPPORTUNITY** .....9

**STEP 6 – BE A CORE DISTRIBUTOR** ..... 10

WORKSHEETS:

    LIFESTYLES GOAL SETTING CHECKLIST ..... 12

    PRODUCT BENEFITS ASSESSMENT ..... 13

    CONTACT LIST ..... 15

    MY SUCCESS PLAN ..... 18



# A LETTER FROM SENIOR VICE PRESIDENT PAUL KRAMER

Welcome.

Over the past few decades, we have witnessed inspiring achievements from Lifestyles Distributors all over the world. Distributors from all backgrounds, with diverse goals, have shown us that origin matters less than destination. What they do to get there matters even more.

We've found that while Distributors vary, successful ones build their businesses through consistent core actions. Over time, these core activities move Distributors and their organizations toward their goals.

The six key actions or steps that we have identified – setting goals, using the products, maintaining a contact list, setting appointments, sharing the opportunity and being a core Distributor – together form the foundation of your Success Plan. Acting on this plan daily helps you realize your dreams.

Use this guide to get clear on what you want from your Lifestyles business and create your initial action plan. This sets a clear path, ensuring your daily activities move you closer to your goals.

**Dream big! Build with purpose! Create a strong and lasting organization! And most importantly... have fun! I look forward to celebrating your achievements with you!**

From all of us in the corporate offices, we wish you the very best.

Sincerely,



Paul Kramer  
Senior Vice President



Senior VP  
Paul Kramer

# GETTING STARTED

This Distributor Success Guide explains the Six Steps that consistently lead Lifestyles Distributors to success.

These steps are for all Distributors, new or experienced. Whether you just started or you've been with Lifestyles a while, the steps will work for you. Remember, they work best when repeated consistently.

Use this guide to establish good habits for yourself and your Lifestyles business. Refer back to it for a refresher or reset.

## The SIX STEPS:

- 1. Set Goals
- 2. Use The Products
- 3. Maintain Your Contact List
- 4. Set Appointments
- 5. Share The Opportunity
- 6. Be A Core Distributor



# STEP 1

## SET GOALS

### Action Steps:

- ✓ Clear your mind
- ✓ Brainstorm goals
- ✓ Filter, sort, categorize
  - ✓ Fill in details
- ✓ Turn selected into a plan

The first step is to set clear goals. As the saying goes, “If you don’t know where you are going, you will never get there.” **Goals provide direction and drive your business forward. Set exciting, motivating goals to sharpen your focus in your Lifestyles business.**

### Mindset

Find a quiet area where you can be calm and focused. Eliminate distractions. Clear your mind. Be childlike. Think limitless possibilities.

### Vision

Start by envisioning your ideal life. Imagine you are in the future. What have you become? Where do you live? Who are you with? What do you have? Make your vision as big and bold as you can.

### The Big List

With your clear vision in your mind, start writing goals. Don’t filter or judge at this stage. Write as many goals as you can without thinking about whether or not it can be achieved. This is just to get ideas down on paper.



*Try this exercise: Set a timer for 5 minutes and see how many goals you can write within that time.*

### Sort and Refine

Once you have an initial big list of goals, sort through them. Remove the ones you don’t want, write any new ones that come to mind as you read your list. Sort them by category, such as fitness, financial, relationship, spiritual, etc. Organize them in order of short term, medium term and long term. Ideally, you’ll have a few short, medium and long-term goals in each category.

### Fill in the Details

For each goal on your filtered list, set a target date and define a precise measure of success. *For example, “Learn Karate” could become “Earn a black belt in Karate by May 5, 2028”. “Lose some weight” might be “Weigh X pounds by January 1, 2026.”).*



### Make a Plan

Choose 2 or 3 of the most exciting goals for each category and break them down into smaller goals. Set target dates and list out the steps for achieving each of those smaller goals. This becomes your plan.

# STEP 2

## USE THE PRODUCTS

### Action Steps:

- ✓ Use all products
- ✓ You must be sold first
- ✓ Better Together Packs for all
- ✓ Use 'Product Benefits Assessments' to build your product stories

Most Lifestyles Distributors start as customers. They enjoy the product, see benefits, and then find out about the business opportunity. Some, however, are introduced to the opportunity first. Regardless of your starting point or motivation, knowing ALL the products is essential for selling them effectively.

**A core sales principle is that you must believe in your product to sell it effectively.**

This concept applies to all products and to all companies, including to Lifestyles. If you don't know the product you are selling, you will not sell very much of it. It is that simple. **Using the products also helps you develop your personal product story.**

Lifestyles offers the **Better Together Pack**, containing our full product line. Use it to introduce all of our products to your customers and Distributors.

As a Distributor, document your product experiences to develop your personal story. **Use the Product Benefits Assessment form near the end of this book to keep track of your product experiences.** Get your customers and Distributors to do the same to help them recognize benefits and share their own stories.



## BT PACK

All your favourite Lifestyles products in one convenient package! Order yours today!

**2 bottles of Intra liquid +  
1 NutriaPlus + 1 CardioLife  
+ 1 FiberLife**



Also available in all capsules!



# STEP 3

## MAINTAIN YOUR CONTACT LIST

### Action Steps:

- ✓ List everyone you know
- ✓ Use the Triggers to help you
  - ✓ Don't prejudge
  - ✓ Update your list daily

Your contact list is your pipeline of people to talk to about the product and the business. Create and maintain your contact list daily, adding new contacts and updating existing information.

Your contact list should include people's names, contact information (phone numbers and email addresses), and any notes about them.

**The first step in creating a contact list is to simply write down everyone you know, or at least everyone you can think of.**

After your initial list you can update the information as you go along, adding new people and filling in any missing info about your contacts as it becomes available. Also, note your interactions with each contact.

### Triggers

The following triggers are designed to jog your memory as you write down your initial contact list. Remember not to prejudge. List everyone who comes to mind, regardless of their potential interest in Lifestyles.

#### Family:

Parents, grandparents, in-laws, siblings, children, aunts, uncles, nieces, nephews, cousins

#### Friends:

Best friends, school friends

#### Acquaintances:

Coworkers, church members, social groups, social clubs, neighbors, sports teammates

#### Business:

Accountants, teachers, lawyers, cooks, business owners, bankers, salespeople, medical professionals, people in transportation, construction, retail

#### Social Media:

Friends and contacts in Facebook, Instagram, X, TikTok, LinkedIn

#### Lists / Groupings:

Phone contacts, wedding invitee list, holiday card list, birthday party attendees, yearbooks



# STEP 4

## SET APPOINTMENTS

### Action Steps:

- ✓ Invite prospects: it is critical to success
- ✓ Work on your mindset
- ✓ Practice, practice, practice!
- ✓ Document everything

### The Invitation

Setting appointments by inviting prospects to presentations is critical to your success.

Effective invitations depend on two major factors:

#### Mindset

Belief in the product and opportunity provides the conviction needed for effective invitations.

#### Genuineness

Genuineness means your invitation sounds natural, sincere and not rehearsed or calculated. Avoid sounding fake or “salesy”. Practice helps achieve this.

### Practice

The more you practice inviting, the more natural and genuine you will become. Inviting is a skill that requires practice. Focus on honesty and sincerity. Use scripts as a framework, but don't memorize them word for word. Speak naturally.

Document your results after each invitation. Note what worked, what didn't, and how you could improve your approach. Doing this will make you unstoppable!



# STEP 5

## SHARE THE OPPORTUNITY

### Action Steps:

- ✓ Ensure your presentation answers the three questions
- ✓ Practice your delivery
- ✓ Personalize - insert your story
  - ✓ Be prepared

The purpose of the Opportunity Presentation is to give the prospect enough information to decide how they want to be involved with Lifestyles. While your role is not to convince or coerce, how you deliver your presentation will make a huge difference in their decision.

Prospects will ask themselves three questions while attending your presentation:

- 1. Is this real? Is it legitimate?** They wonder is it a real business, a real company, a real opportunity.
- 2. Can I do it?** They want to know if there is a plan, a process, training and support for their success in the business.
- 3. Will YOU help me?** Some people will join solely because of their sponsor. Build trust so prospects feel comfortable partnering with you. This highlights the importance of working on yourself.

Your presentation should answer these three questions and provide a basic understanding of the company, products and business opportunity.

### Practice

To deliver effective presentations, practice is essential. Do it every day in front of the mirror. Get feedback from friends, family, and your upline. Personalize the presentation with your stories and unique explanations.

### Prepare

Prepare before every presentation. Ensure your guests have water. Make sure all presentation aids, slides and equipment, are all working properly. Arrive early, practiced, and ready to deliver.



# STEP 6

## BE A CORE DISTRIBUTOR

### Action Steps:

- ✓ Be a leader
- ✓ Follow the SIX STEPS
- ✓ Be professional
- ✓ Work on yourself
- ✓ Show, train, mentor your downline

Core Distributors demonstrate leadership through consistent business-building activities and by working with and training their downline.

Core Distributors consistently apply the other five steps:

- **Set and review goals**
- **Use all of the products**
- **Maintain your contact list daily**
- **Invite prospects**
- **Consistently deliver effective presentations**

**Core Distributors work closely with their downline: coaching, training, mentoring, and leading by example.**

Use the tools Lifestyles provides, including your Personal Business Center (PBC) and your 'myintrasite.com'. Both are invaluable to you and your downline organization in following the SIX STEPS and building your network.

- ✓ **Treat your Lifestyles organization as a business**
- ✓ **Set your own hours**
- ✓ **Work on yourself**
- ✓ **Learn every day**
- ✓ **Work closely with your Distributors: show, train & mentor**

Remember that you are an Independent Distributor. You can design your Lifestyles Network to be as you wish. What do you want to build? Where do you want to go? Who are you going to help? Hopefully you and your Distributors will have fun along the way.





✓ Place orders & register new Distributors anytime, anywhere!

✓ Dashboard and reports that give you real time information on your sales & network activities

✓ Training and presentation aids



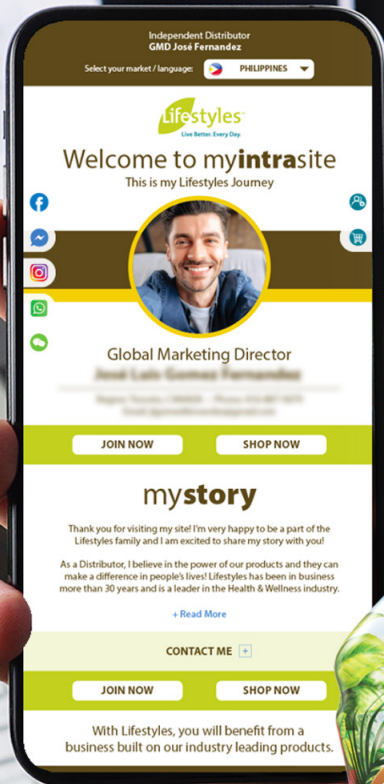
myintrasite.com

Your very own personal website!  
Send your prospects, so they can:

- ✓ Get more information about you, the products & the business
- ✓ Place orders and join under you
- ✓ Stay in contact with you

IT'S SO EASY! LOG IN TODAY!

- 1 LOG INTO YOUR PBC ACCOUNT
- 2 CLICK ON THE myintrasite LINK



## LIFESTYLES GOAL SETTING CHECKLIST

Use this checklist to help you **identify, organize, and detail your goals!** You will need blank paper to write everything on, pens, and a quiet place where you can work uninterrupted.

### ❑ 1. Self-Reflect

Think about where you are in each of the following categories (feel free to add, delete or change any of these, by the way!). Write a few short words about them.

Suggested categories:

- Health & Wellness
- Fitness
- Career & Professional
- Finances & Wealth
- Personal Development & Learning
- Mental/Emotional Wellbeing
- Relationships & Social Life
- Spirituality & Purpose
- Home & Environment
- Fun, Adventure & Hobbies

### ❑ 2. Vision

Take the time to imagine where you would like to be in terms of the categories. How would you like to live? How would you like to feel? What would you like to have?

### ❑ 3. Goals: Discover & Brainstorm

Brainstorm ideas for goals. One way to rapidly come up with a big list is to set a timer and try and write as many down as possible within the time. Don't judge them. Don't think about whether or not you can achieve them.

At this point you just write everything that pops into your mind. Use the categories to help trigger ideas.

### ❑ 4. Organize

Now take the (hopefully) huge list of potential goals and sort through them. Identify the ones you want, remove those that are absolutely impossible, add any that now come to mind as you review what you have written.

Organize the keepers by category and sort through whether they are short term, middle term or long term goals.

### ❑ 5. Expand

Break each goal up into smaller goals. For each smaller goal, list the steps required to complete it.

Set target dates and ensure they are stated with a clear measurement for success. For example, "Make more money" is not measurable. "Make \$100" is.



## PRODUCT BENEFITS ASSESSMENT (1 of 2)

This Product Benefits Assessment will help you see any benefits you may experience as you begin your product journey with Lifestyles!

*While Lifestyles products are not intended to diagnose, treat, cure or prevent disease, many users report experiencing benefits. Everyone is different. Our products contain a wide variety of beneficial ingredients. Because individual results vary, it's impossible to predict the specific benefits you might experience. Use this questionnaire to track your experience.*

### PRE-USE ASSESSMENT (*before starting the products*)

Date: \_\_\_\_\_

How do you feel in general?

---



---

Do you have any health conditions or concerns?

---



---

Medications you are taking:

---



---

What products are you using?

(check all that apply):

- Intra liquid
- Intra capsules
- NutriaPlus
- CardioLife
- FiberLife



Rate the following on a scale from 1 to 10 (1 = Very Poor / 10 = Excellent):

- |   |   |
|---|---|
| <input type="checkbox"/> Energy levels: _____                                   | <input type="checkbox"/> Immune resilience (e.g., frequent colds or fatigue): _____ |
| <input type="checkbox"/> Mental clarity & focus: _____                          | <input type="checkbox"/> Quality of sleep: _____                                    |
| <input type="checkbox"/> Stress or anxiety levels (1 = very high stress): _____ | <input type="checkbox"/> Overall mood and emotional balance: _____                  |
| <input type="checkbox"/> Digestive comfort (e.g., bloating, regularity): _____  |   |

### WEEK #1 ASSESSMENT

Date: \_\_\_\_\_

Have there been any changes to your overall feelings of wellness?  
Any changes in health conditions or in the medications you are taking?

---



---



---

Rate the following on a scale from 1 to 10 (1 = Very Poor / 10 = Excellent):

- |   |   |
|---|---|
| <input type="checkbox"/> Energy levels: _____                                   | <input type="checkbox"/> Immune resilience (e.g., frequent colds or fatigue): _____ |
| <input type="checkbox"/> Mental clarity & focus: _____                          | <input type="checkbox"/> Quality of sleep: _____                                    |
| <input type="checkbox"/> Stress or anxiety levels (1 = very high stress): _____ | <input type="checkbox"/> Overall mood and emotional balance: _____                  |
| <input type="checkbox"/> Digestive comfort (e.g., bloating, regularity): _____  |   |

# PRODUCT BENEFITS ASSESSMENT (2 of 2)

## WEEK #3 ASSESSMENT

Date: \_\_\_\_\_

**Have there been any changes to your overall feelings of wellness?  
Any changes in health conditions or in the medications you are taking?**

---

---

---

**Rate the following on a scale from 1 to 10 (1 = Very Poor / 10 = Excellent):**

- |   |   |
|---|---|
| <input type="checkbox"/> Energy levels: _____                                   | <input type="checkbox"/> Immune resilience (e.g., frequent colds or fatigue): _____ |
| <input type="checkbox"/> Mental clarity & focus: _____                          | <input type="checkbox"/> Quality of sleep: _____                                    |
| <input type="checkbox"/> Stress or anxiety levels (1 = very high stress): _____ | <input type="checkbox"/> Overall mood and emotional balance: _____                  |
| <input type="checkbox"/> Digestive comfort (e.g., bloating, regularity): _____  |   |

## MONTH #2 ASSESSMENT

Date: \_\_\_\_\_

**Have there been any changes to your overall feelings of wellness?  
Any changes in health conditions or in the medications you are taking?**

---

---

---

**Rate the following on a scale from 1 to 10 (1 = Very Poor / 10 = Excellent):**

- |   |   |
|---|---|
| <input type="checkbox"/> Energy levels: _____                                   | <input type="checkbox"/> Immune resilience (e.g., frequent colds or fatigue): _____ |
| <input type="checkbox"/> Mental clarity & focus: _____                          | <input type="checkbox"/> Quality of sleep: _____                                    |
| <input type="checkbox"/> Stress or anxiety levels (1 = very high stress): _____ | <input type="checkbox"/> Overall mood and emotional balance: _____                  |
| <input type="checkbox"/> Digestive comfort (e.g., bloating, regularity): _____  |   |

## MONTH #3 ASSESSMENT

Date: \_\_\_\_\_

**Have there been any changes to your overall feelings of wellness?  
Any changes in health conditions or in the medications you are taking?**

---

---

---

**Rate the following on a scale from 1 to 10 (1 = Very Poor / 10 = Excellent):**

- |   |   |
|---|---|
| <input type="checkbox"/> Energy levels: _____                                   | <input type="checkbox"/> Immune resilience (e.g., frequent colds or fatigue): _____ |
| <input type="checkbox"/> Mental clarity & focus: _____                          | <input type="checkbox"/> Quality of sleep: _____                                    |
| <input type="checkbox"/> Stress or anxiety levels (1 = very high stress): _____ | <input type="checkbox"/> Overall mood and emotional balance: _____                  |
| <input type="checkbox"/> Digestive comfort (e.g., bloating, regularity): _____  |   |

# CONTACT LIST

<b>Name</b>	
<b>Address</b>	
<b>Contact #</b>	
<b>Email</b>	
<b>Profession</b>	
<b>Notes</b>	
<b>Name</b>	
<b>Address</b>	
<b>Contact #</b>	
<b>Email</b>	
<b>Profession</b>	
<b>Notes</b>	
<b>Name</b>	
<b>Address</b>	
<b>Contact #</b>	
<b>Email</b>	
<b>Profession</b>	
<b>Notes</b>	
<b>Name</b>	
<b>Address</b>	
<b>Contact #</b>	
<b>Email</b>	
<b>Profession</b>	
<b>Notes</b>	
<b>Name</b>	
<b>Address</b>	
<b>Contact #</b>	
<b>Email</b>	
<b>Profession</b>	
<b>Notes</b>	

<b>Name</b>	
<b>Address</b>	
<b>Contact #</b>	
<b>Email</b>	
<b>Profession</b>	
<b>Notes</b>	



<b>Name</b>	
<b>Address</b>	
<b>Contact #</b>	
<b>Email</b>	
<b>Profession</b>	
<b>Notes</b>	



<b>Name</b>	
<b>Address</b>	
<b>Contact #</b>	
<b>Email</b>	
<b>Profession</b>	
<b>Notes</b>	



<b>Name</b>	
<b>Address</b>	
<b>Contact #</b>	
<b>Email</b>	
<b>Profession</b>	
<b>Notes</b>	



<b>Name</b>	
<b>Address</b>	
<b>Contact #</b>	
<b>Email</b>	
<b>Profession</b>	
<b>Notes</b>	



<b>Name</b>	
<b>Address</b>	
<b>Contact #</b>	
<b>Email</b>	
<b>Profession</b>	
<b>Notes</b>	

<b>Name</b>	
<b>Address</b>	
<b>Contact #</b>	
<b>Email</b>	
<b>Profession</b>	
<b>Notes</b>	



<b>Name</b>	
<b>Address</b>	
<b>Contact #</b>	
<b>Email</b>	
<b>Profession</b>	
<b>Notes</b>	



<b>Name</b>	
<b>Address</b>	
<b>Contact #</b>	
<b>Email</b>	
<b>Profession</b>	
<b>Notes</b>	



<b>Name</b>	
<b>Address</b>	
<b>Contact #</b>	
<b>Email</b>	
<b>Profession</b>	
<b>Notes</b>	



<b>Name</b>	
<b>Address</b>	
<b>Contact #</b>	
<b>Email</b>	
<b>Profession</b>	
<b>Notes</b>	



<b>Name</b>	
<b>Address</b>	
<b>Contact #</b>	
<b>Email</b>	
<b>Profession</b>	
<b>Notes</b>	

## MY SUCCESS PLAN

**Name:** \_\_\_\_\_

**Date:** \_\_\_\_\_

**My Lifestyles hours are:**

MONDAY: \_\_\_\_\_

TUESDAY: \_\_\_\_\_

WEDNESDAY: \_\_\_\_\_

THURSDAY: \_\_\_\_\_

FRIDAY: \_\_\_\_\_

SATURDAY: \_\_\_\_\_

SUNDAY: \_\_\_\_\_

**My TOP THREE GOALS are:**



<b>TOP GOAL</b>	
<b>GOAL #2</b>	
<b>GOAL #3</b>	

*I am committed to following this schedule as closely as I can.*

**Products I am taking:**

- Intra liquid
- Intra capsules
- NutriaPlus
- CardioLife
- FiberLife



**My first in-home presentation will be on:**

Date: \_\_\_\_\_

Time: \_\_\_\_\_

This presentation will be held at:

Address: \_\_\_\_\_

Will be for \_\_\_\_\_ guests who I've already invited

And will be delivered by:

**Benefits I have noticed from the products so far:**

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Signed: \_\_\_\_\_

Independent Distributor



# Distributor Success Guide



## Together, we are changing lives and creating hope!

As a valued part of the Lifestyles family, you are helping carry forward a mission that began in 1989 — to improve the quality of life for people around the world. Together, through our global community of passionate Independent Distributors, we are sharing powerful, life-enhancing nutritional products and empowering others with a meaningful, home-based business opportunity.

Thanks to your dedication, Lifestyles continues to expand in over 30 countries, offering people the chance to take control of their health and their future. Our unique and trusted product line — led by the best-selling Intra botanical blend — is a direct result of our commitment to excellence and our shared belief in wellness for all.

We encourage you to work closely with your Lifestyles partners – your sponsor and upline leaders, as well as your partners in the corporate offices.

We are here to help. Contact your local office today!

[www.lifestyles.net](http://www.lifestyles.net)

