LifeVantage®

EUROPE

the proven plan

Your blueprint to launch *success*

Welcome to LifeVantage.

This Blueprint will help you turn the excitement of starting into a strong first 90 days.

Your Launch Period is your enrollment month plus the next three full calendar months.

During this time, the focus is simple: take consistent action, build strong habits, and learn what activities will move your business forward.

Everyone comes to LifeVantage with a different vision for what this business can become. This Blueprint gives you a clear path on how to achieve it. Inside, you'll find a simple, step-by-step system to help you:

- Start quickly
- Connect with your Upline Support Team
- Build your prospect list
- Learn how to invite people to learn about LifeVantage
- Share your story and the LifeVantage story
- How to follow up with confidence
- Help new Consultants and Customers start quick
- Stay accountable to your goals

Table of Contents

1. GETTING STARTED CHECKLIST	7
2. DATABASE	13
3. INVITE	17
4. TELL THE STORY	20
5. FOLLOW-UP	21
6. RESOLVE CONCERNS & CLOSE	23
7. ACCOUNTABILITY	25

Accountability is the center of it all.

Use this Blueprint as your guide and stay focused on consistent activity throughout your Launch Period. Every action you take helps you build momentum and move closer to SC1.

The Business Building Process

ON-THE-JOB TRAINING (OJT)

Building a LifeVantage business is something you learn by doing. That's why your Upline Team is there to help you take action, practice the basics, and grow your confidence along the way.

On-the-Job Training (OJT) is a simple way to learn the business through real activity. Instead of trying to figure everything out on your own, you participate in the process with support.

You don't have to know everything on day one.
The goal is to start moving and learning through action.

1. Learn by Doing

As a new Consultant, you are not expected to figure everything out alone. Stay coachable, take action, and work closely with your Upline Support Team to learn the basics of building your LifeVantage business.

Think of this process like an apprenticeship. Your Upline Support Team will not just tell you what to do. They will help you practice the key activities until you gain confidence doing them yourself.

Together, with your Upline Advisor work through the Blueprint, including how to:

- Build your contact list
- Invite people to learn more about LifeVantage
- Share your story, the LifeVantage story, and helpful third-party tools
- Follow up with prospects
- Respond to questions and concerns
- Help new Consultants and Customers get started

2. Identify Business Builders

As you share LifeVantage and welcome new Consultants, look for those who take action. Business builders show you they're ready by attending trainings, asking questions, inviting others, and practicing the steps in this Blueprint. When you see that activity, help them take the next step.

3. Build by Helping Others Launch Successfully

As you work through the Blueprint, the business-building process will start to feel more familiar. The more comfortable you become with the steps, the easier it will be to help new Consultants repeat them.

This is how OJT helps your business grow: you see the process in action, practice it with support, gain confidence doing it on your own, and then teach new Consultants to do the same.

Keep your focus on simple, repeatable activity during the first 90 days:

- Connect
- Invite
- Share
- Follow Up
- Enroll
- Duplicate the process with others

The On-the-Job Training (OJT) Process

THE FIRST STEP

Invite a few people to take a look. Your Upline Advisor will lead initial conversations while you listen, observe, and learn the flow.

THE SECOND STEP

As your confidence grows, start taking a more active role. You may help with the invitation, share part of your story, or participate in the follow-up while your Upline Advisor helps guide the conversation.

THE THIRD STEP

Now it's time for YOU to begin leading the conversation with the support of your Upline Advisor as needed.

The best way to learn is by doing. It's totally ok to make mistakes, stumble over your words, or get questions you don't know how to answer. Keep practicing throughout your Launch Period, and you'll grow more confident with each conversation.

Getting Started Checklist

DAY 1

- ◯ Complete your LifeVantage Consultant enrollment and log in to your account and back office.
- ◯ Connect with your Upline Advisor and Upline Support team.
- ◯ Write down clear goals for what you want to accomplish during your Launch Period.
- ◯ Create your WHAT and WHY (Is it extra money, health, savings, kids, etc)
- ◯ Review how to achieve SC1 and make it a target for your Launch Period.
- ◯ Start your Database by writing down your first 50 contacts.
- ◯ Invite 3–5 people to take a look within the next 48 hours.
- ◯ Schedule your first conversation, using the OJT process. This can be in person or via Zoom.
- ◯ Start using LifeVantage products consistently to build belief through your own experience.
- ◯ Begin tracking your prospecting activity.

DAY 2

- ◯ Invite 3–5 more people to take a look.
- ◯ Track who you contacted and when you plan to follow up.
- ◯ Log in to your back office account to review your personal website and available tools.
- ◯ Plug into corporate and team communication channels so you know where to find calls, trainings, and updates.
- ◯ Schedule time every day to work your LifeVantage business.
- ◯ Study the Proven Plan and continue working with your Upline Advisor.

First Week Focus

Your first week is about getting into motion. Focus on simple actions that help you build momentum:

- ◯ Connect with your Upline Advisor & Support Team
- ◯ Start adding names to your Database list
- ◯ Invite people to take a look at LifeVantage.

Enrollment Process

CONSULTANT ENROLLMENT

When someone is ready to become a Consultant, support them through their first steps.

HELP THEM

- Enroll through your personal referral link or website
- Choose the enrollment option that fits their goals
- Enroll with a Subscription with products they are excited to use
- Understand the value of becoming a product of the product
- Begin using the Proven Plan

CUSTOMER ENROLLMENT

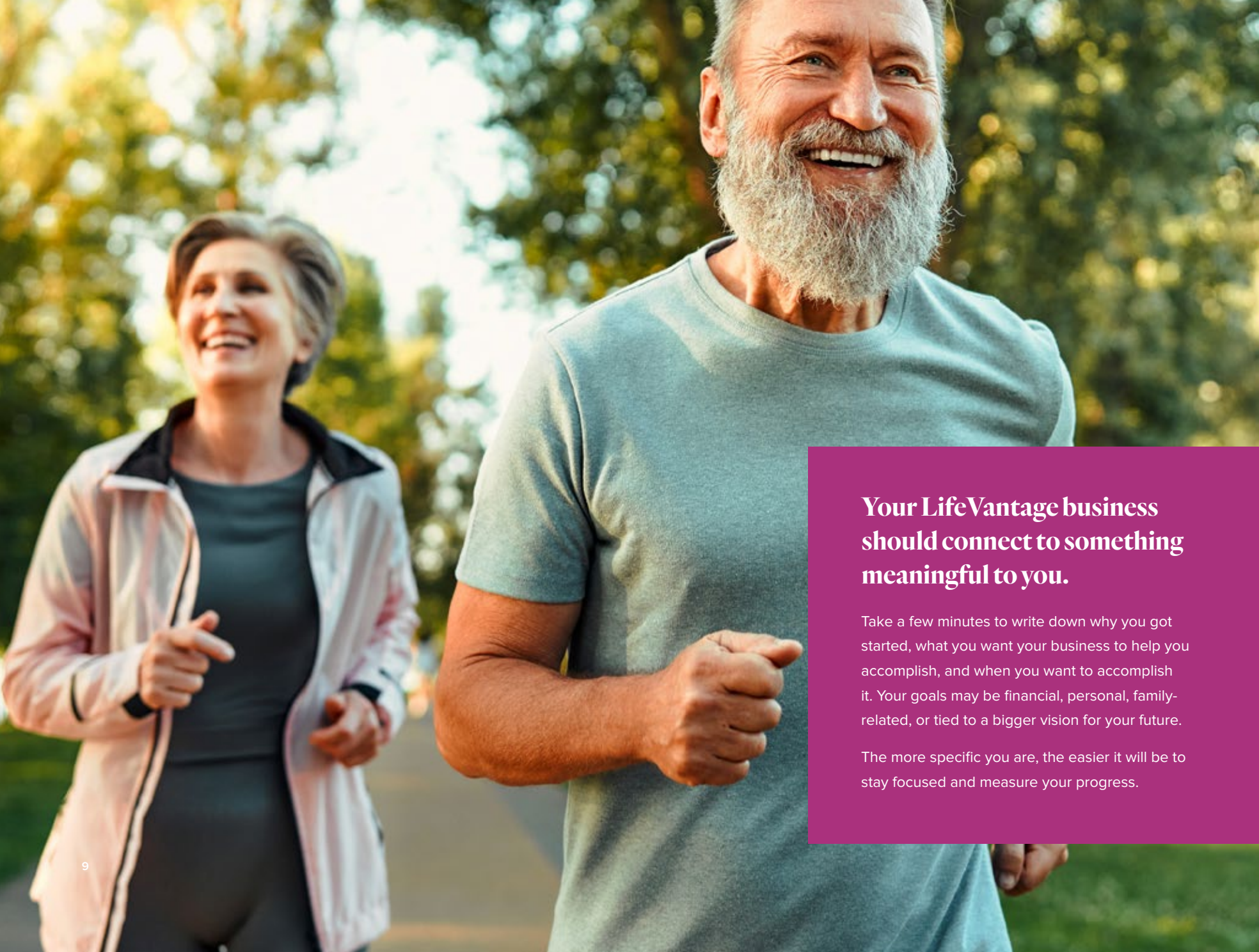
Not everyone is ready to become a Consultant. Sometimes the best first step is helping someone have a great product experience as a Customer.

HELP THEM

- Enroll through your website
- Choose products that align with their goals
- Understand how to use the products and what to expect
- Help them set up a Subscription to maximize their savings

Keep it Simple

People don't need every detail at once. The goal is to help them take the next right step and feel confident getting started.



Your LifeVantage business should connect to something meaningful to you.

Take a few minutes to write down why you got started, what you want your business to help you accomplish, and when you want to accomplish it. Your goals may be financial, personal, family-related, or tied to a bigger vision for your future.

The more specific you are, the easier it will be to stay focused and measure your progress.

Goals & Objectives

Ask Yourself

- Why did I say yes to LifeVantage?
- What do I want this business to help me accomplish?
- What do I want to achieve during my Launch Period?
- What would extra income, confidence, or momentum create in my life?
- What amount of extra income would make a difference for me right now?
- What amount of extra income would create a dramatic difference in my life?
- What longer-term goals do I want this business to support?
-

My Launch Goals

- Enroll my first Consultant
- Enroll my first Customer
- Earn SC1 during my Launch Period
- Build confidence sharing products and the business
- Create a consistent weekly income stream
- Build a strong foundation for long-term growth

Goal Setting

Business Partners

Now that you've identified your goals, it's time to connect with the people who can help you reach them.

Your Upline Advisor and Upline Support Team are there to help you:

- **ANSWER QUESTIONS**
- **PRACTICE INVITATIONS**
- **SUPPORT FOLLOW-UP CONVERSATIONS**
- **SHARE TOOLS AND RESOURCES**
- **HELP YOU BUILD CONFIDENCE AS YOU LEARN**

Action Step

Write down the names and contact information of the people on your Upline Support Team and reach out to them early. Save them in your phone and stay connected throughout your Launch Period.

	NAME	TELEPHONE #	EMAIL ADDRESS
PERSONAL ENROLLER			
SUPPORT TEAM			
SUPPORT TEAM			
SUPPORT TEAM			

Database

BUILD YOUR LIST

Your network is one of the most important parts of your business. Creating a Database helps you organize the people you know, track conversations, and take intentional steps to build your business.

The goal is simple: write down as many names as you can.

YOUR FIRST GOAL

50 names, your goal is to get to 200-300 names

At this stage, don't pre-judge who will or won't be interested. Just start with the people you know and continue adding to your list over time. Use the memory jogger on the next page to help create your list.

Database Memory Jogger

Family & Friends

- Cousins
- Your spouse's relatives
- Old friends you've lost touch with
- Parents of your children's friends

Social & Community Connections

- On your holiday card list
- People who do fundraisers or volunteer work
- Social networkers
- People who are unhappy at their job

Work & Professional Connections

- Chamber of Commerce members
- Saved business cards
- Successful Network Marketers
- Owns their own business

Keep adding to your list by thinking through every area of your life

- School
- Work
- Family
- Sports teams
- Social media
- Church community
- Neighborhood
- Previous jobs

Reminder

Don't worry about whether someone will say yes. Right now, you are simply building your list. Use this page to write down your first 50 names and their contact information.

NAME	PHONE / EMAIL	RELATIONSHIP	FOLLOW UP DATE	NOTES

NAME	PHONE / EMAIL	RELATIONSHIP	FOLLOW UP DATE	NOTES

NAME	PHONE / EMAIL	RELATIONSHIP	FOLLOW UP DATE	NOTES

Invite

Inviting is one of the most important skills you'll build in your LifeVantage business. The more people you invite to take a look, the more opportunities you create and the stronger your business can become.

The goal of an invite is simple: ask someone to learn more. You don't need to explain everything. Your role is to open the conversation and guide people to the next step, whether that's a video, a Zoom, a product conversation, or another approved tool.

Two Important Things to Remember

1. BE THE MESSENGER, NOT THE MESSAGE

Use tools, third-party support, and approved resources to help share the information. Always have something to invite them to. An in-person meeting, zoom meeting, prerecorded message or presentation, etc.

2. KEEP IT SIMPLE AND GENUINE

People respond to authenticity. You don't need a perfect script—just a natural, confident invitation.

Key Point

Always give your prospect a clear next step. If they watch a video, schedule a follow-up. If they join a conversation, point them to a helpful resource or set the next touchpoint. Don't leave the conversation open-ended, give them something simple to do before you connect again.

Invite Examples

Invite to a Live or Virtual Conversation

“I recently made a major change in my career and started my own business with LifeVantage and thought of you. I’d love to share what I’m learning and see what you think. Would you be open to taking a quick look?”

“I’m working on something new in my health and work. I’m reaching out to a few people I really respect to tell them a bit about it. If I sent you a quick overview, would you be open to checking it out?”

“Hey, what are you doing (tomorrow or tonight)? I’m reaching out to a couple of people who I know care about their health and helping people. I’d love to show you what I’m excited about and what I’m up to. Can I send you an invitation to check it out?”

Invite to a Business Conversation

“I recently started a side business with LifeVantage and I’m talking to a few people who may want to take a look. It may or may not be for you, but I’d love to get your opinion. Would you be open to a quick overview?”

Invite to a Video or Tool

Sometimes the easiest next step is to send a short, approved resource and follow up afterward. For example: “I’d love to send you a short overview of what I’m doing with LifeVantage. Take a look when you have a few minutes, and I’ll follow up with you tomorrow to see what you thought.”

KEEP IT SIMPLE

- Send the tool
- Set a follow-up
- Follow through

Events

One of the best ways to build momentum during your Launch Period is to stay connected to what's happening at LifeVantage and with your team. Training builds confidence. Events build belief. Community builds momentum.

USE LIFEVANTAGE EVENTS AND TOOLS TO

- Build belief
- Stay informed
- Learn the business
- Connect with other Consultants
- Sharpen your product and business knowledge

MAKE IT A PRIORITY TO STAY ON TOP OF

- Company updates and announcements
- Team trainings
- Virtual and in-person events
- Product education
- Compensation plan training
- Launch support resources

Meeting Types

From one-on-one conversations to larger events, there are a lot of ways to share LifeVantage. Each one helps people learn more and move forward.

ON-THE-JOB TRAINING CONVERSATIONS

These simple conversations are between you, your prospect, and your Upline Support Team. This can happen in person, over the phone, or on Zoom.

IN HOME OR VIRTUAL MEETING

A small group setting where guests can learn about the products, the company, and the opportunity.

COMPANY OR TEAM EVENT

Virtual or in-person events can help build belief, provide education, and create momentum for both new and experienced Consultants.

Keep Sharing Simple

There is no one perfect way to share LifeVantage. What matters most is helping people take the next step in a simple and comfortable way.

USE A FORMAT THAT BEST FITS THE RELATIONSHIP AND THE MOMENT:

- A one-on-one conversation
- A three-way call
- A Zoom
- A small event
- A follow-up call

Again, you don't have to do everything at once. The goal is to keep the conversation moving forward.

Tell the Whole Story

Stories help people understand how LifeVantage could be part of their life. Your personal story brings the business to life in a real way, and the LifeVantage story helps people see the company, products, and opportunity.

You don't need to explain everything perfectly. Focus on sharing the story in a way that people will want to take a closer look.

YOUR STORY

Start with your own story. Share who you are, what you were looking for befor LifeVantage, what problem or gap you wanted to solve, and what you're excited about now.

- Who you are
- What you do or did professionally
- Why you said yes to LifeVantage
- What changed or what you hope LifeVantage will help you create
- How you feel about your future

THE LIFEVANTAGE STORY

Use approved tools and videos to explain the bigger LifeVantage story. This may include information about the company, the products, the Science of Activation, and why the timing is exciting.

HOW CONSULTANTS CAN EARN

Once someone understands the story, help them see how the business works and how Consultants can earn.* Work with your Upline Advisor to learn the basics of the Evolve Compensation Plan so you can explain it clearly using approved resources.

* Consultants earnings and incentives will depend on individual diligence, work effort, and market conditions. LifeVantage does not guarantee success. See qualifications for additional information.

Follow-Up

Most people don't say yes the first time they hear about the opportunity or product. That's normal. You need to stay connected, answer questions, and help people take the next step when they're ready.

Type 1: Immediate Follow-Up

After someone watches a video, joins a call, attends a meeting, or samples a product, follow up promptly.

HELPFUL FOLLOW-UP QUESTIONS

- "What stood out to you most?"
- "What did you like best about what you saw?"
- "Do you need any additional information to help you make a decision?"
- "Do you see yourself more interested in the products, the business, or both?"

THAT NEXT STEP COULD BE

- Watching an approved video or reviewing a tool
- Joining a follow-up call or Zoom
- Trying product samples or having a product conversation
- Talking through enrollment options
- Connecting with your Upline Advisor or Upline Support Team

Key Point

Always give prospects a clear next step before you connect again. Don't leave the conversation open-ended. Give them something simple to do, review, or attend so the next touchpoint already has a purpose.

Type 2: Longer-Term Follow-Up

Not everyone will be ready right away. Some people need more time, more information, or a different season of life. Continue to stay connected and keep the relationship warm.

A FEW REMINDERS

- Don’t take “not right now” personally
- Follow up naturally and consistently
- Share updates, stories, or tools as appropriate
- Track your conversations so you know when to reconnect

Follow-up is not pressure. It’s part of serving people well and building long-term trust.

Follow-Up Tracker

Resolve Concerns

Questions and concerns are a normal part of the process. When someone hesitates, don't rush to answer or convince them. Listen first, understand what's holding them back, and help them find the next right step.

MOST CONCERNS COME BACK TO A FEW SIMPLE QUESTIONS

- Will this work for me?
- Is this the right time?
- Do I know enough to feel confident?
- Can I really do this?

Ask Questions

"Tell me more about that."

Relate with Empathy

"I can understand why you'd feel that way."

Share Your Experience

"That was one of my questions at first too..."

Use Feel–Felt–Found

"I understand how you feel. I felt similarly at first, and what I found was..."

Reminder

You do not need to have every answer. Use approved resources and bring in your support team when needed.

Close

Closing is simply helping someone decide what the best next step is for them. It does not need to feel pushy or uncomfortable. If someone is interested, help them move forward. If they aren't ready, return to the objections section to find out how they can get closer to being ready.

Simple Closing Questions

"How do you see yourself getting involved with LifeVantage?"

"Do you see yourself more interested in the products, the business, or both?"

"Would it be helpful if I walked you through the options?"

"What feels like the best next step for you?"

IF THEY'RE READY, HELP THEM

- Get started
- Choose the right enrollment path
- Know what to expect next
- Start working on the Proven Plan

Accountability

Being accountable to yourself is an essential life skill, and it's critical to building your LifeVantage business. Your Launch Period is a short window with big potential. The more consistent you are with your activity, the more momentum you can create.

TRACK THE BASICS

- Who you invited
- What information you shared
- Who you followed up with
- Who enrolled
- What the next step is for each person

Accountability Notes

Pathway to Possibility

This example shows how consistent enrollment, retention, and duplication can build toward the volume required for SC1. Actual rank advancement requires all qualification requirements to be met.

To Achieve SC1

Must be Active	✓
Sales Volume	300
Group Sales Volume	2,000
Max. Volume Requirement	1,500
Personal Purchase Requirement	40 SV

MONTH 1

Launch Your Business

YOUR ENROLLMENT

- Healthy Glow Enrollment Pack 150 SV

PERSONALLY ENROLL

1 New Consultant

- Healthy Glow Enrollment Pack 150 SV

1 New Customer

- Healthy Glow Pack 140 SV

PERSONAL PURCHASE REQUIREMENT

- Minimum 40 SV

(met through the 150 SV Healthy Glow Enrollment Pack in the enrollment month)

ILLUSTRATED TOTAL 440 GSV

MONTH 2

Build Momentum

PERSONAL PURCHASE REQUIREMENT

- Minimum 40 SV

PERSONALLY ENROLL

2 Consultants

- Healthy Glow Enrollment Packs 300 SV

2 New Customers

- Healthy Glow Packs 280 SV

RETAIN

Month 1 Consultant

- Subscription 140 SV

Month 1 Customer

- Subscription 140 SV

Month 1 Consultant enrolls 1 Consultant

- Healthy Glow Enrollment Pack 150 SV

Month 1 Consultant enrolls 1 New Customer

- Healthy Glow Pack 140 SV

ILLUSTRATED TOTAL 1,190 GSV

MONTH

3 Create Sustainable Growth

PERSONAL PURCHASE REQUIREMENT

Minimum	40 SV

PERSONALLY ENROLL

2 Consultants

Healthy Glow Enrollment Packs	300 SV

2 New Customers

Healthy Glow Packs	280 SV

RETAIN

2 Month 2 Consultant

Subscriptions	280 SV

2 Month 2 Customer

Subscriptions	280 SV

Month 1 Consultant enrolls

1 Consultant + 1 Customer	290 SV

Two Month 2 Consultants each enroll

1 Consultant + 1 Customer	580 SV

ILLUSTRATED TOTAL 2,050 GSV

SC1

RANK ADVANCEMENT

RANK GROWTH LEADS TO MORE

SC1 – Your first stop
MC1 – Growth Summit leadership training
EC1 – Executive Destination incentive trip
EC2 – My Life Venture: share your story
Presidential – More recognition, experiences, and legacy

Prospect Tracking Sheet

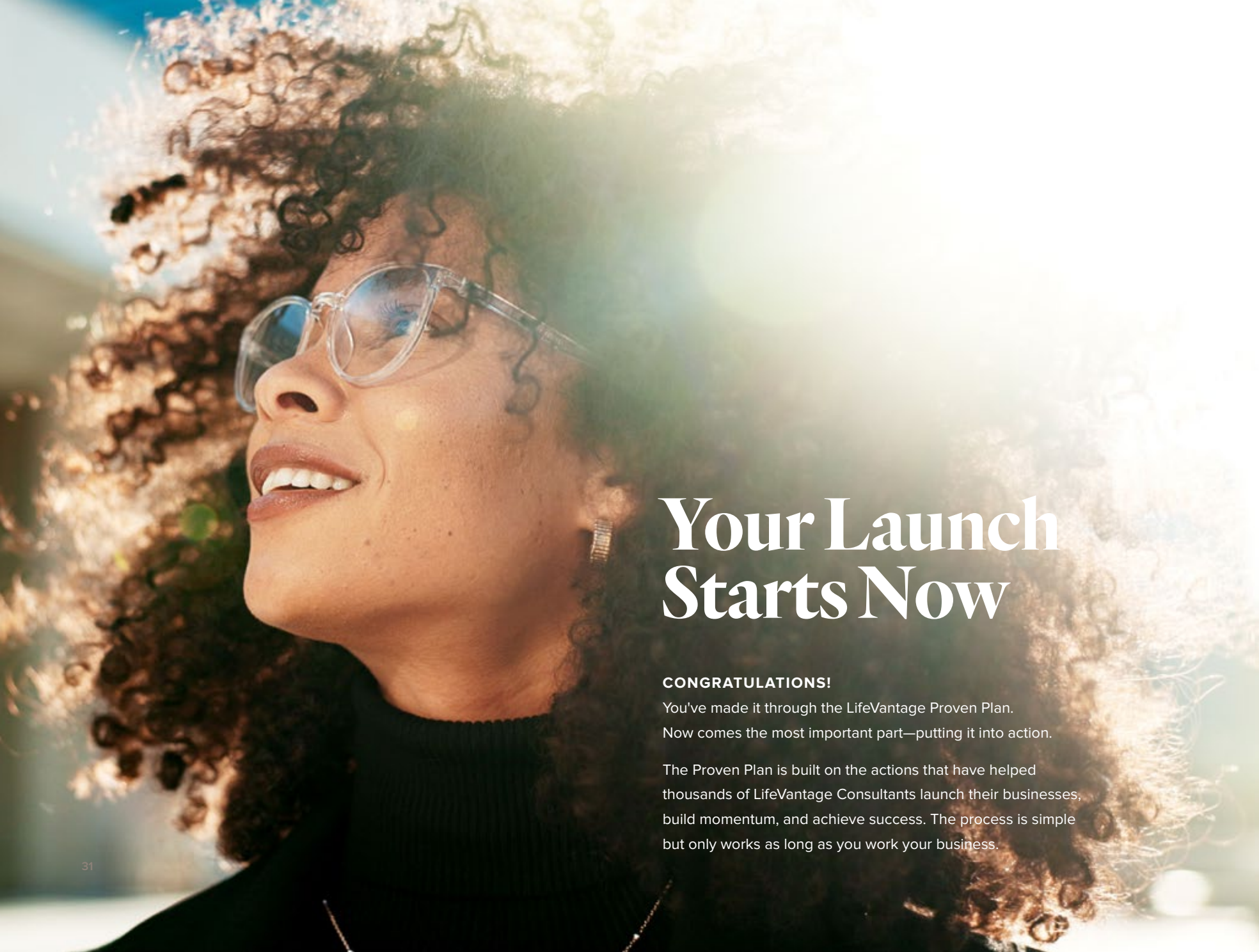
In the boxes below, record the names of people you invite to look at LifeVantage. Also use this space to record the names of those with whom you follow-up. It typically takes at least 5-6 follow-ups before your contact will enroll. Your target is: Basic Track - 3/day; Pro Track - 5/day.

DATE	TYPE *Invite / follow-up*	PROSPECT	NOTES

Meeting Tracking Sheet

Tell the Story: your story, the company story, and how they can make money. Your target is to give 5 presentations a month on the basic track and 15 a month on the pro track. Use the table below to keep accurate records of the people to whom you give presentations as an advisor.

DATE	PROSPECT	NOTES



Your Launch Starts Now

CONGRATULATIONS!
You've made it through the LifeVantage Proven Plan.
Now comes the most important part—putting it into action.

The Proven Plan is built on the actions that have helped thousands of LifeVantage Consultants launch their businesses, build momentum, and achieve success. The process is simple but only works as long as you work your business.

The Next E.R.A. of your life

DURING YOUR LAUNCH PERIOD

- **Enroll** new Consultants and Customers
- **Retain** by helping your new Consultants & Customers stay consistent with the products
- **Advance** by building your business consistently and helping others do the same

As you move through your Launch Period, remember that success is about consistently doing the right activities. Every conversation, every follow-up, every new Consultant you help launch, and every Customer you serve moves you one step closer to your goals.

Our hope is that by the end of your Launch Period, you've achieved SC1, because it shows you're building the habits, confidence, and momentum that create long-term success.

The Proven Plan can be used over and over again to shape your business. And remember... it only takes one conversation to make all the difference.

How did I invest in myself?

What did I learn? How did I grow? What new skills and confidence did I develop?

How did I invest in my team?

Who did I encourage, support, and help launch? How did I help others succeed?

How did I invest in my business?

Did I consistently build my contact list, invite, follow up, and share the LifeVantage opportunity?

this is just the beginning

Notes

© 2026 LifeVantage Corporation. All rights reserved.

EU-EN 0926