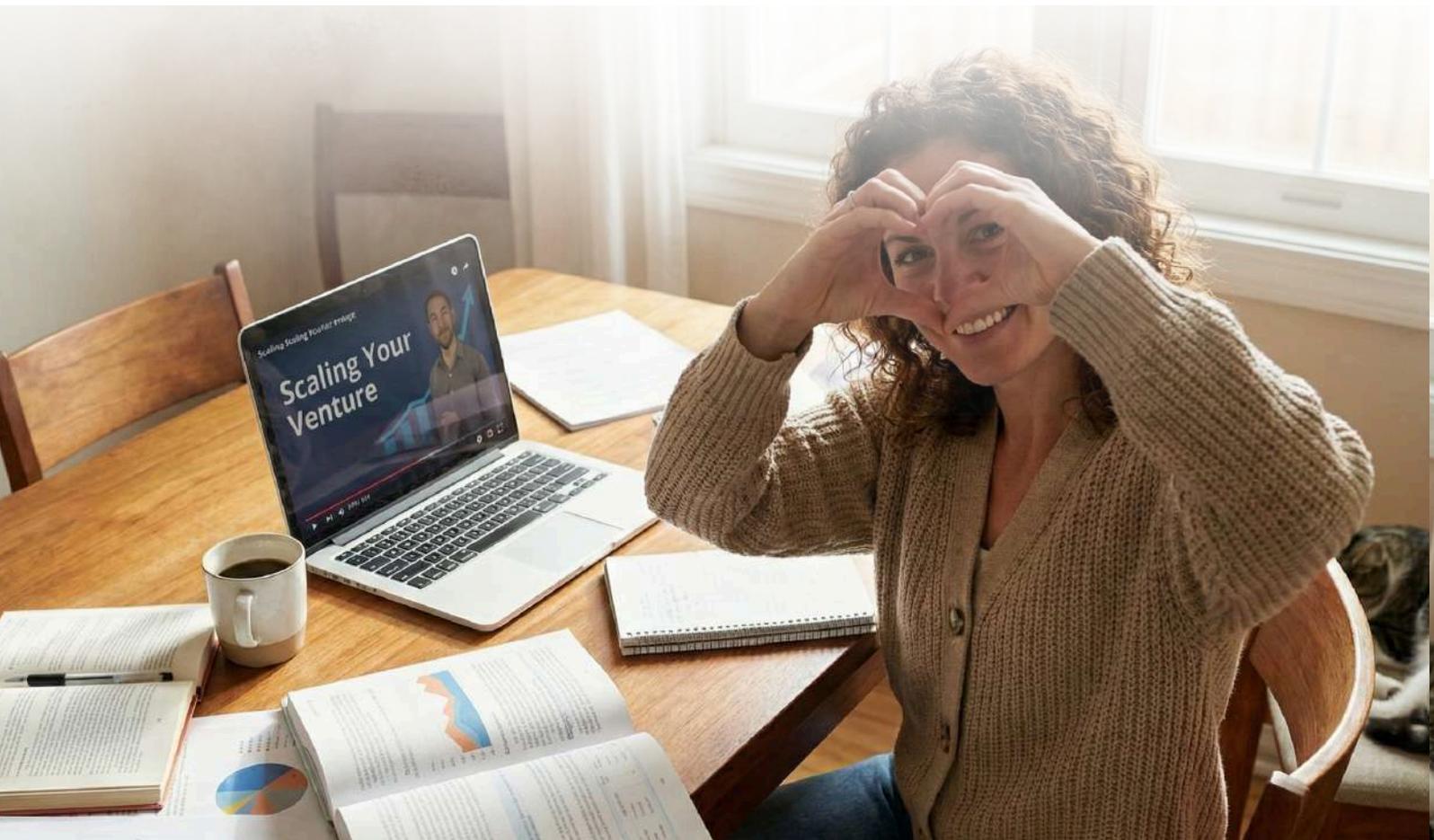


USANA.

Welcome to



This program is designed to guide you through your first weeks as a USANA Brand Partner, step by step. You'll focus on simple, repeatable actions that help you build confidence, gain experience, and create a strong foundation for long-term growth



Mission Statement

Create **simple, repeatable habits** that allow a new Brand Partner to generate **progressive income** and build a solid, **sustainable foundation**.

Plan Principles

- Behavior-focused, not rank-focused
- Few, clear, and duplicable actions
- Learn – Apply – Share – Duplicate
- Product and personal experience are central

Foundation in 13 Overview

Total Potential Earnings 700€*



Reach Pacesetter status and generate 10% of income based on commissions of your team partners if they qualify to Pacesetter as well.

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www.USANAincome.com

Phase 1: week 1 - 4

**OBJECTIVE:
EARN 50€***



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Foundation in 13 - Week 1

W e e k



3 Preferred Customers (PCs) buy Premium Solution

50€

A blue rounded rectangle containing the text '3 Preferred Customers (PCs) buy Premium Solution' and '50€' in white. Below the text is a white icon of three stacked coins with a Euro symbol.



PC



PC



PC

- **Earn the** 10% PC Bonus [Link](#)
- **Earn the** Milestone bonus #1 [Link](#)

3 Preferred Customers (PCs) buy a Premium Solution

Financial Goal: 50€*

Phase Objectives

- Experience the product benefits
- Integrate into the community
- Learn the basics of the business
- Create first PCs (Preferred Customer)

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Activation & Experience

Week 1: Set up



Goal: Start Strong

- Watch the **video training on USANA business** [Link](#)
- Watch the **Holistic Health training video** [Link](#)
- Watch the **How to manage my business training video** [Link](#)
- Activate your personal Auto Order (AO)
- Access the **28-day holistic wellness platform** [Link](#)
- Start the 28-day journey: read the nutritional guide and, once a week, watch a video, do a video class, listen to a podcast, enjoy a recipe, read an article
- Set personal goals (health & income)

For this section we recommend you to work with your sponsor :

Weekly Goal & Action Plan

- Set your weekly goal in term of income using the solution packs
- Define deeply: why you want to reach that goal. Why does it matter for you, how would it impact you, why is it important? How would you feel when you achieve that goal?
- How many hours are you committed to invest weekly?
- What type of action do you want to do to find and connect with people? (be very concrete: for example: number of health assessment you want people to fill every day to connect and discover their needs or Celavive Spa...) :
 - How many of those actions will you run daily/weekly?
- Ask yourself if the number of hours and your plan of actions match with your income goal:
 - Is your type of action and the number of time you want to do it every day/week sufficient, relevant and efficient to reach your goal?

Week 2: Share



Goal: Start sharing the experience

- 1 Create a contact list (50–100 contacts). You can use the **memory jogger list**, your phone contact list, your social media connections. [Link](#)
- 2 Connect with people. You can **connect** with the people in your relationships network and outside. Your contact list will be nourished with the new connections you establish every day. Simple **actions** generate connections. [Link](#)
- 3 Reach out 10 of your contacts.
Connect sincerely, listen and discover people needs and aspiration about their wellness: your goal is not to sell but to get to know them. Look at these **questions** to connect and discover people needs, but use your own words: be yourself. [Link](#)
Send them the **intro video**. [Link](#)
- 4 Offer a solution. Show genuine interest in responses, dig deeper. Be attentive and identify the solution that best matches their needs/projects and **invite them to benefit from this solution**. [Link](#)
- 5 Help the person choosing a pack. Once you identified the solution, help your prospect choosing the right pack: your goal is selling the Deluxe pack, that is the the most complete solution. Learn how to manage the **objections**. [Link](#)
- 6 Enroll a PC with at least a Premium pack. Support the person creating their account, order, and setting up the Auto-Order and **help him/her to committ** to the program. [Link](#)
- 7 Learn the basic follow-up. Commit yourself in supporting the new PC. Plan a **follow-up** together. [Link](#)



Week 3: Learn how to present



Foundation in 13 - Week 3

Goal: Gain confidence

- 1 Learn about a short USANA **business presentation** [Link](#)
- 2 Reach out 10 new contacts. Send them the **intro video**. [Link](#)
- 3 **Follow-up on previous contacts** [Link](#)
- 4 Repeat steps 4 to 7 of Week 2
- 5 Weekly review with upline. Share with your upline what you're proud of, what you'd like to improve, what are your challenges and questions

Week 4: Earn



Foundation in 13 - Week 4

Goal: Earn the first 50€*

1

Build your **5 minutes story**

[Link](#)

2

Repeat steps **2 to 5 of Week 3**

3

Schedule **3-5 business presentations** for next week

4

Attend and **invite people** to a USANA social business event

[Link](#)



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Phase 2: week 5–8

**OBJECTIVE:
EARN 250€***



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WEEKS 1-4

3 PCs buy a Premium Solution

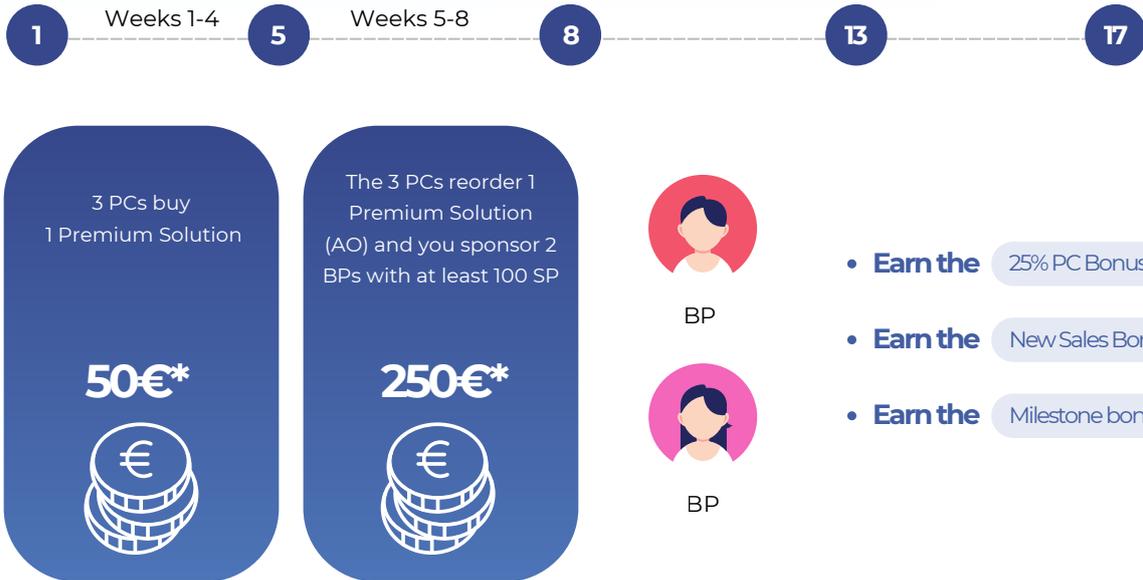
50€*

WEEKS 5-8

The 3 PCs reorder 1 Premium Solution (AO) and you sponsor 2 Brand Partners with at least 100 Sales Points

250€*

W e e k



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Share & Sponsor

Phase Objectives

- Sponsor your first Brand Partners
- Increase the number of your presentations
- Maintain the first 3 PCs in AO
- Start duplicating what you did in Phase 1

Financial Goal: 250€*

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Goal: Solidify your business and Start building a team

- 1 Learn about the **basic commissions** [Link](#)
- 2 Add **10 new contacts** to your list
- 3 **Follow up** with your previous Preferred Customers. Speak about business with them [Link](#)
- 4 Learn how to start a business conversation: send your prospects the **intro video** and ask them what they liked the most [Link](#)
- 5 Learn how to **understand the profile** of your business prospect. Knowing what drives them will help you in the conversation [Link](#)
- 6 Do 5 **business presentations**
- 7 Help **overcome objections** [Link](#)
- 8 **Help your prospects to take a decision** [Link](#)
- 9 Sponsor 1 Brand Partner with an initial order at least of **100 SP and set up their AO**



Week 6: Continue to grow your business and start duplicating

Goal: Support your new BP in his Phase 1



- 1 Add **10 new contacts** to your list
- 2 **Follow up** on previous contacts [Link](#)
- 3 Do 5 **business presentations**
- 4 Learn how to be a **good sponsor** [Link](#)
- 5 **Support your new BP** in his first week

Week 7: Continue to grow your business and start duplicating

Goal: Develop your team of Brand Partners

- 1 Add **10 new contacts** to your list
- 2 **Follow up** with your previous Preferred Customers [Link](#)
- 3 **Support your new BP** in his second week
- 4 Sponsor **1 Brand Partner with an initial order** at least of 100 SP and set up their AO

Phase 2: week 5 -8



Week 8: Continue to grow your business and start duplicating

Goal: Duplicate

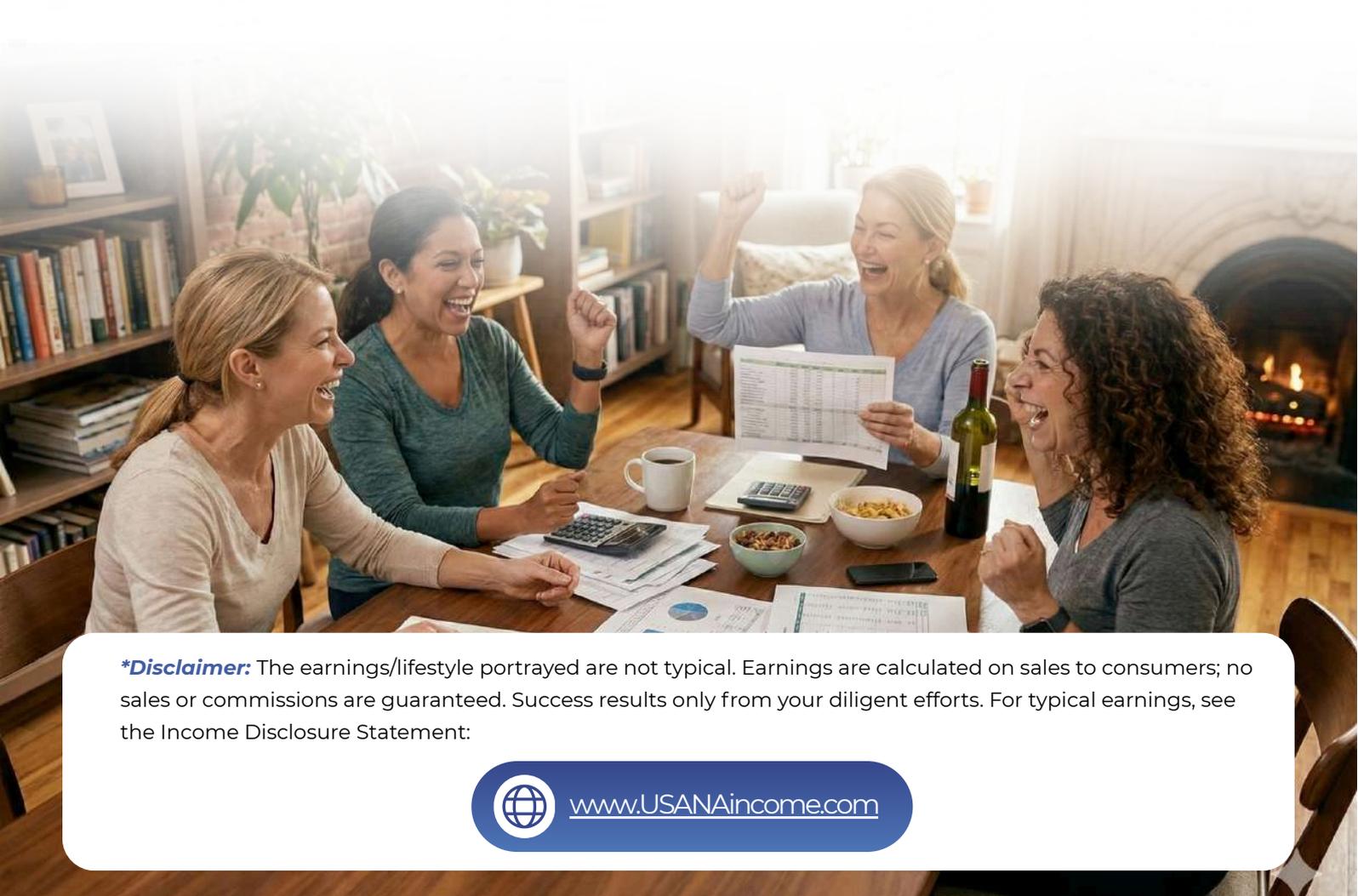
- 1 Add **10 new contacts** to your list
- 2 **Follow up** on your previous contacts [Link](#)
- 3 Learn how to **manage a team** [Link](#)
- 4 **Support your 2 new BPs** in their Phase 1
- 5 Attend and **invite people to a USANA** social business event. Teach your team to do the same [Link](#)

Phase 2: week 5 -8



Phase 3: week 9 -13

OBJECTIVE: EARN 400€*



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WEEKS 1-4

3 PCs buy a Premium Solution

50€*

WEEKS 5-8

The 3 PCs reorder 1 Premium Solution (AO) and you sponsor 2 BPs with at least 100 SP

250€*

WEEKS 9-13

The 3 PCs and the 2 BPs reorder (AO), and you sell 1 Premium Solution to 3 new PCs

400€*

Week



3 PCs buy 1 Premium Solution

50€*

The 3 PCs reorder 1 Premium Solution (AO) and you sponsor 2 BPs with at least 100 SP

250€*

The 3 PCs and the 2 BPs reorder (AO) and you sell 1 Premium Solution to 3 new PCs

400€*



PC



PC



PC

- Earn the 25% PC Bonus [Link](#)
- Earn the New Sales Bonus [Link](#)
- Earn the Milestone bonus #3 [Link](#)
- Achieve Pacesetter [Link](#)

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Duplication & Stability

Phase Objectives

- Duplicate the system
- Qualify for **Pacesetter** [Link](#)
- Qualify for the **Leadership Academy**
- Establish a monthly solid income

Financial Goal: 400€*

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Week 9: Duplicate, strengthen and enlarge your team and clients

Goal: Duplicate and maintain your productive actions



- 1 Add **10 new contacts** to your list
- 2 **Follow-up on previous contacts** [Link](#)
- 3 **Support your new BPs** in their Phase 1 and 2
- 4 **Repeat the steps of week 1**

Phase 3: week 9 -13

Week 10: Duplicate, strengthen and enlarge your team and clients

Goal: Duplicate and maintain your productive actions

- 1 **Support your new BPs** in their Phase 1 and 2
- 2 Add **10 new contacts** to your list
- 3 **Follow up** on previous contacts [Link](#)
- 4 **Repeat the steps of week 2**



Phase 3: week 9 - 13

Week 11: Duplicate, strengthen and enlarge your team and clients

Goal: Strengthen your team through duplication

- 1 Add **10 new contacts** to your list
- 2 **Follow up** with your previous Preferred Customers [Link](#)
- 3 **Support your new BPs** in their Phase 2 and 3
- 4 **Repeat the steps of week 3**

Phase 3: week 9 -13



Week 12: Duplicate, strengthen and enlarge your team and clients

Goal: Duplicate and maintain your productive actions



- 1 Add **10 new contacts** to your list
- 2 **Follow up** with your previous Preferred Customers [Link](#)
- 3 **Support your new BPs** in their Phase 2 and 3
- 4 **Repeat the steps of week 4**

Phase 3: week 9 -13

Week 13: Duplicate, strengthen and enlarge your team and clients

Goal: Qualify as Pacesetter and to Leadership Academy

- 1 Add **10 new contacts** to your list
- 2 **Follow up** with your previous Preferred Customers [Link](#)
- 3 **Support your new BPs** in their Phase 2 and 3
- 4 Qualify as **Pacesetter** [Link](#)
- 5 **Qualify for the Leadership Academy**



Congratulations! You have completed your first cycle of the "Foundation in 13" program. You've helped Clients and Partners benefit from USANA solutions and established a solid business foundation.

Celebrate this achievement! And start a new 13-week period right away to keep sharing these solutions and growing your business.

Start a new 13 weeks cycle!