

How to Tell Your Product Story

The story of your health journey is your most powerful business-building tool! There's nothing like discovering a product that makes you feel incredible and ACTIVATES your body! Naturally, you want to shout about it from the rooftops. But before you do, let's make sure you share your excitement in a compliant way.

Avoid mentioning specific diseases, medical conditions, or symptom claims. This not only keeps you compliant but also ensures no one is alienated by issues they can't relate to. The great thing about LifeVantage products is they offer so many overall health and wellness benefits everyone can enjoy. So, why limit your conversations to just one? Share the love and spread activated health far and wide!

USE THE TEMPLATE BELOW TO GET IDEAS ON HOW YOU CAN TELL YOUR OWN STORY

1. What product(s) do you want to highlight?
HINT: Tell people about the products you've personally tried so you can share what you love about them.
2. Describe how you feel today, remembering to stay away from diseases, conditions, and/or symptom claims.
HINT: Focus on how you feel now, not what you no longer struggle with. Refer to the "Activate Your Wellness Dos and Don'ts" compliance document for more information.
3. Use the Benefits section found on the product's LifeVantage shop page. Share approved claims for your specific market.
HINT: This is a great way to share additional product benefits that may appeal to a bigger audience. Feel free to copy and paste the benefits on your social media exactly as they're worded on the website
4. Use before and after pictures to share your results.
HINT: Remember to include the appropriate disclaimers. When posting weight loss success stories, add the disclaimer, "Results may vary. Typical weight loss using this product in a 12-week weight management program is 1–2 pounds per week." For TrueScience before and after photos, include the disclaimer, "Individual results may vary."

NOW THAT YOU HAVE AN OUTLINE, LET'S LOOK AT AN EXAMPLE OF HOW TO WEAVE THIS INFORMATION INTO YOUR STORY

Example

Since taking [TrueScience® Liquid Collagen], I can't believe the difference in how I feel overall and the increased [glow] I have each day! My [skin looks smoother] and I've noticed I have [a more even skin tone] without [as many fine lines and wrinkles]. I also love that it can [protect my skin against damage from oxidative stress]. Who doesn't want to feel [youthful looking, hydrated, and brighter]?

Now your outline is ready, and you know how to share your story with confidence and compliance. It's time for the final step: spreading the word! Share your amazing journey so others can see how these products can benefit them, too—all while helping you build your business!

And remember, your Compliance team is always here to help. If you have questions or need guidance, reach out to compliance@lifevantage.com.

happy sharing!



*These statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure, or prevent any disease. The claims from the example, are approved in the US only. Please refer to each market's website for each market's specific claims. The contents of the How to Tell Your Product Story are intended to convey general information only and not to provide legal advice or opinions. An attorney should be contacted for advice on specific legal and advertising issues.

