



## Introduction to Sharing Your Income Story

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You've kicked off your wellness journey by supporting your body at a cellular level and sharing your personal transformation with LifeVantage products. As you spread the word to friends and family, you're unlocking the potential to earn a little extra income on the side! The LifeVantage business model lets you turn your passion for these products into rewards and memorable experiences. As you grow your team, you'll see your dedication pay off thanks to the Evolve Compensation Plan—helping you share your enthusiasm, stay compliant, and protect what you're building.

This opportunity is here to help you leverage your income, but whenever you introduce it to someone new, it's important to keep things clear, avoid stretching the truth, and stick to the rules set by organizations like the FTC.

Let's break down some must-know guidelines for sharing this opportunity the right way:

### **Replacement Income**

Sometimes, people talk about "replacement income" as earning enough from your business to say goodbye to your regular job or even retire early. While these stories can be inspiring, it's important to remember that everyone's journey is different, and the FTC has strict rules about the language we use. That means we shouldn't advertise the business as a guarantee to replace your job or salary.

### **Lavish Lifestyle Claims**

Big claims about fancy lifestyles—like showing off flashy cars, exotic vacations, purchasing large homes—can make it seem like everyone who joins will quickly be living large. The FTC is clear that these kinds of statements can be misleading and set people up with the wrong expectations. It's always best to keep things real and focus on straightforward, genuine stories that reflect what most people actually experience.

### **Income Disclaimer**

When sharing your experiences, it's just as important to keep things honest and stay compliant as it is to include the Income Disclaimer, especially when you talk about the business opportunity, your earnings, or your personal success story. The Income Disclaimer helps set realistic expectations by showing what typical earnings look like within the company. It is also a requirement from the FTC, meaning it must be included any time your story references income or financial results.

Whenever you share your journey with the business, be sure to include the Income Disclaimer within the same post or content. Also, don't forget to add a link to the Income Disclosure Statement (IDS) so people can easily access the complete earnings details. Here's an example of what your disclaimer should look like.

**"The average 12-month earnings of a typical US Consultant who earned in 2024 are \$683. These earnings represent gross income and do not account for expenses incurred in building a business.**

**Click here to visit the LifeVantage Income Disclosure Statement**

**<https://www.lifevantage.com/usen/income-disclosure-statement>.**"

We know this may be a lot of information to digest all at once, that's why the Compliance team is here and always readily available to answer any questions you might have and help you craft your income story to help you stay compliant within the necessary guidelines while also sharing your real journey. Please contact the Compliance team anytime at [compliance@lifevantage.com](mailto:compliance@lifevantage.com).