

GETTING STARTED



NU SKIN.
THE DIFFERENCE. DEMONSTRATED.®



WELCOME TO NU SKIN

Nu Skin is differentiated by our ability to demonstrate that we truly have the best people, product, culture and opportunity in the direct sales, skin care, and wellness industries. From our uniquely empowering culture to our **innovative and clinically proven products**, we lead the way with an opportunity that is different than any other, defining Nu Skin as—**THE DIFFERENCE. DEMONSTRATED.** As our partner, we want to make certain that you have the best resources available to help you attain whatever heights you aspire to. Please take a moment to review and complete this booklet that will get you started on your journey to success.

CONGRATULATIONS ON YOUR DECISION TO JOIN THIS AMAZING COMPANY.

Having a checklist is critical to your early success. Complete each of the following items to begin your Nu Skin Business:

- **1. Register as a Distributor and obtain your**
 - ID
 - Login ID
 - Password
- **2. Setup a monthly Auto-Delivery (ADR) Order by visiting *nuskinusa.com*, *nuskin.com/canada*, by calling 1-800-487-1000 or by visiting your local Walk-in Center.**
- **3. Create your personal website at *www.mynuskin.com***
- **4. Communications:**
 - 1) Learn how to make 3-way calls on **every** phone you own
 - 2) Look for frequent emails from Nu Skin to the email address you listed at signup
- **5. Meet in person or on the phone with your Sponsor within the first 48 hours**
 - Review / Complete Getting Started Checklist
 - Review / Discuss your Roadmap to Success

START THE BUSINESS

Work with your sponsor to determine the best way to start your business. Below are a few proven methods that we recommend:

- 1. Begin making a List of 100+ Names (see page 8 for more ideas) (FFBC—Family, Friends, Business & Community)**
- 2. Share the Business with the people on your list using the following tools:**
 - a) **Meetings**
 - In Home Demonstration
 - Daily Meetings—1 on 1 product Demonstrations, etc.
 - Weekly Meetings
 - Large Meetings and Regional Conferences
 - b) **Personal Website**

2. THE DIFFERENCE. DEMONSTRATED.

Nu Skin has come a long way; we began in 1984 in a small start-up office—today the whole world can see a company with truly superior people, innovative products, an inspiring culture, and amazing opportunities.



PEOPLE Nu Skin distributors are the cream of the crop. As one of the largest direct selling companies in the world, Nu Skin stands for leadership—leadership in creating compelling business opportunities and in promoting a culture focused on enriching the world around us. These standards of excellence, created by our founders, have attracted a high-caliber distributor team who continually foster excellence in all we do.

PRODUCT Nu Skin alone delivers complete anti-aging solutions that address not only external signs of aging, but internal sources that age us. Our revolutionary ageLOC technology bridges both our personal care and nutritional product lines, and distinguishes the Nu Skin opportunity from all others in the booming anti-aging market.



CULTURE Nu Skin distributors are part of a great global family of like-minded individuals whose focus is on improving people's lives. Distributors are intent on helping one another succeed while at the same time lending a hand to those who may not be able to help themselves. We provide our distributors with the resources to make a difference in their communities and the world. The Nu Skin Force for Good Foundation and Nourish the Children Initiative are just two platforms that distributors and employees have to make the world a better place.

OPPORTUNITY Our difference is demonstrated through our opportunity. At Nu Skin, professional distributor leaders thrive, inspiring and empowering others. Distributors say their lives are better today because they joined Nu Skin. We are committed to providing the best opportunity to make dreams a reality.





You probably think that you don't know that many people. By the age of 25, an average person knows more than 2,000 people on a first name basis. Perhaps you never bothered to count them. One simple way to get started is to play the name game and complete your relationship map (visit the *Tools* tab in *My Office* to download these and other resources to get started). Your list will be the foundation of your business building efforts. This list is your circle of influence. Remember not to prejudge anyone during this activity.

Nu Skin offers a simple but revolutionary business opportunity where people from any walk of life can create extraordinary success. To be successful one must learn two important skills, the ability to be coachable and the ability to teach and communicate (which we'll discuss in the next section).

First, **BEING COACHABLE** is important in order to learn a new business model and develop the skills to turnaround and teach others what you have learned. Ask yourself the following questions to determine your 'coach ability':

- Am I open to change?
- Am I willing to try new concepts or different ways of doing things?
- Am I willing to stop or change the wrong and self-defeating thoughts, talk and actions that lead to bad results?
- Do I have goals that I'm serious about achieving?
- Do I believe the advice I receive can help me achieve my goals?
- Am I willing to sincerely try and implement advice into my business?

Beginning your own Nu Skin business is the first step that shows you are willing to be coachable. Work closely with your sponsor and start learning how to be successful in this business.



7. THE POWER OF DUPLICATION

Once you learn the business model for success from your sponsor, it's time to **TEACH OTHERS**. Start with your contact list and those you feel will be most interested in the products and the business opportunity that define Nu Skin's unparalleled approach to anti-aging. As you introduce and instruct others on how they can start and succeed at their own business, you will begin to experience what is called 'the power of duplication.'



A simple example of the power of duplication is the commonly used analogy of the penny and the million dollars. If you had the choice between doubling a penny over 30 days or receiving one million dollars up front, which would you choose? Did you know that a penny, doubled over 30 days is more than five million dollars? Do the math and check for yourself. You will see this principle at work.

To succeed, your business will require hard work, dedication and a willingness to learn and then teach others what you learn. This is not a 'get rich quick with little effort' business opportunity. But as you begin to teach and work closely with others (both your upline and downline), and as they teach others what you've taught them, you will begin to experience the power of duplication through product sales and acquiring retail customers.



8. TOOLS FOR SUCCESS

Here are important resources you will use on a daily basis while building your business:

MY OFFICE

My Office is your personal online link to the company; it provides helpful training, resources, and support for managing your business.

VOLUMES AND GENEALOGY

With this tool you can view your total volumes and the volume of your downline. With its information and usability, the Volumes and Genealogy tool helps you keep ahead when managing a successful, expanding business.

THE SUCCESS FORMULA

This is an innovative series developed specifically for Nu Skin distributors. It is designed to teach life skills while encouraging mindset progression, an essential aspect of motivation and success. You will find in The Success Formula, very clear and conclusive principles that lead to success.

PERSONAL WEBSITES TO HELP BUILD YOUR NU SKIN BUSINESS

Your personal website is a tool that connects you with the people interested in your business. When you create your personal web page, you leverage the power of the Internet to do more and tell your story, your way. Each website features product and opportunity videos, personal and contact information, company information, product information and an online store.

As our partner, we want to make certain that you have the best resources available to help you succeed. Our teams are committed to providing the best experience you will find anywhere. Below is a list of essential corporate resources you will want to use on a regular basis.

US and Canada Corporate Resources:

You may contact us at www.nuskin.com/support or 1-800-487-1000 for any question. Below are listed some of the departments that you may contact through these channels.

- Product Ordering
- Distributor Enrollment
- Automatic Delivery Rewards
- Shipping Concerns
- Technical Support
- Nu Skin and Pharmanex Product Support
- Distributor Support
- Executive Support

Websites/Tools:

- www.nuskinusa.com, www.nuskin.com/canada
- www.nuskin.com/resources, www.nuskin.com/caresources



Some measure success by the amount of freedom attained when success is achieved. Nu Skin believes in helping people reach the success they desire, and have the freedom to do what they want, when they want. Success is noteworthy at every level: whether you are achieving your goal of becoming a Team Elite or simply supplementing your income. Building your organization and reaching these milestones is both fulfilling and an exciting aspect of this business. As you advance, your earning potential grows. The following is a brief overview of the key pin-title milestones, rewards, and benefits that can be yours:

EXECUTIVE

Upon achieving this title your success will be celebrated at corporate events. You will receive your Nu Skin Executive Pin and certificate. This is the first step in being eligible to take advantage of Nu Skin's rewarding sales compensation plan.

RUBY

This milestone is crucial because it often becomes the tipping point for success in pin-title advancement. You will receive your Nu Skin Ruby Executive Pin, certificate, your recognition will be announced via corporate communications and celebrated at local market events. You will also be eligible to attend our success trip.

BLUE DIAMOND

Upon achieving the title of Blue Diamond, your success is celebrated in all corporate events. You will receive your Blue Diamond Pin, certificate, and pendant or ring. You will also be invited to attend our success trip. **At this point, you're also eligible for every bonus in the Nu Skin sales compensation plan and are ready to achieve your financial dreams.**

TEAM ELITE

Achieving the title of Team Elite is the pinnacle of Nu Skin success. This success is celebrated at all corporate events. You become part of the coveted Wall of Fame at the Nu Skin corporate headquarters, and you will also be eligible to attend the exclusive Team Elite Trip. Each year you achieve the title of Team Elite, you and other Team Elites worldwide will enjoy an all expense paid Team Elite trip to various destinations around the world together with our Nu Skin Founders and top corporate executives.

SUCCESS TRIPS

We are excited to announce our 2012 Success Trip! This all-expenses-paid trip will allow us to celebrate your success at each level from Ruby Executive to Blue Diamond Executive. The first Success Trip will be held in June 2012. During this trip you will be recognized for your achievements, enjoy amazing team building activities, take time to relax, spend time with corporate leadership and learn from others who are enjoying the Nu Skin journey. We look forward to celebrating your achievements!

For complete details on location, agenda and qualification timelines please visit: www.nuskinusa.com/successtrip or www.nuskin.com/Canada/successtrip.

CONCLUSION

Thank you for taking the time to review and complete this booklet to help get your Nu Skin business started. You are well on your way. Remember to follow-through on the commitments you've made in this booklet to be successful; and as you work closely with your sponsor and those you introduce to the business you will find this opportunity to be extremely rewarding.

- Dream It and Believe it! Reaffirm your belief everyday.
- Increase your value. Learn something new everyday.
- Use the products everyday.
- Talk to new people everyday.
- Do one selfless act everyday.

ENJOY THE JOURNEY.



TEAM ELITE TRIP 2008
ATLANTIS, BAHAMAS



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