

The Activity Score Formula

To track our progress, Marlana and I devised the ACTIVITY SCORE. It's a formula based on daily actions, that, if carried out consistently, could eventually reward you with generous bonuses. We cannot guarantee results, but we guarantee that IF YOU DO NOT DO ANY OF THE ACTIVITIES, your results will be ZERO.

The resulting Activity Score, is not scientific but MOTIVATIONAL. After several months of doing the daily activities and trying to maximize our score, Marlana and I started seeing a close correlation between our score, the amount of activity and our checks. We have averaged one personally enrolled new Customer per week. By teaching our Team to aim for the same goal, we now have thousands of Customers in our personal Team. We encourage you to use our formula to keep track of your activity level and that of your Team.

There are three components to our formula:

- A. The **Names** Component. This is Essential. Without talking to anyone NOTHING happens.
- B. The **Actions** Component. Each step in the 3 Step System: Connect, Present & Follow-Up.
- C. The **Results** Component. Success should always be rewarded.

Below is the table you will use to fill in your weekly names, activity and results. Complete one for each week and compute your score using the following formula. I will explain the details soon...

$$\text{NAMES} \times \text{CONNECTS} \times \text{PRESENTATIONS} \times \text{FOLLOWUPS} + \text{E POINTS} = \text{ACTIVITY SCORE}$$

Here's an example: Say you write down 5 names on your list. You connect with 5, present to 3 and follow-up with 2 of them and you enroll 1. You would multiply all those numbers as follows:

$$5 \times 5 \times 3 \times 2 + \text{E POINTS} = 150 + \text{E POINTS}$$

We assigned 10,000 E POINTS for each enrollment. Why? Our goal is to each week have 10 names, and connect, present and follow-up with each one of them. Applying the formula to our ideal week, we get $10 \times 10 \times 10 \times 10 = 10,000$. Since in our experience, going through 10 names in the system averages 1 new enrollee, we assigned a value of 10,000 E Points, for each customer you enroll. Each customer is very valuable and since it took us 10,000 points of effort on average, we think the result, a customer is worth the same.

To finish the calculation of our ACTIVITY SCORE formula, we must add the E Points to the other numbers. Taking our ideal week of 10 names, 10 connects, 10 presents and 10 follow-ups, if we enroll one customer, we add 10,000 E Points for a total of 20,000 points ACTIVITY SCORE.

It will all make sense once you see the formula in action...

NEW NAMES on Your List	NEW CONNECTS	NEW PRESENTATIONS	NEW FOLLOW-UPS	CUSTOMERS ENROLLED

A low score is better than no score, but a score of over 10,000 points week after week, practically assures us of a growing Isagenix Business. Start tracking your score Today!