

# ACN INDEPENDENT BUSINESS OWNER STARTER TIPS



Every ACN Independent Business Owner (“IBO”) is expected to read and understand the entirety of their IBO Agreement (including the US Terms and Conditions, the ACN Policies & Procedures, and the ACN Compensation Plan) before starting their independent business. However, these easy to understand “Starter Tips” highlight a number of important topics related to operating your business. The subjects covered in these Starter Tips are explained in depth in the ACN Policies & Procedures (“Policies & Procedures”), and references to the Policies & Procedures are included below to assist you in locating additional details.

## 1. LEADERSHIP BY EXAMPLE

The ACN Core Values are the cornerstone of ACN’s business and our Co-Founders embody those Core Values. ACN conducts business in an ethical and credible manner and ACN’s leadership has demonstrated a high degree of integrity and success at both sales and corporate levels. Further, ACN’s Co-Founders believe in leadership by example, rather than management by directive. Accordingly, all IBOs should follow the Co-Founders’ example by embodying the ACN Core Values and encouraging other IBOs to do the same.

## 2. YOUR BEST RECRUITS WON’T BUY THE BLING

Opportunities that promise overnight riches are most likely too good to be true. Most network marketers build their businesses part-time and work for supplemental income. Those who achieve more than this typically expend significant time and effort in the process. Your best recruits will assume these things and will be skeptical if you tell them otherwise. As a leader, your best bet is to embody the ACN Core Values, be honest, use the materials provided or approved by ACN to present the ACN Opportunity, show your enthusiasm, and let your prospective recruits hear your true story and the true stories of other IBOs; that it’s not easy, it takes hard work, but that the hard work is worth it. More specifically, you must avoid making earnings representations to prospective IBOs, meaning direct or implied oral, written or visual claims representations, hypotheticals or statements about the sales, earnings, income or income level a potential recruit can expect from becoming an IBO. The following are examples of prohibited earnings representations:

- “I make \$5,000 per month”.
- “Who wants to make \$2,000 within the next 30 days?” or “You can make \$1,000 this month – call me”.
- A social media picture of a Ferrari, captioned “My latest purchase thanks to ACN!” or with the hashtag “#ThankyouACN”.

Exceptions to the general prohibition of earnings representations exist in the limited context of telling the true story of your personal ACN Opportunity experience and provided the statement otherwise complies with your IBO Agreement. Context is critical when determining whether a representation is acceptable under your IBO Agreement; statements made before or after the representation is made, the ACN Opportunity’s role with respect to the representation, and even pictures posted before, after, or with the representation can impact whether a representation is prohibited or permissible. The following are examples of statements that would be considered earnings representations in one context (and therefore prohibited), but acceptable statements in another context:

Statement	Earnings Representation	Not Earnings Representation	Reason
“Financial Freedom”	“ACN gave me the financial freedom to buy a new lake house and take my family to Cabo every year.”	“Through working hard on my ACN business, I was able to achieve financial freedom.”	The first statement implies an income level associated with lifestyle purchases. The second statement could mean many things, including a new way to look at making money.
“Time Freedom”	“ACN let me quit my day job and now I have time freedom.”	“ACN taught me that I can make money while having time freedom!”	The first statement implies the IBO achieved a level of income comparable to a full-time job. The second statement conveys only that the IBO learned that there is another way to make money (without implying any amount or level).

Picture of the IBO in front of a luxury home, posted on IBO's personal social media account used also for ACN-related business	Picture is displayed along with the caption "Thank you ACN!"	Picture is displayed along with the caption "My new home!" and is not tied to ACN business results.	The first statement implies that ACN enabled the purchase. The second statement is a personal posting not related to the ACN Business.
"I'm now debt free!"	"Before ACN I was swimming in massive debt, and now, thanks to my residual income, I'm debt free!"	"I'm now debt free thanks to what I learned through the ACN opportunity!"	The first statement implies that the residual income enabled the IBO to pay off a significant amount of debt. The second statement conveys only that the IBO learned how to become debt free through the ACN Opportunity, not that the ACN Opportunity helped the IBO achieve an amount or level of earnings or income.

See subsections III.4 and III.5(b) of the Policies & Procedures for more detail on earnings representations and disclaimers.

### 3. TAP YOUR RELATIONSHIPS

Network marketing is about relationships. Acquire your customers and find your recruits through your existing business, personal, and social relationships. Build more relationships. Then acquire more customers and recruit more IBOs through these new relationships. Don't spend your time or resources using cold marketing techniques, meaning directing promotional or marketing efforts toward people with whom you have no existing relationship using methods such as door-to-door selling, cold calling or telemarketing, going to trade shows, purchasing leads, mass advertising, or spamming people. Not only are these techniques prohibited by ACN, they are unlikely to be successful anyway. See Article III of the Policies & Procedures for more detail regarding IBO marketing, advertising and sales methods.

### 4. LET YOUR CUSTOMERS COMPLETE THEIR OWN ORDERS

You may assist your customers through the ordering process at their request, but the customer must always (1) provide their own information for the order, (2) review and agree to the applicable customer contract, and (3) submit the order themselves. Otherwise, you may be liable for "slamming" or other actions prohibited by applicable law and your IBO Agreement. See subsections III.5(c), III.5(d) and V.4 of the Policies & Procedures for more detail on customer orders.

### 5. DON'T "STACK" YOUR CUSTOMERS

The customers you acquire must be attributed to you, and not to another IBO. While the temptation to share a customer to help another IBO qualify is understandable, doing so means you are not allowing the other IBO to tap the full potential of their relationships. In addition, if your customer has issues that need to be resolved, ACN will not know to contact you. See subsection III.5(c) of the Policies & Procedures for more detail on "stacking".

### 6. YOU'RE AN INDEPENDENT BUSINESS OWNER, NOT AN EMPLOYEE!

As an IBO, it's your business. You generally have the freedom to work the way you want to, when you want to, and where and how you want to. The limitations imposed by ACN under the IBO Agreement are to help protect the ACN Opportunity and to comply with industry standards and applicable law. Don't represent to anyone that you're an ACN employee; be proud that you have your own business as an ACN Independent Business Owner! See the US Terms and Conditions and Article V of the Policies & Procedures for more detail on the various relationships created by the IBO Agreement.