



NEW Success Builder Program Launch Kit

Earn More Faster

July 2024



Agenda

1. Why/How/What
2. Market & Herbalife Insights
3. Program Qualification
4. Distributor & Sponsor Value Proposition
5. Earnings Claims
6. Earnings Dashboard
7. Launch Plan: assets & timeline

1. Why How What

Why

- To empower new Distributors to earn more faster in their first 90 days and experience success with Herbalife early in their journey.
- To motivate them to commit to the business and create momentum to achieve the Supervisor level.

How

- Accumulate 1,000VP within 1-3 months.
- All volume counts including your own personally purchased volume (PPV) and volume purchased by your team members or preferred customers (DLV)*
- Receive a 42% discount.

What

- Elevate your earning potential with NEW Herbalife Success Builder Program. Secure a 42% discount and make over \$700 USD monthly by making 4 average sales every month for 2 months**.

*All VP in US/PR must be documented

** Average sale = 153 VP order. US example. Use numbers relevant to your market from the SB dashboard.

2. Market & Herbalife Insights

Market Insights:

- Getting paid is the #1 reason for people to stay in the Direct Selling after first 90 days* and they don't need to make a lot:
- 67% would have to make between **\$250-\$999** in the first month of direct selling to absolutely convince them that it's worth it.
- **Generation Z and Younger Millennials** are more likely than older generations to be convinced that direct selling is worth it if they make **\$250 - \$500 in the first month**.
- This is comparable to typical monthly income from side hustle:
 - 75% of side hustle workers make under \$500/month with a median of \$200/month**.

- 💡 Need to increase % of DS earning income in the first 30 – 90 days.
- 💡 Need to increase the amount of earnings in the first 30 – 90 days.
- 💡 Need to better articulate earning opportunity for new Distributors.

Herbalife Insights (US example)***:

- **First 30 days:** only 40% of New DS earn
 - **Median earnings – \$161 USD**
 - Average Earnings – \$330 USD
- First 90 days: 51% of New DS earn
 - **Median earnings – \$299 USD**
 - Average Earnings – \$815 USD
- Minimal increase in % of DS earning after 90 days (54% after 180 days vs 51% after 90 days).
- 80% of DS that make more than 300 USD in their first 30 days convert to a Supervisor****.

*Direct Sales Generational Engagement Study (US) by Center for Generational Kinetics on behalf of Bridgehead Collective, 2023

**Bankrate survey, April 26-28, 2023.

***Considering Jan-Jun 2023 New Ds generation US/PR. Earnings are mostly coming from Retail Profit.
****https://herbalife663.sharepoint.com/:p/s/WWTEAMWWSalesStrategy/Ec-O02I0R_5DpufBxbKS6vgB9DPYPutqXxuT29D6QWCf-g?e=ysGa6b

3. New Success Builder Program Qualification

Earn More Faster



Accumulate 1,000VP within any 1-3 months.



All volume counts including your own personally purchased volume (PPV) and volume purchased by your Distributors or Preferred Customers (DLV).*



Lock in a 42% discount.



Any DS who achieves 1,000 VP within the period of 1-3 months will be qualified as Success Builder with a 42% discount on the next purchases until achieves 50% Supervisor discount.


Higher Discount = Higher Earnings

Earn faster than ever before

**New
Distributor**
Signs Up


25%

Month 1


**Senior
Consultant**
Simply achieve
500 DVP
Get 3 – 5
customers

35%

Month 1


**Senior
Consultant**
Simply achieve
another 500 DVP.
Follow up on your
3 – 5 customers

35%

Month 2

**Success
Builder**
Surpasses 1,000
accumulated DVP.
Now you have higher
retail earnings!

42%

Month 2

Supervisor
Repeat what you've
done the past 2
months, achieve
2,000 DVP
accumulated

50%

Month 3 - 4

US & PR

Higher Discount = Higher Earnings

Earn more faster

**New
Distributor**
Signs Up

25%

Month 1


**Senior
Consultant**
Simply achieve
500 VP
Sell to 4 – 5
customers

35%

Month 1


**Senior
Consultant**
Simply achieve
another 500 VP
Sell to the same or
new 4 – 5
customers

35%

Month 2

**Success
Builder**
Achieve 1,000
accumulated VP.
Now you have higher
retail earnings!

42%

Month 2

Supervisor
Repeat what you've
done the past 2
months, achieve
2,000 VP
accumulated

50%

Month 3 - 4

SAMCAM

Higher Discount = Higher Earnings

Earn more faster

**New
Distributor**
Signs Up

25%

Month 1


**Senior
Consultant**
Simply achieve
500 VP
Sell to 4 – 5
customers

35%

Month 1


**Senior
Consultant**
Simply achieve
another 500 VP
Sell to the same or
new 4 – 5
customers

35%

Month 2

**Success
Builder**
Achieve 1,000
accumulated VP.
Now you have higher
retail earnings!

42%

Month 2

Supervisor
Repeat what you've
done the past 2
months, achieve
4,000 VP
accumulated

50%

Month 4 – 6

4. Distributor & Sponsor Value Propositions

Distributor

Earn more faster with the New Success Builder Program.

- Never been simpler and faster to reach 42% Success Builder discount to maximize your profit.
- Increased retail earnings and commissions from your downline Distributors and Preferred Customers.
- Keep up the momentum to reach the Supervisor level, unlock the ultimate 50% discount and continuous income opportunities.

Sponsor

Create momentum to empower more Distributors achieve Supervisor level with the New Success Builder program.

- First time ever, a 42% discount with only 1,000 VP in 1-3 months.*
- Empower your new Distributors to earn more and succeed in their first 90 days to create momentum for SP qualification.
- Reinvigorate existing Distributors to reach for Success Builder.
- Attainable step towards aspirational Supervisor level.

5. New Success Builder Program Claims Example (US)*

SB Qualification in 2 months

- Boost your income potential faster with Herbalife Success Builder Program. With just **4 average sales per month**, you can earn over **\$700 USD in 2 months** while reaching a whopping **42% discount** faster than ever.
- Elevate your earning potential with Herbalife's **Success Builder Program**. Secure a **42% discount** and earn over **\$300 USD** monthly by maintaining **4 average sales every month for 2 months**.
- Take advantage of the New Success Builder Program. Reach **42% discount** and accelerate your progress to Supervisor while earning **over \$700 USD per month** with only **7 average sales monthly**.

SB Qualification in 3 months

- Earn **over \$1,000 USD in just 3 months** with **4 average sales** monthly leveraging the New Success Builder program. That's just **1 average sale every week and over \$300 USD monthly**.
- Maximize your earnings with Herbalife's Success Builder Program. With only **6 average sales per month**, you can achieve **Supervisor (SP) level in just 3 months** and earn more than **\$1,800 USD**.
- Herbalife empowers you to achieve Success Builder level **in just 3 months** and lock in a **42% discount**. By making only **2 average sales every month**, you can earn over **\$500 USD in 3 months**.

* These are atypical hypothetical examples. Most distributors earn some extra money. For more info, see www.Herbalife.com/STE.

5. New Success Builder Program Claims Example (Spain)*

SB Qualification in 2 months

- Boost your income potential faster with Herbalife Success Builder Program. With just **6 average sales per month**, you can earn over **\$700 USD in 2 months** while reaching a whopping **42% discount** faster than ever.
- Take advantage of the New Success Builder Program. Reach **42% discount** and accelerate your progress to Supervisor while earning **over \$700 USD per month** with only **6 average sales monthly**.

SB Qualification in 3 months

- Earn **over \$600 USD in just 3 months** with an average of **4 average sales** monthly leveraging the New Success Builder program. That's just **1 average sale a week** and over **\$200 USD** in earnings monthly.
- Maximize your earnings with Herbalife's Success Builder Program. With only **5 average sales per month**, you can achieve **Success Builder level in just 3 months** and earn more than **\$800 USD**.
- Herbalife empowers you to achieve Success Builder level **in just 3 months** and lock in a **42% discount**. By making only **4 average sales every month**, you can earn over **\$600 USD in 3 months**.

* These are atypical hypothetical examples. Most distributors earn some extra money. For more info, see www.Herbalife.com/STE.

5. New Success Builder Program Claims Example (Mexico)*

SB Qualification in 2 months

- Boost your income potential faster with Herbalife Success Builder Program. With just **8 average sales per month**, you can earn over **\$500 USD in 2 months** while reaching a whopping **42% discount** faster than ever.
- Elevate your earning potential with Herbalife's **Success Builder Program**. Secure a **42% discount** and earn over **\$250 USD** monthly by maintaining **8 average sales every month for 2 months**.
- Take advantage of the New Success Builder Program. Reach **42% discount** and accelerate your progress to Supervisor while earning **over \$250 USD per month** with only **8 average sales monthly**.

SB Qualification in 3 months

- Earn **over \$900 USD in just 3 months** with an average of **8 average sales** monthly leveraging the New Success Builder program. That's just **2 average sale every 5 days** and over **\$300 USD** in earnings monthly.
- Maximize your earnings with Herbalife's Success Builder Program. With only **5 average sales per month**, you can achieve **Success Builder level in just 3 months** and earn more than **\$400 USD**.
- Herbalife empowers you to achieve Success Builder level **in just 3 months** and lock in a **42% discount**. By making only **6 average sales every month**, you can earn over **\$500 USD in 3 months**.

* These are atypical hypothetical examples. Most distributors earn some extra money. For more info, see www.Herbalife.com/STE.

5. Qualification to Supervisor through new Success Builder program

US/PR

- Fast-track your success: Start as a Success Builder and with consistent effort, you can get to Supervisor level. With **7 average sales monthly**, you can reach Supervisor (SP) level in just **3 months**, unlocking the potential to earn over **\$2,100 USD**.

Mexico

- Step-by-step progression: Continuing your journey as a Success Builder and steadily work your way up. With **10 average sales monthly**, you can achieve **Supervisor (SP) level in 6 months**, allowing you to earn **more than \$1,800 USD** as you grow your business.

Spain

- Consistent growth: As a Success Builder, by making **7 average sales monthly**, you can become a **Supervisor (SP) in 6 months**. This steady approach helps you build a solid foundation for your business and **earn over \$2,300 USD**.

* These are atypical hypothetical examples. Most distributors earn some extra money. For more info, see www.Herbalife.com/STE.

Guidelines & Disclaimers for Business Claims

Guidelines


- Follow the Dashboard for making official claims following the templates provided for US, Spain and Mexico.
- Personal consumption could change if that's the Regional strategy. That could also be changed in the dashboard.
- Each country has its own Average order size (Average sale).
- Product Bundles are just a suggestion to deliver to New Distributors and Sponsors as extra guidance and for practical purposes.

Disclaimers

These are some of the disclaimers that should be used in Marketing Assets:

- “Average sale is an order size of 153 VP” – US
- “Average sale is an order size of 90 VP” – Spain
- “Average sale is an order size of 70 VP” – Mexico
- “This example considers a Personal Consumption of 150 VP”
- “All VP in US/PR must be documented”
- “This Average Sale could be equivalent of the following bundles:
 - 1 Active Fiber, 2 Aloe Concentrates, 1 Formula 1 and 1 Herbal Tea Concentrate or
 - 1 PDM, 1 Formula 1, 1 Aloe Concentrate and 1 Liftoff”
- “These are atypical hypothetical examples. Most distributors earn some extra money. For more info, see www.Herbalife.com/STE”

Dashboard Access

**Worldwide Promotions**

<https://herbalife663.sharepoint.com/sites/BusinessAnalyticsPortal/wwpromotions/SitePages/Home.aspx>

☆ Not following 🗝 Site access


+ New ⚙ Page details 📖 Immersive reader 📊 Analytics


Published 7/3/2024 ➦ Share ✎ Edit ➦


AWT Portal
WT1% Portal
Refresh Your Pin Portal
2025 Premier League
Recycle bin


PROMOTIONS

Promotions by Region


WT1% Promotion


Active World Team Site


Premier League


New Success Builder Program

6. Example of the dashboard for claims Success Builder Qualification in 2 Months

Country	Achieved on	GOAL	VP Goal	Personal Consumption	CD+RS+PM Avg Order Size	Monthly CS	EB/VP Ratio	Discount	Total Earn	Acummul ated Earn
US & PR	M0	35%	250	0	153	3	1.58	25%	\$255	\$255
	M1	42%	1,000	0	153	3		35%	\$306	\$561
	M2	50%	2,000	0	153	9		42%	\$1,092	\$1,653
									Monthly Earn	\$551

Boost your income potential faster with Herbalife Success Builder Program. With just **3 average sales per month**, you can earn over **\$500 USD in 2 months** while reaching a whooping **42% discount** faster than ever.

* These are atypical hypothetical examples. Most distributors earn some extra money. For more info, see www.Herbalife.com/STE.

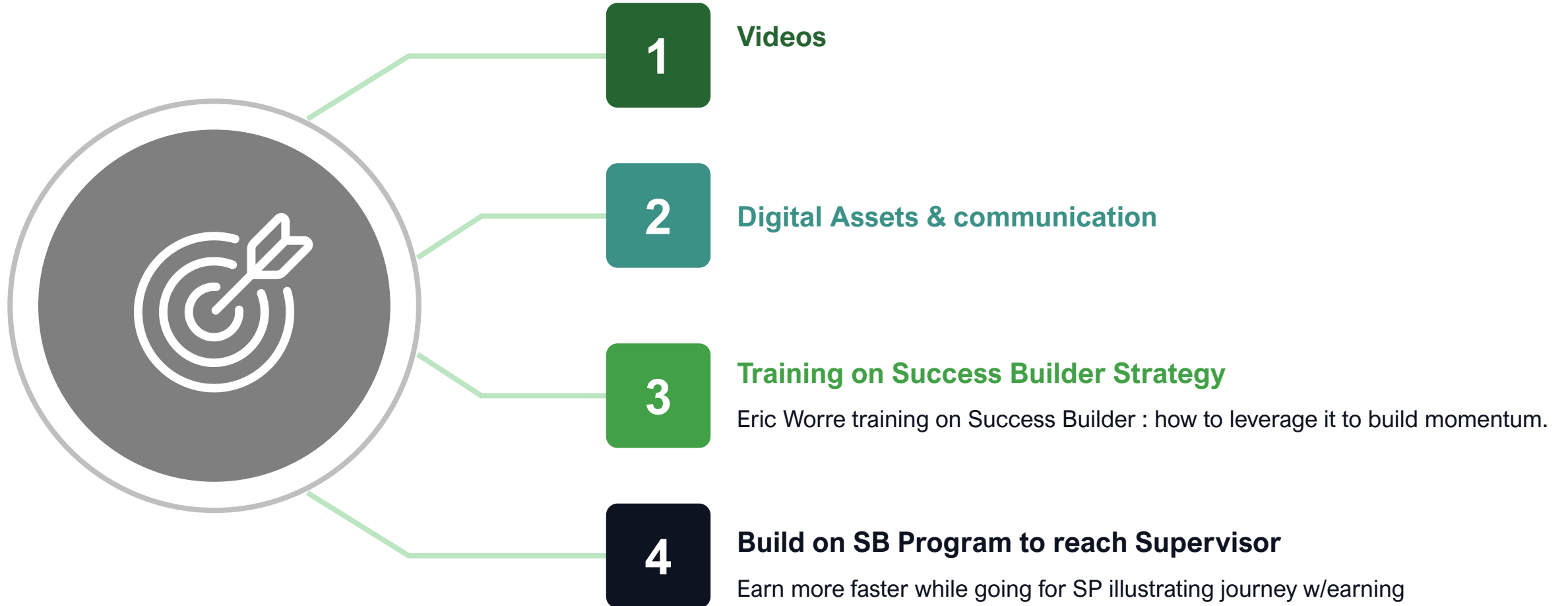
6. Example of the dashboard for claims Success Builder Qualification in 3 Months

Country	Achieve d on	GOAL	VP Goal	Personal Consumption	CD+RS+PM Avg Order Size	Monthly CS	EB/VP Ratio	Discount	Total Earn	Acummul ated Earn	
US & PR	M0	35%	250	0	153	2	1.58	25%	\$170	\$170	
	M1	42%	1,000	0	153	2		35%	\$170	\$340	
	M2			0	153	2		35%	\$204	\$544	
	M3	50%	2,000	0	153	5		42%	\$510	\$1,053	
	M4			0	153	9		42%	\$1,092	\$2,146	
									Monthly Earn	\$429	

Herbalife empowers you to achieve Success Builder level in just 3 months and reach your permanent 42% discount. By making only 2 average sales every month, you can make over \$500 USD in 3 months.

* These are atypical hypothetical examples. Most distributors earn some extra money. For more info, see www.Herbalife.com/STE.

7. New Success Builder Program Launch Plan



NAM:

Targeted Launch- Extravaganza 07/20-21

7. Asset Deliveries - July 10th

#	Assets	Instructions
1	Email 1	
a)	Audience: DS below Supervisor	Regions to translate/localize & send on 7/23. Please insert link to EW SB training (link available on 7/18 EOD PDT)
b)	Audience: Supervisors and above	Regions to translate/localize & send on 7/23. Please insert link to EW SB training (link available on 7/18 EOD PDT)
2.	Email header banner	To be used for email 1 a and b
3.	GIF of the lockup	To be used as needed
4.	Carousel Banner	Banner for myherbalife carousel so when DS click on it, it takes them to "Business Essentials" where regions have added various SB assets that are being provided.
5.	New Success Builder One slider static infographic (16X9 format & 1X1 format)	Regions to translate/localize. To be placed under "Business Essentials" section of myherbalife To be used at events and as a sharable
7.	Shareable Disclaimers (in PPT)	Regions to translate/localize. To be used at events, newsletters, sharable
8.	One slide: How to qualify to Supervisor (slide 6)	New DS to Supervisor journey

7. Asset Deliveries - July 11th & beyond

Sr. No	Assets	Notes
9.	FC/CC promo videos in English & Spanish	To be used at events, newsletters, a sharable. Downloadable 7/19
10.	Dashboard – Internal Usage	Regions to use to localize claims along with video recording on how to use the dashboard. ETA: 7/11
6.	Updated Marketing Plan deck	Regions to translate/localize. To be placed under "Business Essentials" section of myherbalife/events...
11.	Promo Animation video that explains the program	Regions to translate/localize/publish. To be used at events, newsletters, sharable. Downloadable. ETA: 7/16th.
12.	Eric Worre Training Video	Regions to publish and insert link in emails 1a and 1b. ETA: 7/16th
13.	Email 2 a and b Reminder email to go to DS on Month 3	Regions to translate/localize to send to Supervisor and above and below Supervisor on October 14th. Emails will be ready for regions in August.
14.	Email 3 Email to DS on Day 10 after joining the business. This will be merged with HPL email journey	Delivery TBD
15.	Email 4 Congrats for qualifying for SB 42%. Tie in HPL.	Delivery TBD
16.	Tracker/BizWorks Report	Delivery TBD
17.	FAQ – Internal/External (Anita)	Delivery TBD

Approved Email Copy

Audience: Below Supervisor

Email #1 a

Subject Line #1: Boost your earnings potential in a new way

Pre-Header: Looking to earn money faster?

Body:

Exciting news!

We've launched an incredible new program designed to supercharge your business growth like never before.

Introducing the new Success Builder – a level you can access by reaching just 1,000 Volume Points* over any three consecutive months. And here's the best part: It unlocks an astonishing 42% discount that you keep until you earn your 50% Supervisor discount. Imagine the potential increase in your earnings with this incredible opportunity!

Make an average sale of 153 VP* of products to four customers each. Then do that a second time within a three-consecutive-month period and congrats! You're qualified!

To help, we're providing powerful training sessions about achieving this milestone! These exclusive sessions are led by Eric Worre, a network marketing icon who has helped build sales organizations of 500,000+ Distributors in over 60 countries. Now he is offering private training for Herbalife Distributors.

Learn more at MyHerbalife.com

* For US/PR, all volume points must be documented volume.

Approved Email Copy

Audience: Supervisor and above

Email #1b

Subject Line #1: Boost your and your Distributors' earnings potential in a new way

Pre Header: Want to empower your new Distributors to potentially earn faster?

Body:

Exciting news!

We've launched an incredible program designed to supercharge your team's growth like never before.

Introducing the new and improved Success Builder – a level your Distributors can access by reaching just 1,000 Volume Points* over any three consecutive months. And here's the best part: Achieving this unlocks an astonishing 42% discount. Your Distributors keep this discount until they reach the 50% Supervisor level. Imagine the potential for your new Distributors' earnings with this incredible opportunity!

Here's an example. Help your new Distributors make an average sale of 153 VP* of products to four customers each. Then empower them to do that a second time in up to three consecutive months and congrats! They have qualified!

Why the Success Builder level is important for your new Distributors:

- The side hustle opportunity is even more enticing with a long-term 42% discount
- It sets an achievable goal
- Faster results make new Distributors more confident
- It motivates your new Distributors to reach for the Supervisor level and unlock the 50% discount and potential to earn royalties

To help, we're providing powerful training sessions about achieving this milestone! These exclusive sessions are led by Eric Worre, a network marketing icon who has helped build sales organizations of 500,000+ Distributors in over 60 countries. Now he is offering private training for Herbalife Distributors.

Learn more at MyHerbalife.com

*For US/PR, all volume points must be documented volume.

2. Email Header Banner

Email 1
700x300px



3. GIF

4. Carousel Banner

Banner 1
620x350px



Approved Lockup

Clean approach



Lockup w/pin



Video assets

Assets below will be saved to Sharepoint for regions to publish and use as needed. We will provide metadata for publishing.

- ❖ Eric Worre Success Builder recorded training
- ❖ Animation Promo Video - Short
- ❖ FCCC Promo

Herbalife Premier League Updates

- ❖ Distributor tracker going live EOD today
- ❖ Eric Worre Next Training:
 - Distributors can fully qualify by July 12th (Friday) to qualify for the call
 - Training materials for the July 24th Eric Worre call
 - Determining languages based on qualifiers
 - Sept date is moving
- ❖ Storefront:
 - August launch
 - Working on assets to send to you for translation
 - Countries with issues for the gift
- ❖ HPL email journey

APPENDIX

New Distributors data at a glance – US

Only **28%** of **total NDS** made a purchase in **90 days period**, comparing to the Earners with **55% purchasing**
51% of New Ds earn within **first 90 days**, with Median earnings of \$299 USD and Average Earnings of **\$815 USD***

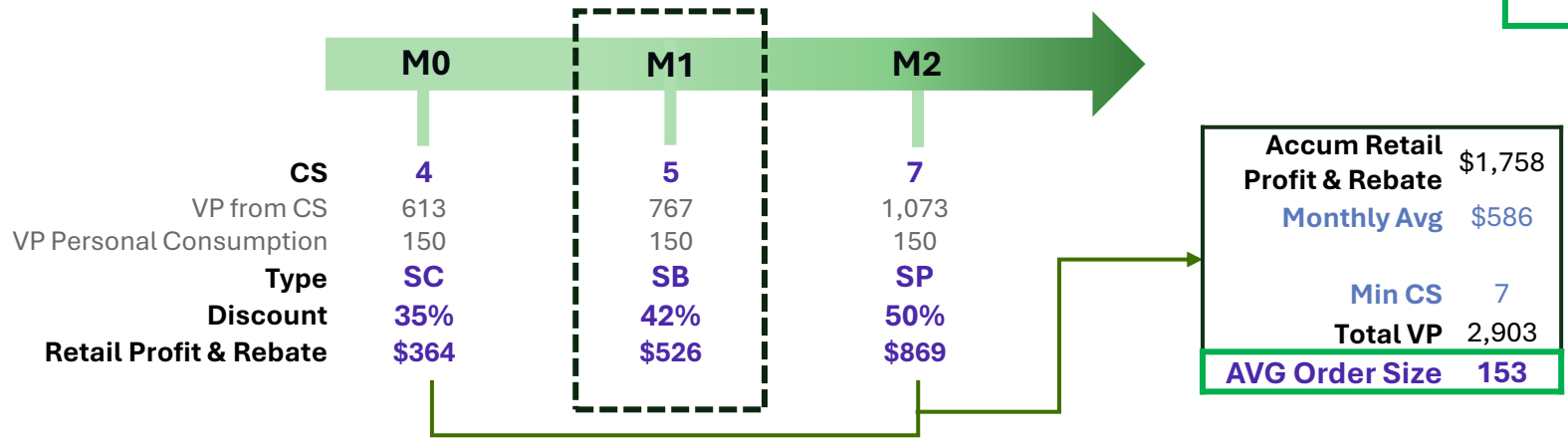
	30 days	60 days	90 days	180 days
Total NDS				
%Purchase rs & Avg Purchase	48% (750 PPV)	34% (752 PPV)	28% (777 PPV)	19% (857 PPV)
Total Earners				
% Earning	40%	48%	51%	54%
%Purchase rs & Avg Purchase	99% (816 PPV)	70% (996 PPV)	55% (1,201 PPV)	34% (1,844 PPV)
Earnings USD accum				
Median	\$ 161 USD	\$ 228 USD	\$ 299 USD	\$ 407 USD
Average	\$ 330 USD	\$ 570 USD	\$ 815 USD	\$ 1,504 USD



* Considering Jan-Jun 2023 New Ds generation. Earnings are mostly coming from Retail Profit

NDS needs at least **7 Customers** to get SP level in **3 Months** and they will get total earnings of **\$1,758 USD**.

F30D Retail Profit	
AVG Earn	Median Earn
\$352	\$170



Bundle Options:
Product Groups

Order Size 153
Monthly Earn Var -\$1

2 Aloe Concentrate
Formula1 PDM
Herbal Tea Concentrate
Active Fiber

Order Size 153
Monthly Earn Var -\$2

HPLC F1 PDM
Formula1 PDM
Herbal Tea Concentrate
LiftOff

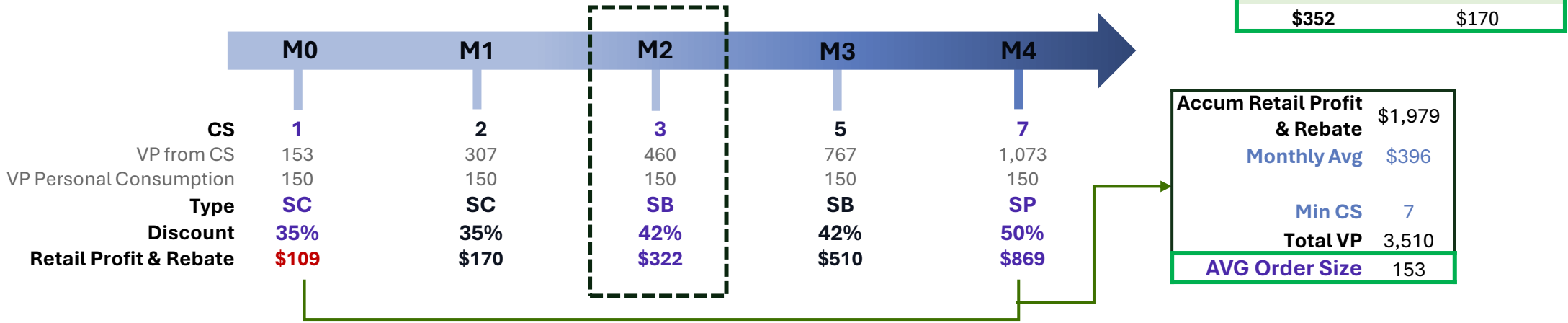
Order Size 154
Monthly Earn Var \$4

HPLC F1 PDM
Formula1 PDM
Herbal Aloe Concentrate
LiftOff

Order Size 150
Monthly Earn Var -\$13

Aloe Concentrate
2 Formula1 PDM
Herbal Tea Concentrate
Protein Bar

NDS needs at least 7 Customers to get SP level in 5 Months and they will get total earnings of \$1,979 USD.



Bundle Options:
Product Groups

Order Size 153
Monthly Earn Var -\$1

2 Aloe Concentrate
Formula1 PDM
Herbal Tea Concentrate
Active Fiber

Order Size 153
Monthly Earn Var -\$1

HPLC F1 PDM
Formula1 PDM
Herbal Tea Concentrate
LiftOff

Order Size 154
Monthly Earn Var \$63

HPLC F1 PDM
Formula1 PDM
Aloe Concentrate
LiftOff

Order Size 150
Monthly Earn Var -\$9

Protein Bar
Aloe Concentrate
2 Formula1 PDM
Herbal Tea Concentrate

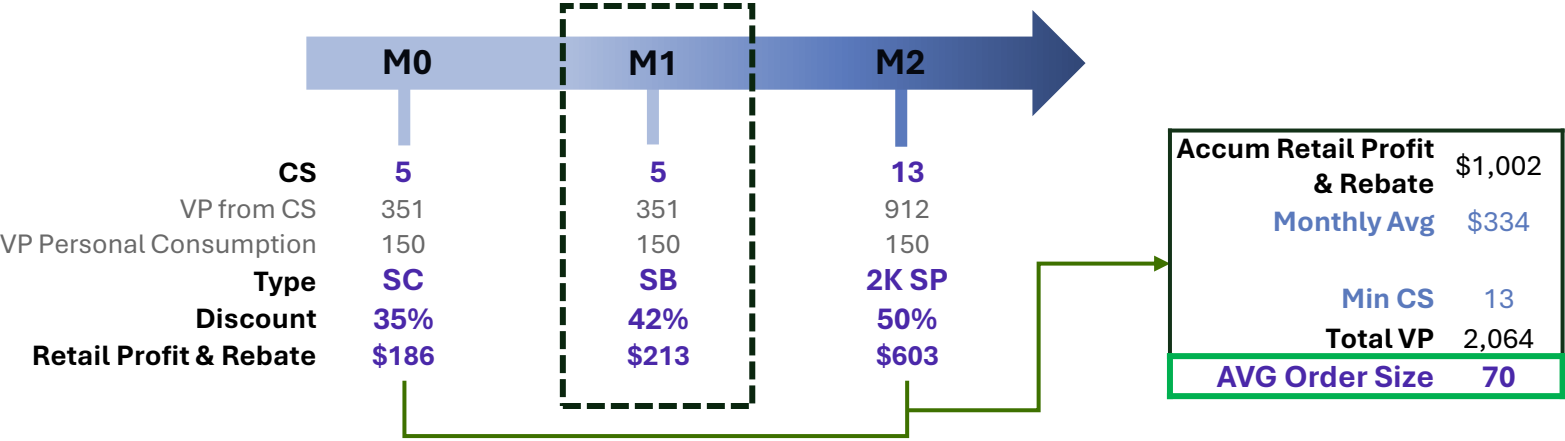
MX

Mexico

3M

2K

NDS needs at least 13 Customers to get SP level in 3 Months and they will get total earnings of \$1,002 USD.



F30D Retail Profit	
AVG Earn	Median Earn
\$169	\$87

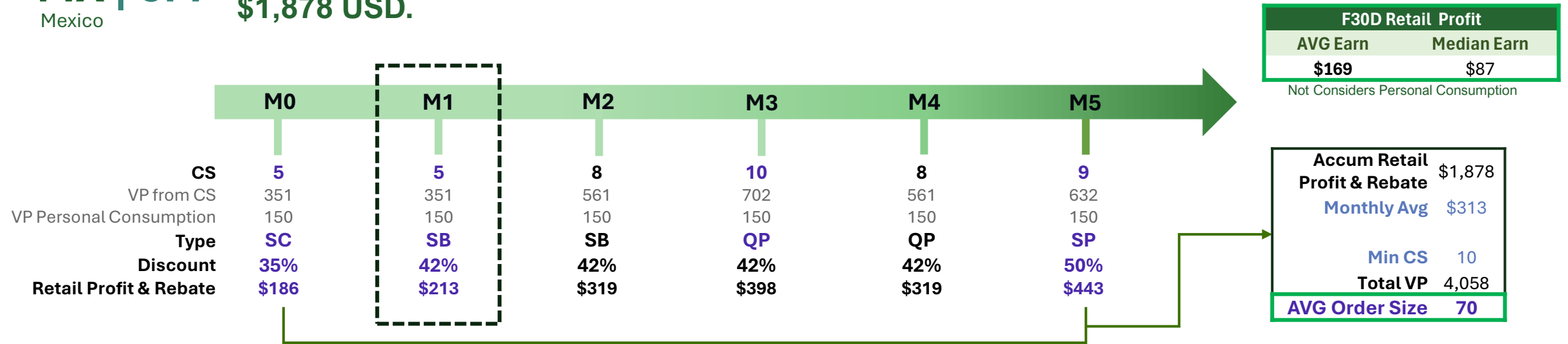
Not Considers Personal Consumption

Bundle Options:
Product Groups



Images are just an example representation; Bundle can be any product from the Product Group.

NDS needs at least **10 Customers** to get SP level in **6 Months** and they will get total earnings of **\$1,878 USD.**

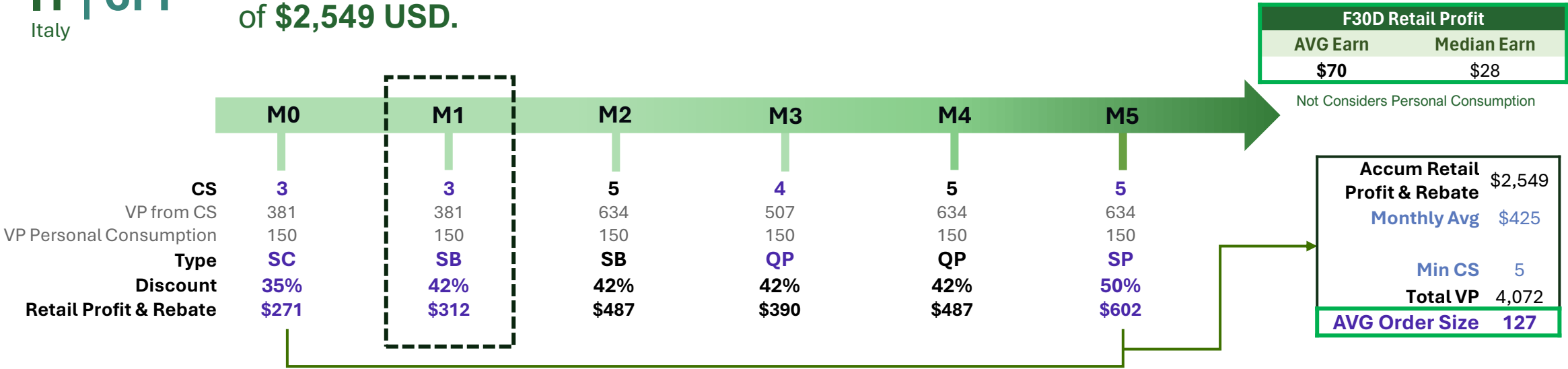


Bundle Options: Product Groups



Images are just an example representation; Bundle can be any product from the Product Group.

NDS needs at least of **5 Customers** to get SP level in **6 Months** and they will get total earnings of **\$2,549 USD**.



Bundle Options: Product Groups

