Start your own business today

BECOMING A NEW IBO IS SIMPLE. JUST FOLLOW THESE STEPS AND YOU’LL BE IN BUSINESS.

Step 1
Go to Amway.com to register your business. Make sure you are with your IBO sponsor or have their IBO number.

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Your Welcome Kit will arrive in a few days, but you can access the website immediately. Begin learning everything you can about Amway™ products through the free online training courses and by visiting the product pages at Amway.com. Consult your IBO sponsor, who has the experience to guide you.

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AMWAY BUSINESS OVERVIEW

EXCLUSIVE PRODUCTS
LOW START-UP COST
100% SATISFACTION GUARANTEE
START YOUR OWN BUSINESS TODAY

Talk to an Independent Business Owner
Call 844-My-Amway   Visit Amway.com/StartABusiness

What would you do with extra time?
What would you do with extra money?
What would you do with both?

On your current career path, what are your chances of living the life you want?

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AMAZING Products
OUTSTANDING Opportunity
INSPIRING Possibilities
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Built on common sense, hard work, and rewarding people for their accomplishments

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The idea was to develop a unique company that would give people like you the chance to start your own businesses by providing world-class products, training, and support. Their goal was to help these new business owners take back control of their lives.

Today, that simple idea conceived more than 50 years ago has become a global phenomenon. And the legacy continues through the leadership of the next generation.

Still family owned, Amway provides millions of individuals worldwide the possibility to pursue their own path to success.

Thank you for taking the time to learn more about this exciting opportunity. Now the question is: Are you ready to change your life?

– Doug Devoas

Accredited Business

We are accredited by the Better Business Bureau with an A+ rating, and we have been a member of the Direct Selling Association since 1962.

Resource Index:

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IBO trade organization
The IBOAI® Board consists of IBO leaders elected by the field to represent your interest. The Board works closely with Amway to make strategic and productive enhancements to the business so it remains the best opportunity in the world.

The IBOAI Board meets and collaborates to discuss proposals and make recommendations for positive changes and enhancements to the business, including business guidelines, services, operations, and anything relating to the North American Amway™ business. Visit IBOAI.com to learn more.

Additional support from Approved Providers
One of the strengths of the business is the ability to leverage a vast network of IBOs already having success building their businesses. The best place to start is with the person who showed you this opportunity.

Some businesses, called Approved Providers, specialize in and are authorized to provide support to IBOs under the Amway Accreditation Plus™ Program. This support can include:

• Weekly, monthly, and yearly meetings and conferences
• Books, DVDs, CDs, and reports
• Websites, downloads, webinars, blogs, and training
• Individual coaching and mentoring

You may have received this brochure at one of their meetings. Over the years, IBOs have had success using these support materials. As an Independent Business Owner, it is your decision on what, how, and if you invest in additional support from Approved Providers to build your business.

“The IBOAI works tirelessly to represent the needs of IBOs and celebrate their diversity – all in an effort to help IBOs build strong, sustainable businesses now and in the future. As elected Board members and active IBOs, it is an honor and commitment that we take very seriously.”

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Amway and its parent company, 2013 revenue.

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You provide the drive, we p

Steve Van Andel
Chairman

Doug DeVos
President
Hundreds of high-quality, exclusive products to help build your business.

From the moment you begin your Amway™ business, you have access to over 450 unique products backed by a 100% Satisfaction Guarantee.**

Nutrilite® is the world’s No. 1 selling vitamins and dietary supplements brand.† Nutrilite® is the only global vitamin and mineral brand to grow, harvest, and process plants on its own certified organic farms.† Our wellness-promoting and sports-nutritional products use the power of nature and the very latest scientific techniques.

Health

Nutrilite® Energy Drinks deliver a powerful punch of B vitamins.

Energy

We’re also partners with some of your favorite stores.

Take advantage of special savings and PV/BV offers when you do business with an Amway Partner Store. Here are just a few of our more than 40 partners that offer rewards exclusively to Amway IBOs.

*Amway and its parent company.
**Exclusions apply; for complete details, visit Amway.com and search for: Satisfaction Guarantee.
ARTISTRY® is among the world’s top five, largest selling, premium skincare brands.1 The ARTISTRY product portfolio is designed to meet every beauty need — from the basics of ARTISTRY essentials, to the seasonal beauty of our trend color collections, to the advanced anti-aging technology of ARTISTRY YOUTH XTEND™, intensive skincare, and Creme LuXury skincare products.

Legacy of Clean® products are made with naturally derived ingredients, but what truly sets them apart is how well they work. They’re Better. Naturally.

Better, because they clean and wash more effectively. Naturally, because of dermatologist-tested formulas that won’t harm your home or the people you love.

In an unprecedented partnership among Amway, USA TODAY Sports, and the American Football Coaches Association (AFCA), Amway is now the first-ever and exclusive title sponsor of the AFCA Coaches’ Poll. This sponsorship is a perfect way to drive credibility and awareness for your Amway™ independent business.

We are proud to be the official naming rights sponsor of the Amway Center sports and entertainment complex in Orlando, Florida, home of the Orlando Magic.

Amway.com/ambassadors

Elite athletes and athletic organizations have made the choice to endorse Amway’s Nutrilite® brand, knowing that they can rely on the quality of Nutrilite® supplements.
Achievement should be rewarded

At Amway, we have always believed that success should be acknowledged – whether it’s through traditional income opportunities or more memorable rewards such as recognition or incentive trips. Every year, thousands of Independent Business Owners in North America are recognized and rewarded for their outstanding achievements.

Go to AchieveMagazine.com to read some truly inspiring success stories from people just like you.
Providing opportunities to serve

The Amway One by One® Campaign for Children mobilizes people in communities around the world to engage in causes that support people in need. Together, we have made significant, positive impact on organizations such as the U.S. Dream Academy, Easter Seals, and Habitat for Humanity. Since 2003, Amway, its employees, and Independent Business Owners (IBOs) have impacted more than 11 million children, participated in 3.1 million volunteer hours, and contributed more than $225 million to help people live better lives. To help continue this support, you can make a donation at checkout on Amway.com.

To learn more about the “heart work” of our Amway family, visit Amway.net.

*Source: Amway records.
†Source: Euromonitor International Limited, www.euromonitor.com/amway-claims. Since 1959, Amway has paid out more bonuses and cash incentives to its distributors worldwide than any other direct sales company in history.
How does the business work?

Three main ways to earn money:

1. **Retail margin**
   
   This is the difference between IBO cost and retail price. As an Independent Business Owner, you determine the price you charge, and when you sell products to customers above your cost, you keep the retail margin. This is the fastest way to earn income with an Amway™ business.

2. **Performance bonuses**
   
   You generate points on products sold. The more points you generate, the greater your potential bonus. Also, as you build your business, you may help other IBOs you sponsor to sell products and earn points.
   
   Monthly performance bonuses, monthly and annual leadership bonuses, and differential bonuses are based on how many points are generated by you and any IBOs you sponsor.

3. **Growth Incentives**
   
   Growth Incentives are used to reward remarkable achievements in both the growth of your business and helping others succeed. These rewards include one-time cash awards, incentive trips, and vacations.
   
   Growth Incentives are separate from and in addition to the Amway Sales Plan income. They are discretionary and paid to IBOs in good standing. The Growth Incentives for 2013 range from $50 to $250,000. For complete details, please see the Amway Growth Incentives brochure.

Start rewarding yourself today!

*Approximately 0.82% of U.S. IBOs earned $450 in Fast Track Program incentives in 2012.

*Approximately 0.05% of U.S. IBOs earned a Fast Track Program Plus Bonus in 2012. The amount of the Fast Track Program Plus incentive has increased from $500 in 2012 to $1,000 in 2013.
How much do IBOs earn?

Every IBO’s earnings depend on effort and productivity. Here are examples of what some very successful IBOs achieved in 2013.

<table>
<thead>
<tr>
<th>Q12 Platinum²</th>
<th>Average Annual Compensation</th>
<th>Highest Annual Compensation</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$57,636</td>
<td>$208,153</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Founders Emerald³</th>
<th>Average Annual Compensation</th>
<th>Highest Annual Compensation</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$135,826</td>
<td>$825,186</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Founders Diamond⁴</th>
<th>Average Annual Compensation</th>
<th>Highest Annual Compensation</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$565,108</td>
<td>$2,930,881</td>
</tr>
</tbody>
</table>

The average monthly Gross Income for “active” IBOs in the U.S. was $202.

Approximately 46% of all IBOs in the U.S. were “active.”

U.S. IBOs were considered “active” in months in 2010 when they attempted to make a retail sale, or presented the Amway IBO Compensation Plan, or received bonus money, or attended an Amway or IBO meeting. If someone sustained that level of activity every month for a whole year, their annualized income would be $2,424. Of course, not every IBO chooses to be active every month. “Gross Income” means the amount received from retail sales, minus the cost of goods sold, plus monthly bonuses and cash incentives. It excludes all annual bonuses and cash incentives, and all non-cash awards, which may be significant. There may also be significant business expenses, mostly discretionary, that may be greater in relation to income in the first years of operation.

¹Includes compensation from Amway IBO Compensation Plan and Growth Incentives (GI) Program during 2013.
²Approximately 0.31% of IBOs in North America achieved at least Q12 Platinum status (but not Sapphire or higher) in the calendar year ended December 31, 2013.
³Approximately 0.09% of IBOs in North America achieved at least Founders Emerald status (but not Founders Diamond or higher) in the calendar year ended December 31, 2013.
⁴Approximately 0.03% of IBOs in North America achieved Founders Diamond or higher in the calendar year ended December 31, 2013.

For average annual compensation and highest annual compensation at all IBO levels, go to Amway.com and search for: Money and Rewards.
You provide the drive, we p

This page shows you just some of the support for your business. There’s a lot here. To get started, you’re only required to register your business.

**Product Kit (optional)**

The best way to get familiar with Amway™ products is to use them yourself. The optional Welcome Product Kit is a great way for you to sample and learn about the products firsthand. Purchasing the Welcome Product Kit will also earn you points toward your first $50 Fast Track Incentive Program Bonus check!

$83.99 (over $160 value at Suggested Retail Price)

**Literature Kit**

Every new IBO receives a Welcome Literature Kit containing a wealth of information, including a step-by-step guide to owning your own business, product brochures, training resources, and details on our several bonus programs.

*Included with your $62.00 registration fee.*

**Free digital support**

Have your very own online storefront! It’s a great place to send your customers to place and track their orders. Whether you’re looking for training on your smartphone, business tracking and planning on your tablet, or you want to talk confidently with others about your business, we have an app for that.

**Free corporate training**

We offer our IBOs free online, mobile, and in-person training on products, selling, how to make money, and other business topics. Log in to the website and go to Amway.com/learningcenter. Or, go to m.amway.com > My Business > Business Support > Learning Center.
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Resource Index:


Copy and use permit company 2013 renewal

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