



WHY ADVOCARE: 7 REASONS

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Why add something else to your already busy life?

Why this instead of other business options?

Why endure opinions of those who might have had an unfavorable experience with direct sales?

In 2004, we had to answer those questions ourselves before we could commit to work our AdvoCare business at a level that would reward us. Ultimately, we wanted to engage in a business that was reflective of our lifestyle... that focused on health, fitness, positivity, team building, strong financial upside, and great time flexibility.

1 We offer products that improve quality of life.

I believe people's lives are better with our products than without. Replacing coffee with Spark changed my and Amber's lives for the better – immediately. Our 24 Day Challenge is a proven winner in helping people improve their health and lifestyle. We help the average person with powerful substitutions: Spark instead of coffee or soda, Rehydrate instead of other electrolyte replacements, our Meal Replacement Shakes and bars rather than high sugar options. Omegaplex is a “must”, not a “should” for ideal health. MNS fills in the gaps to help with energy, appetite control, and wellness. Our Performance Elite line helps pro athletes and normal people get more out of their fitness. Our country is in a health crisis, wellness is trending upward, and we offer solutions. Instead of “Big Pharma” we’re “Big Wellness”!

Are you offering a product that's improving lives?

2 We own a store that is virtual (online and open 24/7 in all 50 states).

At no time in history have we had an opportunity like this; within minutes you can be in business. People anywhere in this country can order online with your ID# and have products shipped directly to them, and Advocare will pay you – every time they order. We're not limited to territories; you can share this vision with someone in another part of the country and they can begin expanding that region – and you can get paid residually for helping them grow their business. In 2015, from Black Friday through Cyber Monday, in store supplement sales were down over 10% from the previous year, while online supplement sales were up over 10%. Online and mobile device purchases are trending upward; AdvoCare is your own web and mobile device based business that's positioned to win now and in the future.

Have you given yourself an opportunity to earn income 24/7 in all 50 states whether awake or sleeping?

3 We offer products that are consumable.

Procter and Gamble's business is strong because they only provide consumable products (soap, paper towels, diapers, snack foods, razors, etc); they aren't interested in making stereos or furniture because people don't eat or discard those items. Daily, weekly, or monthly, people buy P&G products, which gives them constant cash flow and stability. As a personal trainer, I came to realize I didn't have a business, I had a practice; the second I stopped training my income stopped. Most people get caught in the cycle of trading hours for dollars. AdvoCare gives us a chance to break the cycle by offering a consumables based “Plan B” opportunity to be worked part time outside of a “Plan A” job. AdvoCare products are used daily and people like them enough to consistently re-order, which gives you a great chance to build an ongoing income stream.

Are you building an opportunity that will pay you in the future for your work today?

4 We own a business that is duplicable.

We get compensated for creating a positive butterfly effect. Wow. When we learned to view this business objectively and disregard opinions of “MLM’s” or “pyramids”, our business took off. AdvoCare is neither. Our business in a nutshell: We’re a Direct Selling company (products aren’t sold in stores) who compensates our distributors through multiple levels of business development. Most products and services (insurance, food, gasoline) that hit the masses have a distribution model that compensates multiple levels (people) of business development – that’s just modern day business. Our compensation plan rewards you in several ways; you can simply retail product and earn 40%, you can enroll wholesale members and earn commissions on those purchases, you can grow a team of part-time business builders and be compensated for helping AdvoCare expand into the marketplace. And remember, you have help from your sponsor and upline leadership because this is a duplicable system; they have a personal and vested interest in your success, which is a good thing as many business owners fail due to lack of coaching and support. One of the highest honors in business or coaching is to duplicate yourself - to empower others in walking a similar path as you and in creating their own success. Success in AdvoCare means leading and team building well. Lone rangers don’t typically do well here; you’ve got to be an encourager and able to help others succeed. People who are willing to be both student and coach can thrive in this system. From an income potential perspective, consumables allow for residual income, but duplication allows for explosive residual income. Consumables and duplication are each independently good, but the rare opportunity to combine them is great; this is a real shot at creating a monthly significant income, as many have already.

Are you in a business model that allows you to reap the rewards of helping others succeed?

5 We have very little overhead and red tape.

Can you imagine the expense and work in opening a nutritional supplement store... committing to the lease, purchasing \$30,000+ of inventory, hiring staff, advertising expense, and the time it would take to set up shop and get things operating (all without the promise of profit)? What about purchasing a property to rent out or flip - the cash and red tape can be intensive, and the risk is high. What if you put the same time and energy required for other business ventures into the AdvoCare opportunity; a home based business with no risk and high probability for a positive monthly return? And you didn’t have to develop or worry about product formulation, packaging and shipping department, website or e-commerce, marketing materials such as Impact Magazine, legal team, customer service department, etc.; AdvoCare takes care of all the burdensome aspects and gives us a turnkey opportunity. Our simple job is to be a product of our products and create opportunities for people to learn how our products and opportunity can benefit them.

Are you engaged in a business with a high upside, yet presents little red tape and risk?

6 We all start at \$0 with the same products, tools, and pay plan.

AdvoCare is a very American concept – a home based business that gives the average person a chance to better their financial circumstance. All walks of life start this business with the hope of reducing debt, building a residual income, or acquiring more time freedom. Success isn’t guaranteed, but we give people a chance to go for their dreams with a fall back plan if things don’t go their way (upon reaching Advisor, people are protected with our 1 year satisfaction guarantee). To break through in life, many people simply need a vehicle that rewards them for their abilities and efforts. Most people are locked in a job that doesn’t pay them for performance; chances are that if you do twice as well next month at your Plan A, you won’t earn twice as much. Most people have a “lid” on their incomes; AdvoCare takes the “lid” off. To me that’s freeing and exciting - the competitive athlete in me comes alive knowing that my performance dictates my reward. We began our business with a 2 year commitment. Our primary goal the first year was to become excellent at the fundamentals of AdvoCare; we learned the ropes and got some wins, but didn’t break any records out of the gate. Things really started to click in our second year, and ever since, dreams of all sizes have come to fruition for us and so many others. How exciting that you can begin your own journey and be rewarded for your unique effort and abilities? Embrace the process and results will follow.

Does your current plan have a high upside and are you being rewarded for your individual abilities and production?

7 We are part of a leadership oriented, champion culture.

AdvoCare, simply put, is just positively different... different than other work environments... and different from other Direct Selling companies. From the beginning, Amber and I have had the goal of helping our company be a light within our industry and to give people a positive experience. Our founder, Charlie Ragus, was a strong leader who attracted like kind to form the foundation of our company. That foundation has carried forward through today and shaped the high quality culture we have. We’ve become better people, leaders, and parents through our AdvoCare business, and we’ve accepted the responsibility to pay that forward. You can also be a light for our industry and a light for others. Most people aren’t engaged in healthy work environments where personal growth, good nutrition, fitness, debt reduction, and dreams are a part of the conversation or mission – you have a special opportunity, with AdvoCare, to offer those things. “AdvoCare is about who you become while in pursuit of those things in life that you want.” – Charlie Ragus

Are you involved in a business that allows you to work with a team of positive, healthy-minded, and encouraging people?