



# Effective Marketing Strategies

Guide for Distributors



# We need to talk!

## How to inspire others to try Unicity

We at Unicity love what we do – and we love talking about it! Our mission is driven by our Distributors sharing Unicity with others. There are countless stories of people who have achieved amazing success with our products, and Unicity's business opportunity has also helped people all over the world achieve greater financial independence. Share your personal experience with others. Nothing is as convincing as your own enthusiasm!

As a trusted company with scientifically proven products, Unicity takes great care to ensure that all statements about Unicity products and the business opportunity comply with applicable laws. The following guidelines will make sure you're on the safe side when sharing your experience with others.



All information about your rights and responsibilities as a Distributor, as well as detailed information about permitted promotional and marketing activities, can be found in the Unicity Policies and Procedures in the Unicity Library.



# The Basic Rules

What is permitted – and what is not.

## **Unicity products are supplements.**

Unicity products are food in the best sense of the word! They provide your body with nutrients and can help you get in better shape as part of a healthy lifestyle. General good health can make a big difference!

**Please Note:** Our products are not intended to prevent, treat or cure any disease. Therefore, direct or indirect claims that a Unicity product has prevented or cured a health problem are strictly prohibited.

## **Testimonials need to be first-hand.**

Tell others about your personal success stories with Unicity or use non-manipulated third-party audio and video material (with their consent). Nothing is more contagious than your honest enthusiasm. This way you can also be sure that every detail you tell is true.

**Please Note:** Do not pass on statements from third parties.

## **The guidelines apply to individual products and product systems.**

Whether you want to share your experience with a product or follow a proven system that your team has developed, the rules are always the same.

**Please Note:** Do not attribute any additional effect to Unicity product combinations that have not been evaluated and confirmed by Unicity.

### **The rules apply to everyone.**

Unicity's product claim guidelines are the same for all Unicity Distributors. Whether you are a doctor, physiotherapist or esthetician, your education has no bearing on what claims you are allowed to make. You can mention your profession in connection with your name, but do not use it for product recommendations ("As a nutritionist, I recommend...").

**Please Note:** Do not use images of medical equipment, consulting rooms or the like in connection with Unicity.

### **A picture is worth a thousand words.**

That's why we love before-and-after pictures! The prerequisite is that the pictures are not edited (e.g. filters) and are taken under as identical circumstances as possible – from the position of the person photographed to the camera to the surroundings and clothing. Besides, this makes the pictures even more convincing! If you want to illustrate the business opportunity, take only authentic pictures (e.g. of your own car) and always show the current Unicity income statement alongside them.

**Please note:** Don't use imagery that indirectly conveys unauthorized statements – for example, pictures of disease symptoms in connection with a product.

## **The business opportunity must live up to its promise.**

Our Distributors love what they do! Tell other people what excites you about your Unicity business – the mission to Make Life Better, the teamwork, or the atmosphere at events. Of course, you should also talk about the financial potential of our business opportunity. Always keep in mind that success as a Unicity Distributor depends on individual effort. Claims about income must be realistic and always accompanied by the current Unicity income calculation.

**Please note:** Do not show current payments or checks received. Do not provide income guarantees or give prospects the impression that following a system will automatically lead to success. Do not quote any income amounts without quoting the current Unicity income statement.



Unicity will review your testimonials in advance. Your personal testimonials, images, etc. must be approved by Unicity prior to use. This means that you can relax and are on the safe side with your testimonials. We are happy to help!

Submit your testimonial at [dc@unicity.com](mailto:dc@unicity.com)





# Open, Honest & Authentic

## How to share your Unicity experience with others

Take advantage of Unicity's resources and informational material. There is much to say about Unicity products and the business opportunity! The easiest and often best way to share your excitement about Unicity products is through Unicity marketing materials. Product fact sheets, flyers, websites, social media – Unicity provides you with a variety of materials about our fantastic products. Use these great resources to learn more about the products and share them with others!



The Unicity marketing material may contain so-called health claims that comply with US regulations. These "health claims" must always be linked to an ingredient in the product. This also provides you with a good idea of what you can and cannot say.





## Testimonials about general well-being

There is nothing more convincing than your own enthusiasm! Tell your friends, acquaintances and prospects how great you feel with Unicity products.

### This could be done like this:

**B. P.-J.:** "My hairdresser always tells me, I don't know how you do it, your hair is still so thick, and you still look so great! ... My skin is smooth, I feel fantastic, and I have endless energy! I definitely never want to do without Super Green again and highly recommend it to everyone!"

**T. W.:** "I had a Matcha X before training. When I left the court after two tennis matches over several hours, I couldn't believe it – I could have gone on playing right away!"

## Testimonials about specific subjects

Our products supplement a balanced diet and support the body in its amazing abilities to cleanse, build and regenerate – often in a targeted way. You may also talk about this! But always make sure in your reports that you do not make any specific healing statements about diseases.

### This could be done like this:

*U. K.:* "Unimate Fuel not only tastes delicious but has helped me in combination with intermittent fasting to finally manage my weight again. I haven't been able to achieve this with any other method I have tried before."

*D. J.-F.:* "Unicity Matcha Energy had an absolute wow effect. I have more energy, I'm more focused in my job and I can exercise after work, which was unthinkable before. I love this product and don't leave home without it."

### More ideas:

- "I used to be so tired in the mornings but since I started to drink Unimate, the start of my day is much better!"
- "After changing my diet and starting to take Unicity Balance before meals, my digestion has improved, and I stay full for longer – it helps me with weight management!"
- "As a vegan, I have to be careful to get enough protein and Unicity Complete Vegan is perfect for that, especially after strength training!"



## Statements on "lifestyle diseases"

Unicity products are part of a healthy, active lifestyle. If you want to feel better, you have to take responsibility for yourself and your health – and that's not always easy! We don't offer miracle cures, but rather valuable solutions and opportunities to develop your personal potential.

That is why Unicity products can make a valuable contribution to the fight against many so-called "diseases of civilization" caused by an unhealthy lifestyle. Unicity products do NOT eliminate the health problem – but they can be part of the solution.

### One example

You suffer from type 2 diabetes, a metabolic disease in which obesity, eating the wrong foods and lack of exercise often play a major role. You have managed to lose weight and get in shape thanks to a balanced diet and exercise. You also relied on the support of Unicity products. Well done! You are now doing so well that your doctor even recommends reducing your medications.

This does **NOT** mean that you can restrict your medications due to the Unicity products. These medications control your diabetes in conjunction with a healthy diet, exercise and the use of a Unicity product.

## Testimonials about the business opportunity

Unicity offers an exciting business opportunity with great potential. We are very proud of the great success stories of our Distributors. Some have risen to become successful global leaders with Unicity, others have built a lucrative side income for greater financial flexibility. Their experiences are all valuable and inspiring! But always make sure you give prospects a realistic picture of the average income possibilities when presenting the business opportunity.

### This could be done like this:

*T. P.:* "It was especially important to me that I can build a stable income on the side... here I feel valued, recognized and seen."

*E. M.:* "At Unicity I work for myself and my life – and I also work on myself. I spend time with people I like and I can choose them myself."

*M. B.:* "I started using products, felt how they worked for me and started sharing this experience with other people to build my team... But the most beautiful thing for me is the lifestyle, the quality of life, the freedom. I love working from home."

### More ideas:

- "Unicity is the best side job for me because business building is so flexible. I decide when and where I work."
- "On my team everybody supports everybody else, because together we can achieve the most!"
- "With Unicity, I can build extra income to fill my vacation fund/save for a new car/pay off my mortgage faster."





# UNICITY

[Unicity.com](https://www.unicity.com)

Customer Service: 1-800-864-2489

© 2021 Unicity International, Inc. All Rights Reserved.