

Amagram

BUSINESS BUILDING WITH CONFIDENCE

3/2008

Helping you succeed...



New sponsoring materials available

How to use your prospecting kit

Your questions answered

Amway

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Embracing Change...



Hello again, it's great to be able to address this edition with the news that we're sure you've all heard by now, that we've re-opened sponsoring*. That's right, our new business model is finally going to be given it's 'wings' to fly; and fly it will, we have no doubt...

It's summer time (or at least that's what the calendar tells us) and even if the sun isn't shining, we have plenty to shine about! With a retail focused business model, great products, a compensation plan second to none and the best business opportunity in direct selling, we are on target to re-build this business in the UK and Ireland to new heights.

We have seen a lot of change over the past 12 months. It's been necessary to ensure that we keep this business alive and keep you in business - we have been open and transparent about that.

Even if you are not totally comfortable with the changes, it's important to understand that they had to happen. The alternative could have been much worse than the upheaval of change.

For many people, change is more threatening than challenging. They see it as the destroyer of what is familiar and comfortable, rather than the creator of what is new and exciting.

Most people and organisations would rather be comfortable than excellent. But these days, if you don't change, you stagnate and if you don't cannibalise your own business, then someone else will do it for you.

Change doesn't mean the end to what you know, it's a continuation - with improvements. There are many areas of the business that have remained the same and for those areas that have changed, we have told you why that had to be and how it would roll out, telling you what to expect, every step of the way.

We have told you that our senior management support the market 100% and have confidence in the values of the new business model. Successful change is based on values and will bring rewards in new and better ways.

Lastly, we wish to commend you for sticking with us and for the constructive changes that you have made to your businesses.

As the song once said, 'the only way is up' and the pain of the last year will certainly fade as we all start to see the gain in the coming months.

* subject to terms and conditions stated in the written communication of 9 July 2008.



Welcome your new Retail Consultants to the business with our new and improved Literature Starter Kit

Encourage your new Amway Business Owners to become motivated and well-informed about the Amway Business with our improved and comprehensive Literature Starter Kit.

Available completely free of charge to you, the kit is designed for you to present to your prospects when they join the business. The kit contains a range of support materials about our Amway products and how to retail, designed to educate and motivate your new Retail Consultants.

The Literature Starter Kit contains:

- An introduction to the complete Amway product range, with the **'Home & Living'**, **'Health & Wellbeing'** and **'Beauty & Grooming'** Product Brochures
- A **Business Information Guide** - Important information to assist you in developing your Amway Business

- The **Active Retailing Workbook** - An exciting and motivating workbook, focusing on retailing tasks, along with many useful hints and tips on successful selling
- A **Retail Starter Pack Flyer** - Featuring a range of special introductory offers only available to new Retail Consultants

Limited to five Literature Starter Kits per order. Go online at www.amway.co.uk or www.amway.ie to place your Literature Starter Kit order, using **order number 100568**.



Exclusive offer on Retail Starter Product Packs with free Sales Support Literature

When your new Amway Business Owners are ready to place their first order, why not encourage them to purchase one of our five starter packs of products? Our range of **Retail Starter Packs includes a huge saving of 50% on the normal retail product prices**. Plus, we've added **free sales support literature** worth over UK £10, J/G £10, RoI €12 so that starting to retail is made even simpler!

The Retail Starter Packs have been designed for new ABOs to choose a business line, which may interest them, to grow their product knowledge and selling skills and to become a specialist in their chosen line.

Retail Starter Packs available are ARTISTRY™ Clarifying, ARTISTRY Moisturising, NUTRILITE™, Personal Care and Home Care. In addition to a range of products, each pack contains the following free literature: Product Sales Guide, Prompt Cards, Pack of Customer Leaflets and a Sales Aid*.

Each Retail Starter Pack (including literature) is available as a one-time offer to all new Amway Business Owners, within six months of joining Amway.

*Excluding Personal Care

These packs are also available to purchase as an ongoing offer, excluding the literature. These **Product only Packs have 20% off** the normal retail price.

Each Product only Pack (excluding literature) is available as an ongoing offer for twelve months from joining Amway, all available at www.amway.co.uk or www.amway.ie.

Please note that as from 1st October 2008, the ARTISTRY Moisturising Packs and ARTISTRY Clarifying Packs will be replaced with products from the new ARTISTRY™ essentials range. Replacement packs will be ARTISTRY essentials Hydrating System and ARTISTRY essentials Balancing System.



NEW Professional Sponsoring Materials

Announcing an all-new set of materials to help you maximise your Amway business success. Developed together with a select group of UK ABO leaders, they're designed to get your business to new levels.

NEW Amway Plan Presenter 'Take Control of Your Future'

A powerful presentation tool you can use to show people what Amway can do for them. We've called it 'Take Control of Your Future' and it starts with simple issues many people aspire to in their everyday lives: extra money, more free time, greater financial independence, helping others. It shows how direct selling can satisfy these aspirations, then introduces Amway as a direct selling global leader.

We show the products, the plan, Amway online and partner stores. Throughout, we use our strongest claims, reinforce the quality always associated with Amway and finish with suggested next steps.

For those who want more, there are detailed plan examples at the back. Plus examples of income earnings you can achieve. The format is a compact A5. We've designed it so it can be stood up on a flat surface and it works like a flip chart. Every page is full colour (23 in total).

Order no. 232482B (UK and J/G)
Price: £1.00 (UK), £0.85 (J/G)

Order no. 232482Z (Rol)
Price: €1.50

NEW Amway Brochure 'Your World of Opportunity'

A beautifully presented brochure for leaving with prospects once you've introduced Amway and the opportunity you can offer.

It takes the content of the Amway Plan Presenter and, in 24 pages of full colour, informs the reader in more detail about the Amway world of opportunity.

As well as covering the products and the plan, we talk about Amway's support of Unicef and our environmental credentials. Simple to understand diagrams show how you can earn an income from £100 a month up to £50,000 plus per year.

We finish with the chapter 'Realise your potential'. It's all about showing people what Amway can help them achieve.

The format is A4 portrait.

Available in packs of five.
Order no. 232483
Price: £3.00 (UK), £3.00 (J/G),
€4.35 (Rol)

NEW Amway DVD 'A World of Opportunity'

Taking the best footage we have, we've put together a DVD you can be proud to give to your prospects.

In five dynamic sections we cover it all: first we put Amway in the context of today's hectic world, then we show Amway's global presence and experience, next we go into the business opportunity in detail.

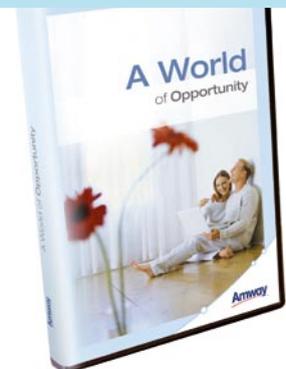
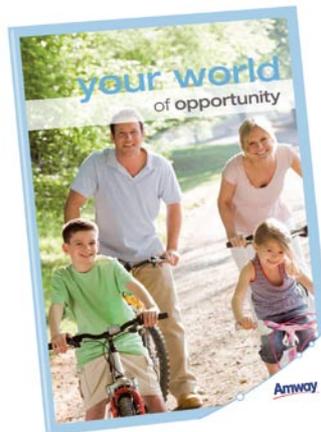
That's then followed by the superb products. Last, but not least, we show how Amway makes a difference to the lives of thousands of children round the world.

Each section can be shown on its own and you can choose in which order you show them. Simple, but very effective.

Format is standard DVD.

Available in packs of five.
Order no. 104696
Price: £7.00 (UK), £5.96 (J/G),
€10.45 (Rol)

AVAILABLE IN SEPTEMBER!



Tip:

Don't forget you can also use other literature, such as the Product Brochures, to impress prospects, or why not also refer them to Amway Online at www.amway.co.uk/www.amway.ie? Watch out too for more new support material coming soon to help you build your Amway business.



How to use your prospecting support materials for your next steps in the Amway business

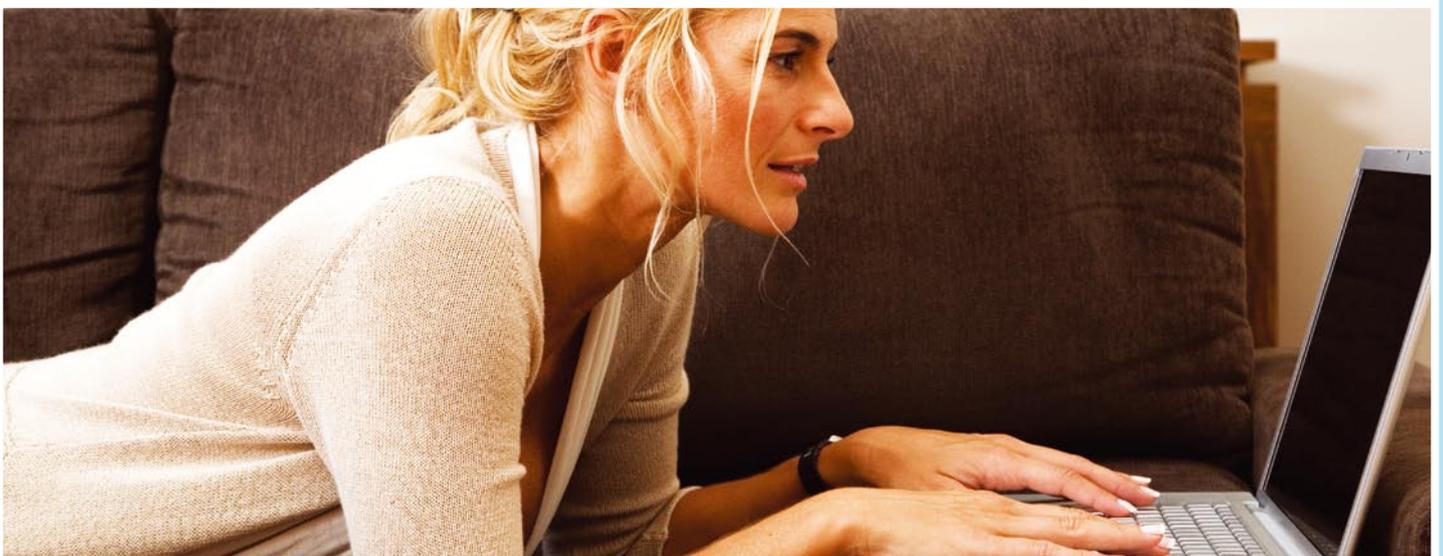
In the CRC kit you will find:

- The 'Take Control of Your Future' flip chart presentation. This is the main presentation that you will give to your prospect to explain the Amway Business Opportunity.
- The 'Your World of Opportunity' leave behind brochure. Once you have completed your presentation you must give this brochure to your prospect.
- The most recent one page 'Earnings Disclosure Statement' provided to you by Amway. Please remember that a critical part of your presentation to your prospect is the showing and explaining of the most recent Earnings Disclosure Statement, which you must leave with your prospect.
- The 'World of Opportunity' DVD. This is an optional support tool that you can show to or leave with your prospect for your prospect to watch at his/her own convenience.

The next mandatory step in the Amway business is:

- Properly register your prospect as an Amway Business Owner in the Retail Consultant (RC) category by requesting that your prospect review, complete and submit the original, signed ABO Contract for Retail Consultants to Amway (UK) Ltd and go through the online RC Orientation. Your new RC is now entitled to place orders and sign up customers.

We would like to take this opportunity to wish you all the best in your Amway business and your continued development of the same.



Your questions answered...

ASA* Meetings and Events Policy for ABO Meetings

Q. What is the ASA Meetings & Events Policy for ABOs?

A. The ASA Meetings & Events Policy (The Policy) for ABOs applies to all types of ABO Meetings. In particular, if an ABO wishes to hold a meeting, the Policy sets out the process and guidelines that must be followed in order to seek Amway UK Ltd's authorisation.

Q. What about Product Meetings?

A. These are now covered under the new ASA Meetings & Events Policy.

Q. Who can hold an ASA Meeting/Event?

A. Only CRCs and above can apply.

Q. What is the process?

- A. 1) Submit application with required documents.
 2) CA&C team authorise meeting and issue certificate.
 3) After meeting, ABO must submit a schedule of information.
 4) ABO must ensure no profit is made and deal with any incidental profit in accordance with policy.
 5) ABO must display certificate for the whole duration of the meeting.

Q. How many people can attend a meeting?

A. The maximum amount of attendees will be limited to 150.

Q. Can I charge an entrance fee?

A. Yes, but the price must be in accordance with the ASA Meetings & Events Policy.

Q. Can I make a profit?

A. No.

Q. Will Amway continue to monitor meetings?

A. Yes.

Q. Is sponsoring allowed?

A. Yes, conditions will apply.

Q. Can I get a copy of the Policy and Application Pack?

A. Yes: you can either contact the CA&C department or visit our website at www.amway.co.uk / www.amway.ie.

*Amway Support Activities (ASA), as defined in the Rules of Conduct.



Local Leaders Invitational

Paphos, Cyprus
3-8 June, 2008



Day One

Flying in to Paphos over the blue ocean on the private Amway chartered Boeing 737. I knew that the days ahead of us here in Cyprus were going to be very special.

When we arrived at the 5* Aphrodite Hills there was a warm welcome from all the staff as they took us straight off to the sunset Terrace for a drink while they took care of our luggage - what a service!

It wasn't long before I was being shown to my room - wow! The bathroom is huge and that sea view is simply stunning. I could get used to this!

But not today - a quick shower and change of clothes and I was sitting by the swimming pool, in a picturesque village scene for the welcome party. The buffet was amazing - salads, hot dishes cooked fresh for you, a huge dessert buffet - if all the food is like this I'll be on the Positrim when I get home!

It was a lovely, relaxed evening and so nice to see so many familiar faces, some of them we hadn't seen for years! There were new faces too, such as Emma Berry, Lee Harnett, Josie Swallow, Nadia Moughal and Rita Himid, who welcomed us to the event before we were treated to a spectacular fireworks display and some Greek dancing.

A fantastic start to the event!



Day Two

I slept so well last night - the bed is so comfortable! I nearly missed breakfast I slept so long! Luckily I made it in time and was able to enjoy some fresh fruit and fantastic pastries out on the terrace.

I feel so relaxed already - it was lovely to spend the morning relaxing by the pool and enjoying the sunshine.

This afternoon I went to the Creme Luxury stand and heard about the product and picked up some really great gifts and information to take home with me - I can't wait to share it with my customers!

Tonight we went into Paphos and had the choice of eating in many of the wonderful restaurants, from seafood and meze, to Chinese and steak cooked on a volcanic stone. I opted for sushi at a beautiful beachside restaurant with a view of the harbour - simply stunning!



Day Three

Business meeting day! A very informative morning with presentations from Peter Strydom, Robyn Creve, Josie Swallow and Andrew Rhodes and a personal video message from Doug de Vos. They even had a surprise recognition section for the top retail customer sales!

The afternoon was again a time for business at the 'Let's Meet' and it was great to have the opportunity to ask questions and give feedback with the management team and other staff.

We also had the chance to sample the new NUTRILITE™ products - NUTRILITE i™, NUTRILITE STRIVE+™ and NUTRILITE

FITH2o™ - and we received the new NUTRILITE Sports Bottle! That'll come in really useful on the boat trip tomorrow!

An amazingly inspirational and motivating day and it was only going to get better.

Early evening we went up into the mountains for the village fiesta. When we arrived in Omodhos, we visited the beautiful church in the centre of the village and then had a look at some of the shops and local crafts. Again the food was fantastic and we washed it down with lots of local wine and the local spirit Zivania! One was enough for me and I was soon up dancing with the Cypriot and Greek entertainers - such fun! "Best LTS party ever" said our upline - and I must say I agree!



Day Four

Wow, what a night last night - the party was really fantastic!

Today we boarded the beautiful 35 metre yacht - the Ocean Flyer. Seas were a little rough but our captain soon found a sheltered cove where we could swim in the sea. I stayed on board and soaked up the sun - good job the Amway staff remembered to take lots of extra Peter Island Sun Lotion with them!

Lunch on board was fabulous and abundant - I'm not sure how I'm going to fit into my gala dinner dress after all these wonderful meals!

Speaking of which I'd better go and get ready for dinner - there's a big group of us going to the Anoi Pub in the village square tonight. It's so great to be able to spend so much time with my group.

Oh and there are even celebrities staying in our hotel - I couldn't believe who I saw in the lobby this afternoon...



Day Five

Well, as suspected, the food last night was incredible once again - this resort really is something special!

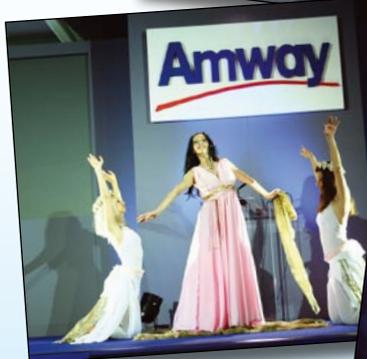
This morning I went on the shopping trip to Limassol - it was so nice to see some more of the island and Limassol is really a lovely little city. After buying souvenirs and pressies to take home I headed back to the hotel for an afternoon relaxing by the pool.

This evening we had the gala dinner and I couldn't imagine a more special evening. When the coach dropped us off we were all very unsure of where we were going, but as we made our way down the road and took in the beautiful sunset over the ocean, we saw a

castle in the distance ... would that be where we are having dinner?

It wasn't long before we found out - beautiful statues of ancient goddesses and gods of music led us through the castle gates and into a private courtyard decorated with lanterns. Truly magical! We dined on a three course meal, before watching a great video showing the highlights of the event and a wonderful show from some fire twirlers on top of the castle walls. Then it was time for dancing - the live band treated us to a mixture of music from all eras and we danced and danced until the last coach had to leave. A truly unforgettable evening - thank you Amway!

AN ABO!



For more information on this and other Amway special events, please visit our dedicated events website:

www.amway-tv.eu | Login: amway-tv | Password: amway4you

PLATINUM ACHIEVERS

Abigail Dzwauro and Meinrad Faessler

This level is the first stepping stone to our success and our team's success. We are very proud to be part of a winning team. Our sponsors are Vincent and Anna Okelo, whom we thank so much for their unwavering faith in us. We have tried some other businesses but none of them match the quality of the Amway opportunity; this is a truly unique business.

We qualified as Silver in May 2007 and maintained this level until October 2007. We achieved Platinum level through selling our awesome products and by motivating and teaching our team to reach their goals by doing the same.

The support we have received from everyone at Amway and the mentoring from Alford and Sophia Grant is overwhelming. We believe the business has unlimited potential and we are excited about our future and for our team. We have overcome challenges to achieve this level and doing so has brought out the best in us!

We are so thankful and proud of the support from our children Paula and Sean and from our downlines, our line of sponsorship and Amway staff. Many thanks to the Amway founders; what an awesome business idea. Crown Ambassador is a done deal!



Getting hot, hot, hot!

Now halfway through this fantastic summer months' incentive and we already have ABOs who have qualified and booked their 'Sunbed in the Med'. But we want more of you to benefit from the relaxation you will truly deserve after a summer of business growth.

Do you need a reminder...?

What do you need to do?

Register 10 new ordering customers by 31st August and generate £800 from them during this time.

You may already be halfway there, as the promotion began in May. Perhaps you aren't aware of just how close you are – to know your exact position, please contact emily_baucutt@amway.com. This is a 'you do it and you get it' incentive!

So, what is your reward?

Amway will pay up to £640 for an ABOship (£320 if there is only one ABO in the ABOship, plus £160 spending money) and for a weekend away anywhere in the fabulous Mediterranean or at a European destination.

Watch out for bi-monthly newsletters via email and posted on the website, with tips, advice and recognition.

For further details and Q and As regarding the promotion, visit the website (look for the 'Sunbed in the Med' branding) and regularly check your email inbox for 'SunBed in the Med' news!

Your celebration cocktails are on ice for you!

Amway Academy

Things are happening at the Amway Academy – your learning zone at: www.amway.co.uk / www.amway.ie.

Go to 'e-office' and click on Amway Academy and you will see that this facility is developing a library of online courses to support you in building your business.

'In your time... any time' is the advantage you have with e-learning. It allows you to start and finish a course at times to suit your own schedule.

More and more self tuition modules will be added under two main categories. 'Product Expertise' will build to a library of product and brand related courses whilst the 'Basic Business Skills' category will help develop foundation techniques.

Eventually, the Amway Academy zone will advertise any scheduled 'face to face' training sessions and, if you are eligible to attend, you will be able to book your place online.

You will already be able to access selling techniques modules under the 'Basic Business Skills' category and 'Product Expertise' has the NUTRILITE Active Lifestyle course and the exciting ARTISTRY Make-up Application course, which features valuable pages that can be printed and used with your customers.

Soon to be included in the Amway Academy listing...

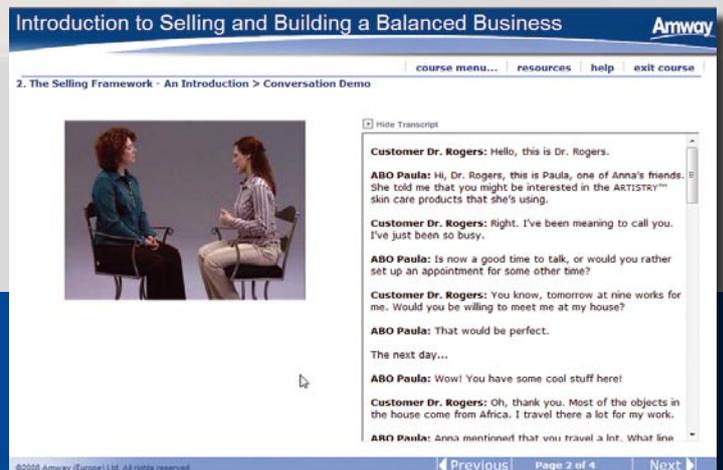
ARTISTRY Skin Care
NUTRILITE Brand Story
ARTISTRY Brand Story

See what e-learning can do for you...

ARTISTRY™

NUTRILITE™

'In your time... any time'



ARTISTRY™ essentials



COMING SOON...

NEW LOOK FOR ARTISTRY™ ESSENTIALS SKIN CARE

Your favourite ARTISTRY essentials skin care products will include **INNOVATIVE** NEW complexes, **NEW** NUTRILITE™ brand ingredients and **MODERN** packaging, plus many more exciting features.

**UNCOMPLICATED
BEAUTY**



Amway
UK • Republic of Ireland • Jersey • Guernsey

The Amgram magazine is published for all Amway UK and Republic of Ireland Amway Certified Retail Consultants and Business Consultants by the Communications Department of Amway (UK) Limited, St Anne's House, Caldecotte Lake Drive, Caldecotte Business Park, Caldecotte, Milton Keynes, MK7 8JU.
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