



Welcome To Jordan Essentials!

• EMPOWER • ENRICH •
- EDUCATE -



JORDAN
ESSENTIALS



Welcome to Jordan Essentials!

Get Ready To Magnify You Life!

Welcome to the Beginning Of your new Business!

Dear New Jordie,

You've taken the bold steps to start a new journey with Jordan Essentials and I want to be the first person to say thank you and welcome. While I wear many hats, at Jordan Essentials, I am first and foremost your advocate and friend.

From the day I started the company in 2000, I dreamed of a mission and purpose larger than myself. I was driven by my desire to help busy women earn an income while fulfilling other priorities in their lives. And now here you are! This business will not only give you the opportunity to generate income by sharing the products you love, but you will also be making a difference by helping people live healthier lives.

While Jordan Essentials can help you achieve what you want out of life, the details of what a better life looks like are completely up to you. This is YOUR business, YOUR way. Whether you are looking for a part-time or a full-time income, we are committed to lifting-up, celebrating, and honoring your accomplishments. Here you will find an inclusive community of people who want to see you succeed.

Our honest and personal approach means that you are never alone in this business. We cheer for each other, share knowledge, and always make time for fun. So, take a deep breath, SMILE, and get ready to have fun sharing products you can be confident in.

I am so glad you are here!

Nancy

"You don't have to be great at something to start, but you have to start to be great at something"

-Zig Ziglar



The 4 Pillars



Parties



**Social
Selling**



**Vendor
Events**



**Person to
Person**

The Foundation of your business is engaging in income-producing activities. We call them the 4 pillars!

We recommend you begin with the online party we call the “Pit Stop” party, which is a social selling and a virtual party all in one with your friends and family. You will find the income producing activities and customer service follow-up from those activities will grow your business and help you succeed toward all of your goals. Talk with your sponsor or upline director to schedule your Pit Stop Party today.

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What to do with your Consultant Kit

Your kit has great resources to help you get started right away! Check off each task as you get to know all your business essentials.

- Take a selfie** or go live sharing products from your kit.
- Add your contact info to your catalogs.** Share them with your first potential hosts.
- Review the Product Hot Sheets**
- Discover all the products and rewards you can earn during your Jump Start.** Set goals and track your progress as you book, sell, and recruit during your first 60 days.
- Practice demoing the tips featured on your hot sheets.** Snap a photo or video and share it on social media.
- Set up and share your website with friends, family, and social media.**
- Flip through the Catalog.** Choose another product and share it during your parties and on social.
- Share your Samples.** Review the samples in your kit. Share with someone you feel would benefit from magnesium. Follow up and ask how they liked the sample and if they are ready to order, book a party or need more time.

What's Included in Enrollment:



Your Personal Website

It's the way your customers can shop Online 24/7 – and get access to tips, blogs, and more.



JE University

Training at your fingertips! Use the Getting Started area to jump-start your business and earn all the Jump Start rewards. Plus find images, social posts, and videos to help promote your website.



Boards App

This free app provides content created by the home office for consultants to share product information and promotions with customers through various messaging platforms, enhancing engagement and sales.



Consultant Product Catalog

Share products, uses, and education with a printed catalog!



Party Tools

Set up personalized parties for your hosts, then send customer links to invite and shop. Full training in JE University. Customers order from your website and the host gets rewards for the orders!



Professional Emails

We'll send professional emails on your behalf right to your customers. Customers click and shop directly from your website.



Pay Your Way

Receive your 25% commission instantly to your e-wallet. Spend it on more products or withdraw it to your bank account with no fee.

Party Excitement

Whether you're hosting a virtual blast or an in-person gathering, parties are the heart of your business, bringing a whole lot of fun! These events not only showcase your amazing products but also highlight how everyone can score free goodies or even join the Jordie Nation.

Let the party vibes kick off with a Pit Stop Party – your online launchpad! It's like the pre-game before you go full throttle with your business. Get started by setting up a lively Facebook group where your first party takes place, turning into the VIP hotspot once the festivities end.

Now, picture this: Types of Parties that are as fun as they sound!



Virtual Parties: Picture hosting parties Online whenever you want, even multiple at once! With easy-breezy training, themed parties, and host coaching, you'll not only connect with new customers but also guide them to the VIP party. And guess what? Your hosts get to snag freebies and awesome discounts, plus exclusive monthly specials.



Book Shows: Grab a cute container filled with catalogs, samples, and order forms and send it off with a few friends. They'll be showered with rewards through the host program, and you'll be swimming in new customers and orders – it's a win-win!



In-Home Parties: Think thousands of Jordan Parties turning living rooms and coffee shops into lively hubs of excitement! It's easy to set up, just flip through the catalog, sample the goodies, and create an unforgettable in-person experience that'll supercharge your business.

**Let the good times roll – because in the world of parties,
every day is a celebration!**

Host Rewards

Offer our most popular rewards to Potential Hosts!

Total Sales	FREE Product Credit	# of 1/2 Price Prod.	Monthly Host Special	Free Shipping for Host Rewards
\$200	\$20	-	-	-
\$300	\$30	1	-	-
\$400	\$40	1	-	YES!
\$500	\$50	2	\$5	YES!
\$600	\$60	2	\$5	YES!
\$700	\$75	2	\$5	YES!
\$800	\$90	2	FREE	YES!
\$900	\$100	3	FREE	YES!
\$1,000+	\$150	4	FREE	YES!

Create a Launch List

Your first parties will help you get the experience and confidence you need to grow your business. Now that you know what rewards you can offer potential hosts, start making your Launch List! Your social circles are bigger than you think, and with this list, you'll know exactly who to ask to host your first parties.

Friends

Name: _____

Notes: _____

Name: _____

Notes: _____

Name: _____

Notes: _____

Name: _____

Notes: _____

Neighbors

Name: _____

Notes: _____

Name: _____

Notes: _____

Name: _____

Notes: _____

Name: _____

Notes: _____

Relatives

Name: _____

Notes: _____

Name: _____

Notes: _____

Name: _____

Notes: _____

Name: _____

Notes: _____

Your Holiday Card List

Name: _____

Notes: _____

Name: _____

Notes: _____

Name: _____

Notes: _____

Name: _____

Notes: _____

Digital Contacts

Name: _____

Notes: _____

Name: _____

Notes: _____

Name: _____

Notes: _____

Name: _____

Notes: _____

Community Connections

Name: _____

Notes: _____

Name: _____

Notes: _____

Name: _____

Notes: _____

Name: _____

Notes: _____

Ask for Bookings

Once you complete your Launch List, it's time to play matchmaker! This is all the pampering and wellness magic you can bring to everyone on your list and jot down notes next to their names on the Launch List.

Here are a few ideas to share with customers:

- Who is health-conscious and looking for natural products?
- Who is active and into sports? They may need a little Helio help!
- Who is a busy mom who would love to be pampered and connect with friends?

Ready to Reach Out?

Here are a few ways you can start the conversation with potential hosts.

Share a reason you thought they'd like to host a party.

"I thought of you because you love natural products, etc"

Explain the value you can give them through a party.

"I have some products I know you'll love as much as I do, [Name]."

Tell them about your new business and ask if they want to book a party with you.

"I just started my own Jordan Essentials business and would love to treat you and your friends to a fun party. What do you think?"

Help Your Hosts Decide How They'd Like to Party



In Person

Your host will bring a group of friends and family together, and you'll pamper them.



Virtual

Your host will gather friends on social media, where you'll share products, videos, and live demos.



Catalog

Your host will pass around the latest catalog with your contact info or send a link to her party on your website.

Selling Products

As a consultant you'll want to use, love, and share our products. Here's how you can do that during parties, on social media, and when you're out and about.

Use It

- Take the products out of the box.
- Use the products on yourself and with your family.
- Experiment with different products.

Love It

- Discover which problems the products solve.
- Identify the features and benefits of your favorite products.

Share It

- Share how you use the products at home and during parties.
- Show the products off to your friends and family by posting photos and videos on social media.



Jump Start Rewards

New Jordie Bonus Days! We will show you how easy it is to earn some great perks while you learn. These are only available to new Jordies so let's get started!

Go ahead and talk to the person who signed you up and make a plan that works with your life. We love online and in-home parties, on-the-go sales, sharing links to your website, vendor events, and more! Your business your way and rewards your way!

_____ **My Start Date**

_____ **My 30 Days End**

_____ **My 90 Days End**

30 DAY BONUS



**Sell \$250
In PV**

Exclusive Jordan Essentials Jump Start Tumbler



90 DAY BONUS



**Sell \$500
In PV**

Grab and Go Jump Start Tote. Perfect for promoting your new business!



**Sell \$1,000
In PV**

Serum Trio!
\$135 Value.



**Sell \$2,000
In PV**

Cash Rebate equal to the cost of the kit you purchased, up to \$99.



*You can earn every level! Check your start date and make a plan to earn all in 60 days!
PV is Personal Sales Volume.*

Bring a Friend Bonus:

Earn \$25 J Bucks for every New Consultant you personally sponsor who achieves Level 2.

Silver Key Bonus:

When you promote to Star 3 in 60 Days earn a special Key charm!

Beyond Commission

Which of these perks are you most excited about? Share them with your leader so you can start planning how to earn that discounted product, exclusive rewards or amazing trip together.



Products

As a Jordan Consultant, you will gain insights into and experience firsthand our range of healthy products, all formulated with non-toxic ingredients and proudly made in America's heartland. Plus, you'll earn a 25% return on all your purchases, as well as those made by your customers!



J-Bucks & Exclusive Rewards

When you build a team and promote in your first 60 days, you can earn even more rewards on top of your commissions!



Travel Experience

Earn points toward amazing trips for selling products, building your team, and promoting to new levels.



Recognition

Get recognized for your achievements every month and have the chance to be celebrated during Jordanvention, our biggest event of the year.



Monthly Rewards

Earn new products before they're available to customers and get exclusive logo gear - just by running your business.

Share with Others

Talk about your experience and why you love being a consultant with your hosts and customers.



Bring a Friend

Who do you think would be good for JE and JE would be good for them? Jot their names down. Reach out and let them know why you are thinking of them. Invite them to visit your website or join the Discover JE Facebook group. Check the calendar for the next Open Heart Open House days for a fun three days of getting to know more about Jordan Essentials.

Name: _____

Name: _____

Name: _____

Name: _____

Celebrate Your Success

When you help other people feel success at Jordan Essentials, you'll also be successful and reach your goals faster!

Your business will grow, become more fun, and be more rewarding as you share your JE journey with friends, hosts, and customers,

Jordie Compensation Plan

		Retail Profit (Active) %	Power Seller Bonus 1 (\$1,000 PV)	Power Seller Bonus 2 (\$2,000 PV)	Power Seller Bonus 3 (\$3,000 PV)	Level 1 Overrides (WV)	Level 2 Overrides (WV)	Level 3 Overrides (WV)	Level 4 Overrides (WV)
Essential Consultant	EC	25%	5% (30%)	8% (33%)	10% (35%)				
Star 1 Consultant	S1	25%	5% (30%)	8% (33%)	10% (35%)	5%			
Star 2 Consultant	S2	25%	5% (30%)	8% (33%)	10% (35%)	7%			
Star 3 Team Leader	S3	25%	5% (30%)	8% (33%)	10% (35%)	9%	3%		
Associate Director	AD	25%	5% (30%)	8% (33%)	10% (35%)	12%	6%	3%	
Director	DIR	25%	5% (30%)	8% (33%)	10% (35%)	12%	6%	5%	
Diamond Director	DD	25%	5% (30%)	8% (33%)	10% (35%)	12%	7%	5%	
2 Diamond Director	2DD	25%	5% (30%)	8% (33%)	10% (35%)	12%	7%	5%	
3 Diamond Director	3DD	25%	5% (30%)	8% (33%)	10% (35%)	12%	7%	5%	
4 Diamond Director	4DD	25%	5% (30%)	8% (33%)	10% (35%)	12%	7%	5%	
5 Diamond Director	5DD	25%	5% (30%)	8% (33%)	10% (35%)	12%	7%	5%	4%
RANK		REWARDS							



Group Volume Override (WV)	Generation 1 (WV)	Generation 2 (WV)	Generation 3 (WV)	Generation 4 (WV)	Generation 5 (WV)	Personal Commissionable Volume (PV)	Bonus Qualifying Legs (\$200 PV)	Personal Group Volume (GV)	Total Downline Volume (DV)	Structural Requirements
						\$200	1 Q Leg			
						\$300	2 Q Leg			
						\$400	2 Q Leg	\$1,000		
						\$600	3 Q Leg	\$3,000		
2%						\$800	4 Q Leg	\$5,000		
2%	4%					\$800	4 Q Leg	\$5,000	\$10,000	1 DIR Leg
2%	4%	4%				\$800	4 Q Leg	\$5,000	\$24,000	2 DIR Legs
2%	4%	4%	4%			\$800	4 Q Leg	\$5,000	\$60,000	3 DIR Legs (1DD Legs)
2%	4%	4%	4%	4%		\$800	4 Q Leg	\$5,000	\$120,000	4 DIR Legs (2DD Legs)
2%	4%	4%	4%	4%	4%	\$800	6 Q Leg	\$5,000	\$200,000	5 DIR Legs (3 2DD Legs)*
						LEADERSHIP REQUIREMENTS				

*See terms and definitions for full details.

What's Next?

If you haven't already, complete these steps. You'll be on your way to jump start rewards and business success!

- Schedule your "Pit Stop Party".** This will set you up to earn Jump Start Rewards!
- Post an unboxing video of your new consultant kit.** This is a great way to get potential customers excited about partying with you. Include a link to your personal website to get some sales!
- Review New Consultant Training in JEU** at www.jeuuniversity.com
- Connect with the consultant who recruited you.** This is your opportunity to share your goals and create a plan with someone who already knows the process.
- Attend the next New Consultant webinar.** Keep an eye on your email for an invite to this event. This webinar will tell you everything you need to know as you're launching your business. You'll also have the chance to virtually meet others who are starting their business alongside you.

Remember to keep using, loving and sharing your products!



Resources to Support You

We provide all the resources and support you need to learn as you grow. Here are just a few tools to help you get started right away:



Consultant Corner

New Consultant Webinar

Still have questions? Our New Consultant webinars will help you build a thriving business. You'll learn how all the products and tools work together to get your business off to a great start.



JEU

JEU is your self-guided virtual training platform where you'll learn everything from getting started to getting better. As you complete the training programs, you'll develop skills, discover passion for your products and more.



Your Team

Connect with the consultant who recruited you early and often! If you haven't yet, set up some time to go over the getting started together. Ask about your team group so you can meet all the great consultants who are here to support you too!



A Community of Consultants

From home-office lead Facebook(r) groups and monthly team meetings to Jordanvention, our annual conference, there's always a place to get ideas, ask questions, and come together with like-minded people.



Get More Materials

Join the Discover Group on Facebook. Watch for special Open Heart Open House dates.

Have questions? Find out how to reach out to us at the Home Office at the back of the booklet.

JORDAN ESSENTIALS

Proven, clean, and thoughtful products crafted for you and
your family's healthy lifestyle

Notes:



jordanesentials.com

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AS SEEN IN

USA Today, Women's World, 417 Magazine, and Success Partners. Products featured on the TODAY holiday drive, local news, award winning Lotion Bar and more! Nancy has also been a featured speaker and guest on CBS Living It Up, Global Parkinson Summit, Success Partner featured speaker and panelist. DSA Board Member and numerous other publications, podcasts and books. See website for full details.