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4Life Business Magazine · October 19

Multilevel Marketing · Industry · Success



Retention

DO *life* DIFFERENTLY™

Growth



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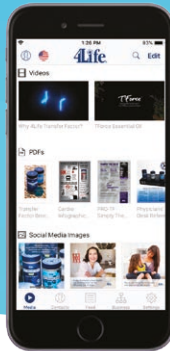
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Europe, your great market

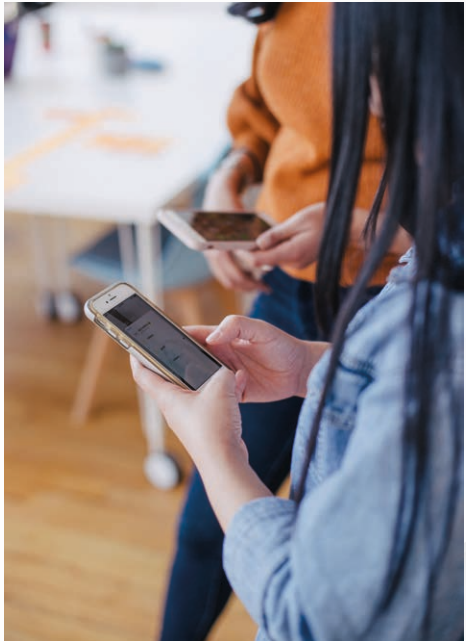
After studying the most recent data from the direct selling industry in Europe, I would like to extract a few interesting reflections as to why our market has been consolidated as a great opportunity for starting a business.

The new technologies, the new type of economy and communications, which are getting faster and faster, will bring different ways of doing business in the coming years. This offers a great opportunity for our industry thanks to consumer demand and trends, as they are seeking personalised service and experience with high added value. This situation offers us great potential for growth in our sector. With the optimal combination of a focus on people and the new company apps and websites, 4Life offers the perfect tools to tackle this new challenge.

Another more significant and encouraging point is the great positioning of the Multilevel industry in the European market, where 5 countries (Poland, Italy, United Kingdom, France and Germany) are generating a turnover above one billion, once again proving the solidity and reputation of this business opportunity.

At 4Life, we are ready to face the future with exclusive products on the cutting-edge of wellbeing, with offices in 25 markets and with the best compensation plan in the industry, to continue to respond to all the demands of the European market.

Rafael Fernández
European Vice President
4Life Research



COSTA DEL SOL

Marbella

 MASTER BUILDER TRIP

JOIN THE NEXT INCENTIVE TRIP
ON JUNE 2020

Find out how at 4LIFEBASICS.COM

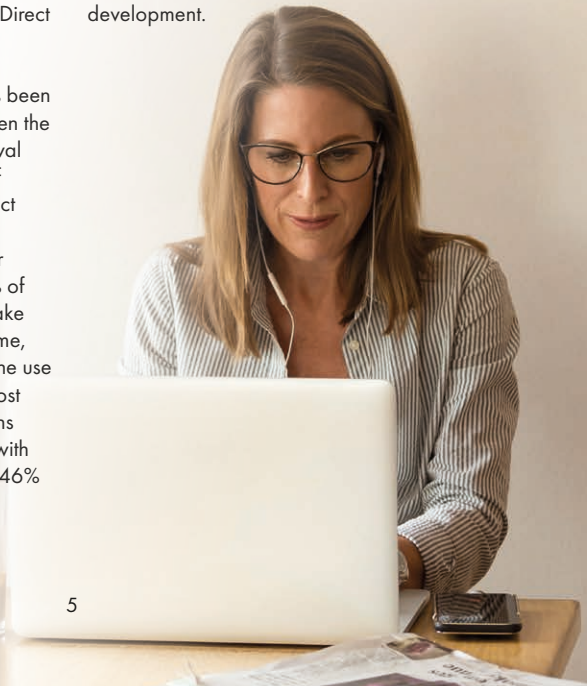
Entrepreneur, independent and limitless: this is the direct selling woman

With an average age of 43, she values the great possibilities for a work/life balance, autonomy and professional growth offered by the direct selling sector.

If the passage of time has shown us anything, it's that direct selling is a real business opportunity. The European average of time in the sector is six years, which proves its stability. In the European Union, one in every 70 people has decided to pursue the direct selling industry. In other words, seven million people have their own businesses in this sector. All direct selling companies have one common factor: they consist of a high percentage of women. In Europe, women make up 78% of the force in comparison to 22% of men, according to the latest statistics published by SELDIA, the European Direct Selling Association.

Since the beginning, multilevel marketing has been characterised by its direct relationship between the seller and buyer of the product. With the arrival of new technologies and the incorporation of social media into our lives, this point of contact has adapted, allowing women to start their businesses from anywhere, regardless of their personal and family situation. Currently, 25% of people that work in direct selling choose to take the first step from the comfort of their own home, taking advantage of the benefits offered by the use of apps and online platforms. Even so, the most characteristic dynamic of direct selling remains the same; 68% of distributors hold meetings with their buyers individually, face to face, and a 46% undertake group demonstrations too.

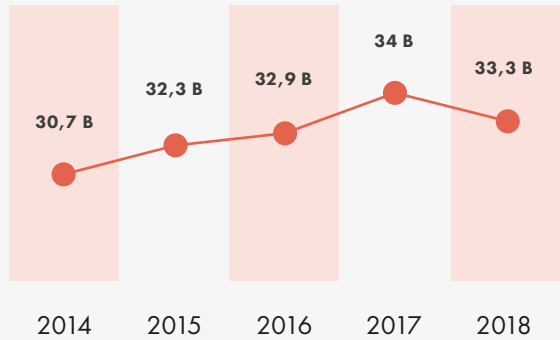
Another factor that encourages so many women to get started with direct selling is the real possibility of professional growth. Given that here, growth is strictly linked to personal ability to develop the business, the "glass ceiling" phenomenon does not occur, which is the difficulty for women to reach senior positions in conventional companies. In direct selling, both men and women have equal opportunities and can reach very important positions within the business, achieving unlimited personal and professional development.



Direct selling in figures

PROGRESSION OF EUROPEAN SALES

Despite having suffered a slight decrease in sales in some markets, Europe continues to be a great global power in direct selling, generating 21% of global sales in the industry.



B = BILLION EUROS

PEOPLE ACTIVE IN DIRECT SELLING

Over 14 million people are actively working in direct selling in Europe.

People active in direct selling:

14,3
MILLION

78% women
22% men

Average age of people in direct selling:

43

80%
Part time

20%
Full time

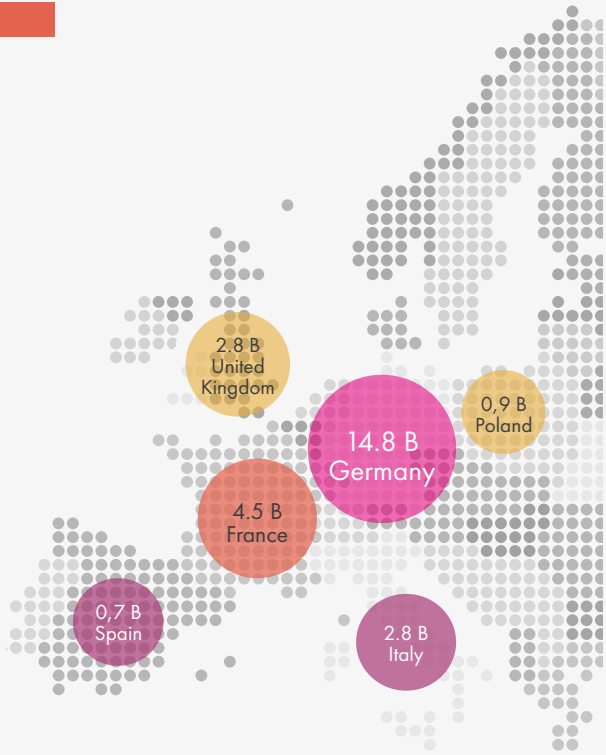
WORKING DAY
FOR DIRECT
SELLING

TOP 6 EUROPEAN MARKETS

Germany holds the top spot for sales among countries in the European Union and, together with Poland and France, has experienced growth in 2018. Particularly for France, significant growth is anticipated in the coming years, which already grew by 3% year-on-year in 2018 according to SELDIA.

The direct selling market in Europe is the third largest in the world, with total sales of over €33 billion, of which €29.7 billion were achieved in the EU.

According to the AVD, the Spanish Direct Selling Association, sales increased by 1.1% in Spain during 2018, becoming the sixth largest market for direct sales in Europe.

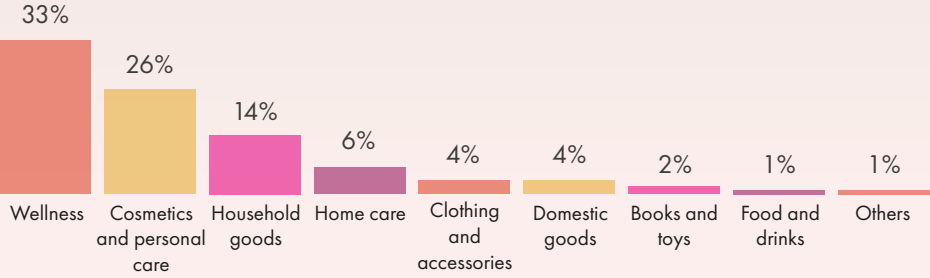


B = BILLION EUROS
Excluding taxes

EUROPEAN SALES BY PRODUCT CATEGORY

Published in June 2019

Wellness and personal care are the categories that generate the highest turnover from direct selling in Europe, covering 59% of the total.



WHAT IS YOUR STORY?

Nowadays, storytelling is a part of every business, brand or digital strategy. Why is it so important?



Storytelling is the art of telling the story of a brand and its products.

The purpose of telling a story is for the audience to connect with a brand, product or person, to generate a relationship of trust and to influence their later actions. For example, it's not the same to list the ingredients of Transfer Factor Plus™ as it is to tell of your personal experience with it, why you decided to take it and how it helped you. The latter is much more motivational and can attract the attention of more people, even without mentioning the name of the product.

There are many factors that can make good storytelling: the story must reflect the brand values and be aligned with the messages it issues. In an environment that is saturated with adverts, only stories that connect with

our emotions will be remembered. For this reason, it is essential for your story to be moving. And, above all, it must not have a promotional discourse. Often, the stories that sell the most are those that don't show the product or don't speak directly about its benefits, as storytelling is something much more subtle and profound.

TIPS ON HOW TO CREATE A STORY THAT CONNECTS:

Trust. What you are talking about must have real benefits for your audience and originate from a trusted brand.

Curiosity. During the development of the story, there must be moments of tension in order to attract the other person's attention and spark their curiosity.

Proximity. The characters or situations in the story must be credible and close.

Coherence. It is coherent with yourself and with your own lifestyle.

At this point, you will be wondering how to follow a communication strategy, if you are sure about the messages you want to launch, or simply how you want to structure your own story. Below, we will ask some key questions to help you convert your ideas into solid messages:

1. Do you know your audience?

The first thing you need to find out is what they're worried about, interested in or motivated by, and emphasise those parts.

2. What is your main message?

To answer this question, you must be sure about the purpose of your story and what motivates you to tell it. Then, summarise it in a single sentence and voilà, there is your main message.

3. How are you going to approach your discourse?

Think about whether you want to talk about who you are, if you want to provoke a purchase, if you want to raise awareness for a cause, promote a collaboration, etc.

4. What is the action plan?

After telling your story, it is important to focus on the action plan. It's simple, just show them the next step to get the product or benefit you have been talking about.

Remember that a story with a beginning, development and conclusion should provoke interest and emotion, which will help you to create a community that is committed to your business. As people, we empathise, we are inspired and we are motivated by the personal experiences of others, take advantage of that!

Competition

Would you tell us your story?
Fire up your creativity!

Tell us whatever you want, as long as it's related to 4Life; your success story, the first time you signed someone up, your experience with a product...

Create your own story in video format for a maximum of 2 minutes. If you prefer, you can record it with your front camera. Check our Facebook /4lifeeurope to see the details of the competition. The best videos will be published on our social media!

Conditions:

- All 4Life distributors can participate.
- The video must be of good quality; take the lighting into account.
- It must not exceed 2 minutes.
- And finally, it must be compelling!



WHAT TYPE OF DISTRIBUTOR ARE YOU?



BUSINESS ORIENTED

- To you, independence and autonomy are essential at work.
- You like to encourage other people to achieve their professional goals.
- You know that starting a business with a multinational company to support you is a low investment risk.
- You have great social skills and enjoy presenting the opportunity to others.
- Deep down, you have the spirit of a headhunter. You find it easy to tell which people have the best potential for developing the business.
- You have a great sense of leadership.
- You feel the responsibility to improve and help those around you to improve their lives.
- You know the benefits of stepping out of your comfort zone and encourage others to do the same.

PRODUCT ORIENTED

- Wellbeing and nutrition are some of your greatest interests.
- You have a clear vocation for science and particularly for Transfer Factor™.
- You have always liked to share and recommend products that work for you.
- You have great didactic skills that help you to share your knowledge.
- You like to research and learn about the characteristics of the products you consume.
- You read and attend training about the product in order to refresh your knowledge.
- You provide training and demonstrations of your favourite products.
- You like to discover which combination of products is the most suitable for each person or need.

You probably feel that you identify more with one of the two profiles, however, at 4Life we believe that the key to success is to combine characteristics from both profiles, as this is the only way can we build a balanced business through sponsorship, retention and sales volume, the three main drivers for growth in the Multilevel industry.



ENROLL DUPLICATE RETAIN

¡Earn extra income with Builder Bonus!

The Builder Bonus is a key programme for creating a solid structure on your Multilevel Marketing business through three basic actions:

1. Present the product or business opportunity
2. Build loyalty with the Loyalty Program
3. Maintain and duplicate this same strategy with your team

Discover more at 4lifebasics.com

DO *Life* DIFFERENTLY™

4Life®