

AUGUST 2021

Weekly Wins

Summer is winding down – and opportunities to build your business are winding up! Familiarize yourself with new products, resources and selling strategies to set yourself up for more success. Weekly Wins provides simple, specific steps your group can follow to boost retail customer sales this month by taking advantage of timely product promotions and proven selling tools from Amway.



Amway

For existing IBOs only. Not for use with prospects.

For your meetings this month

WEEK 1

BACK-TO-SCHOOL ESSENTIALS

New school year, new opportunities to build your business! Help parents and teens prepare for busy schedules with amazing products. **Artistry Studio™ skincare** helps high schoolers get yearbook photo ready. **XS™ bars and snacks** are perfect treats, while **n* by Nutrilite™** supports wellness routines. And **Amway Home™** tackles tough stains to keep everyone looking their best!



WEEK 2

HELLO, NUTRILITE KIDS!

NEW AUGUST 11!

Nutrilite™ Kids is a new line the whole family will love! Nutrients from fruits and veggies power these fun and tasty products that nourish little bodies and minds.† The **Multivitamin Gummy** offers 12 essential vitamins and minerals. **Complete Immunity Fast-Melt Powders** are like a pixie stick, but good for kids!† **Brainiums DHA™ Jelly Splats** support brain health† with a fun, jello-like format. And the **Superfood Smoothie** is packed with whole-food purees.

† This statement has not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.



WEEK 3

SWITCH SELL BUILD

Ready to grow your business by scoring even more Verified Customer Sales? The **Switch Sell Build mobile app** is here to help! By showing you how profitable getting customers to switch their everyday products to Amway™ products is, Switch Sell Build makes it easy to map out a business strategy. Plus, it's a great teaching tool to use with your team.



WEEK 4

SELLING SUCCESS

Social media has a big presence in our lives – and it can bring big value to your business. Social media can open new opportunities to connect with customers, sell your favorite Amway products – and increase your earnings! Grow your knowledge on social selling, and take your business to the next level!†

† At all times, adhere to [Amway Social Media Guidelines](#).

WEEK 5

FALL CATALOGS

Capture customers' interest all season long with updated catalogs! Tiny but mighty, the **Fall Mini Catalog** is packed with exciting, new products customers will love. And score Verified Customer Sales with wow-worthy products featured in the **Health, Beauty** and **Home catalogs**. Plus starting August 18, receive this season's catalogs for free with a \$10 minimum order.

SPECIAL OFFER
AUG. 18 – OCT. 20



WEEK 1

Back-to-School Essentials

New school year, new opportunities to build your business! Help parents and teens prepare for busy schedules with amazing products. **Artistry Studio skincare** helps high schoolers get yearbook photo ready. **XS bars and snacks** are perfect treats, while **n* by Nutrilite** supports wellness routines. And **Amway Home** tackles tough stains to keep everyone looking their best!

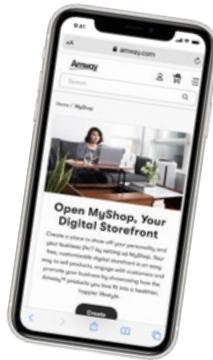


► FIND IT HERE

Get all products on [Amway.com](https://www.amway.com).

► TRY THIS

- Make a list of customers with teenagers. Connect to see if they need to stock up for the start of the year.
- Create a back-to-school theme in your [MyShop](#) by adding related products customers will love!



► SHARE WITH CUSTOMERS

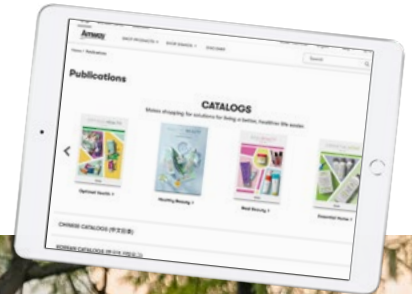
Suggest these products to parents. Use the [Share feature](#) when you do!

- Artistry Studio [Clean Start Wipes](#) are easy to throw in a gym bag.
- XS [Protein Crisps](#) and [Energy Bars](#) are a quick homework snack.
- n* [Slay the Day](#) products help teens focus.
- Parents will love Amway [Home Detergent](#).



► LEARN MORE

Flip through the Amway [digital catalogs](#) for more ideas.



NEW AUGUST 11!

WEEK 2

Hello, Nutrilite Kids!

Nutrilite Kids is a new line the whole family will love! Nutrients from fruits and veggies power these fun and tasty products that nourish little bodies and minds.† The **Multivitamin Gummy** offers 12 essential vitamins and minerals. **Complete Immunity Fast-Melt Powders** are like a pixie stick, but good for kids!† **Brainiums DHA Jelly Splats** support brain health† with a fun, jello-like format. And the **Superfood Smoothie** is packed with whole-food purees.

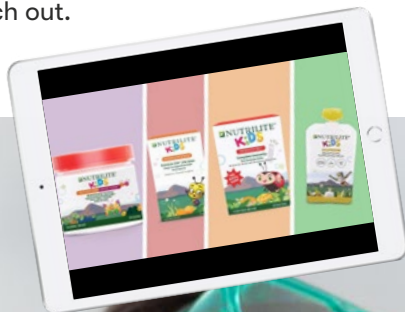


► FIND IT HERE

See the new products on [Amway.com](https://www.amway.com).

► TRY THIS

- Get a sneak peak of Nutrilite Kids and selling tips by watching the [Amway™ Education Facebook](#) broadcast on August 10.
- Have customers with little ones? They'll want to know about these products! Make a list and a plan to reach out.



► SHARE WITH CUSTOMERS

- Text or direct message Customer-Facing Product Tiles. Find them in the Resource Center. Pair them with a [Share feature](#) link so you get credit for any resulting sale!
- Send your customers a fun, shareable video. Find them on the [product pages](#).



► LEARN MORE

Get an overview and learn how to sell Nutrilite Kids with this [Amway Education course](#).

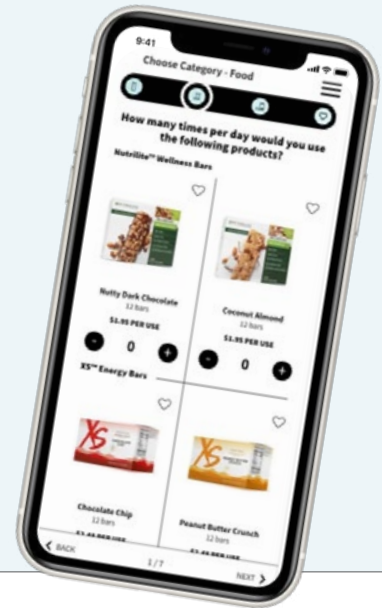


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WEEK 3

Switch Sell Build

Ready to grow your business by scoring even more Verified Customer Sales? The **Switch Sell Build mobile app*** is here to help! By showing you how profitable getting customers to switch their everyday products to Amway products is, Switch Sell Build makes it easy to map out a business strategy. Plus, it's a great teaching tool to use with your team.



► FIND IT HERE

Download the app on [Amway.com](https://www.amway.com).

► TRY THIS

- Get a quick overview of the app with this [video](#).
- Once you have the app downloaded start creating business-building scenarios!
- Watch the [Amway Education Facebook](#) Switch Sell Build broadcast on August 17.



► SHARE WITH CUSTOMERS

Ask your customers about products they use daily. Suggest they switch to Amway products instead. Here are easy swaps:

- Glister™ [oral care](#) essentials
- Artistry™ [makeup](#) staples
- Artistry Studio and G&H™ [body care](#)
- Nutrilite™ [vitamins and supplements](#)
- Amway Home [laundry](#), [dish](#) and [surface](#) cleaners

► LEARN MORE

Read through the Switch Sell Build App [FAQs](#).



* Available for iOS™ and Android™

** Android is a registered trademark of Google LLC. iOS is a registered trademark of Cisco Technology, Inc.



WEEK 4

Social Selling Success

Social media has a big presence in our lives – and it can bring big value to your business. Social media can open new opportunities to connect with customers, sell your favorite Amway products – and increase your earnings! Grow your knowledge on social selling, and take your business to the next level!*



► FIND IT HERE

Join the [Amway Education Facebook group](#) for ongoing social media support and tips.

► TRY THIS

- Review Amway's [Social Media Guidelines](#) so you understand the rules.
- Add your [MyShop](#) link to your social media profiles. It's an easy way to up your visibility!



► SHARE WITH CUSTOMERS

- Think about how you naturally talk about products in real life. Translate that voice to social when posting images, videos and stories.
- Remember the 4-1-1 rule for a balanced mix of content. For every six posts...
 - Four should entertain or educate – post a recipe or workout routine.
 - One should be a soft sell. Like showing a product in your photo without a call to purchase.
 - One should be a hard sell – directly discuss a product and ask followers to reach out

► LEARN MORE

Complete these Amway Education social media [courses](#).



WEEK 5

Fall Catalogs

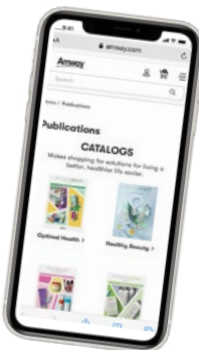
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► FIND IT HERE

- View all catalogs and share them on [Amway.com/publications](https://www.amway.com/publications).
- Receive this season's catalogs for **FREE** when you place an order of \$10 or more.* Offer is available to IBOs, registered and preferred customers. Just add the catalog item number to your first online order between August 18 - October 20. *Additional catalogs can be purchased by SKU on Amway.com.*



► SHARE WITH CUSTOMERS

- Let customers know they can get a sneak peak of new product launches from Artistry Skin Nutrition™, n* by Nutrilite and Atmosphere Sky™!
- Talk about the AmPerks™ Customer Rewards Program with your customers. [Learn](#) how they can earn points while shopping.

► LEARN MORE

Visit the [Better Than Ever customer experience page](#) to find even more ways to wow customers.



► TRY THIS

Bring printed catalogs on-the-go for a great leave-behind with potential customers. Remember to Tab It! with products they'll like.

* One catalog per ship-to address.

