

# AUGUST 2022

# Weekly Wins

Summer may be winding down, but 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 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

### BYE-BYE PY22, HELLO PY23!

It's the last month of PY22! Keep earning current discretionary growth incentives to make the most of August. And, get ready for **new growth incentives** launching September 1.



## WEEK 2

### HELLO NEW PRODUCTS

Capture your customers' attention with new wow-worthy products! Score more Verified Customer Sales with the 20-year anniversary-edition **XS™ Watermelon Lemonade Energy Drink** (available August 10), new **Pursue™ Disinfectant Cleaning Wipes** (available August 10) and super-enriched **Artistry Skin Nutrition™ Vitamin C+HA3 Daily Serum** (available August 24).



## WEEK 3

### BACK-TO-SCHOOL MUST HAVES

New school year, new opportunities to sell to customers! Help parents, teens and kids prepare for busy schedules with amazing products. The **Healthy Kids Bundle** is the answer for busy parents and picky kids. Teens will love **Artistry Studio™** skincare and makeup. Teens will love Artistry Studio skincare and makeup. And your teens-and-up customers can turn to n\* by Nutrilite and XS products to support their wellness needs.†\*



## WEEK 4

### IT'S HOT; STAY HYDRATED!

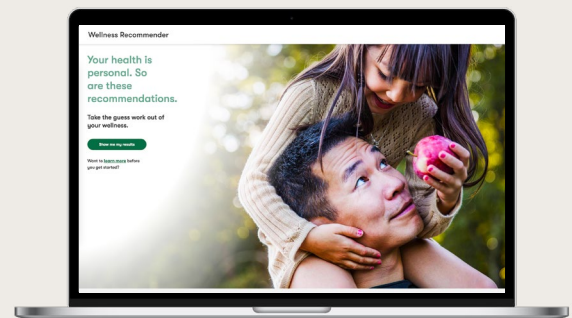
Staying hydrated is key for a healthy body and mind. Help customers get more ounces in each day with an **eSpring™ UV Water Purifier**. And let them know water doesn't have to be boring! They can add a boost of flavor and electrolytes with **XS™ Sports Twist Tubes**.



## WEEK 5

### DIGITAL UPGRADES

Make the most of **new digital updates**! Start with MyShop by adding the **Wellness Recommender** right to your page, helping customers pick products and securing VCS. Ready to check your status? Head to My Performance Dashboard. Now, your Performance Bonus and Customer Sales Incentive can be found there!





WEEK 1

# Bye-bye PY22, Hello PY23!

It's the last month of PY22! Keep earning current discretionary growth incentives to make the most of August. And, get ready for **new growth incentives** launching September 1.



## ► FIND IT HERE

Keep on eye on [Amway.com](https://www.amway.com) for up-to-date resources to help you grow a more profitable and sustainable business.

## ► TRY THIS

- Check your [My Performance Dashboard](#) to see where your Verified Customer Sales (VCS) sit. Then, make a plan to score more before the end of the year!
- Understand the new discretionary growth incentives so you can start earning from the start. The Growth Incentives handout can help (find it on [Amway.com](https://www.amway.com)).

## ► SHARE WITH CUSTOMERS

Score more VCS by making a 3-2-1 customer outreach plan:

- Reach out to 3 customers you haven't heard from recently
- Share 2 new [products](#) they might be interested in
- Follow up 1 week later to see if they'd like to place an order



## ► LEARN MORE

- Watch this [video](#) for an overview on all the opportunities coming in PY23.
- For business-building resources, visit [Manage Your Business](#) in the Resource Center.



WEEK 2

# Hello New Products

Capture your customers' attention with new wow-worthy products! Score more Verified Customer Sales with the 20-year anniversary-edition **XS Watermelon Lemonade Energy Drink** (available August 10), new **Pursue Disinfectant Cleaning Wipes** (available August 10) and super-enriched **Artistry Skin Nutrition Vitamin C+HA3 Daily Serum** (available August 24).

COMING SOON!



## ► FIND IT HERE

Visit [Amway.com](https://www.amway.com) for all products.

## ► TRY THIS

- Update your [MyShop](#) so all three new products are front and center.
- Need help? [Watch](#): Use MyShop to Build Business.
- Create a [social media plan](#) and [schedule](#) to promote each product as they launch.\*



## ► SHARE WITH CUSTOMERS

- What's better than watermelon in the summer? Share a can of XS with customers so they can try before they buy!
- Help customers keep their home clean and protected with Disinfectant Cleaning Wipes.\*\*
- Let beauty lovers know the new Vitamin C+HA3 Daily Serum brightens and plumps skin while it visibly reduces the look/appearance of lines and wrinkles. Send a [Customer Tile](#) to spread the word!



## ► LEARN MORE

Check out [Amway™ Education](#) for selling courses and resources.

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

\*\* Kills SARS-CoV-2 Virus (COVID-19 Virus) (2019 Novel Coronavirus).





WEEK 3

# Back-to-School Must Haves

New school year, new opportunities to sell to customers! Help parents, teens and kids prepare for busy schedules with amazing products. The **Healthy Kids Bundle** is the answer for busy parents and picky kids. Teens will love **Artistry Studio** skincare and makeup. And your teens-and-up customers can turn to n\* by Nutrilite\* and XS products† to support their wellness needs.†



## ► FIND IT HERE

Visit the [Resource Center](#) for more back-to-school essentials.

## ► TRY THIS

- Make a list of customers with teens and kids. Reach out to see if they need to stock up for the school year. Suggest [DITTO™ Scheduled Orders](#) so they never run out.
- Create a back-to-school theme in your [MyShop!](#)

## ► SHARE WITH CUSTOMERS

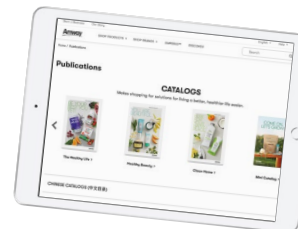
Suggest these products to parents. Use the [Share](#) feature when you do!

- The [Healthy Kids Bundle](#) is full of products parents will love and kids need.
- [Artistry Studio Glow Boss Cleanser](#) is the perfect start to any school day.
- n\* by Nutrilite [Slay the Day – Focus Soft Chews](#) help promote overall brain health and focus.\*
- [XS Sports Twist Tubes](#) are a delicious, hydrating treat to fuel that homework sesh.‡



## ► LEARN MORE

Check out the [Healthy Kids bundle](#) in the [Resource Center](#).



† 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.

\* n\* by Nutrilite products are not intended for children.

‡ Children under 12 years of age, pregnant women or nursing mothers, or anyone with a medical condition should consult a physician before using this product.



WEEK 4

# It's Hot; Stay Hydrated!

Staying hydrated is key for a healthy body and mind. Help customers get more ounces in each day with an **eSpring UV Water Purifier**. And let them know water doesn't have to be boring! They can add a boost of flavor and electrolytes with **XS Sports Twist Tubes**.



## ► FIND IT HERE

Check out [eSpring Purifiers](#) and [XS Sports Twist Tubes](#) on [Amway.com](#).



## ► TRY THIS

- Post hydration tips and tricks on social media!\* Share how you make staying hydrated a daily habit.
- Read through this [blog post](#) for more hydration habits.

## ► SHARE WITH CUSTOMERS

- Clean, pure water is so good for us. Add an [eSpring Customer Tile](#) to your next convo.
- Video more your style? Here's a fun [XS promo Video](#) all about hydration. Love the summer vibes!

## ► LEARN MORE

- Explore [this page](#) to learn why home water treatment systems are better for you, and the environment.
- See what other XS hydration products are available in this [course](#).

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



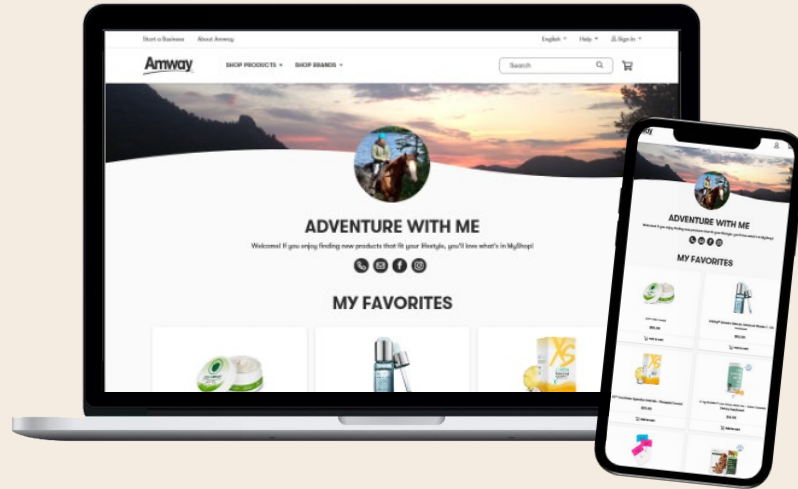
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WEEK 5

# Digital Upgrades

Make the most with **new digital updates!** Start with MyShop by adding the Wellness Recommender right to your page, helping customers pick products and securing VCS. Ready to check your qualification? Head to My Performance Dashboard. Your Performance Bonus and Customer Sales Incentive can be found there!

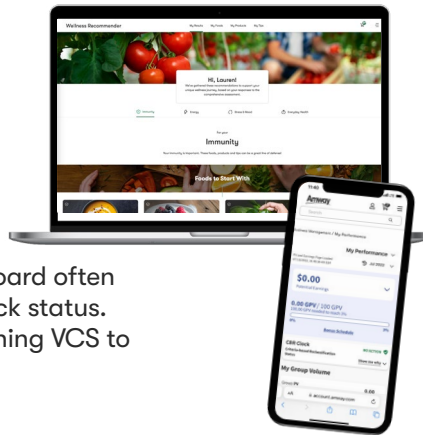


## ► FIND IT HERE

Visit your [MyShop](#), [Wellness Recommender](#) and the [My Performance Dashboard](#).

## ► TRY THIS

- Take the [Wellness Recommender](#) assessment yourself so you're ready to answer customer questions.
- Check your My Performance Dashboard often to see your CBR Clock status. Stay focused on earning VCS to stay off the clock!



## ► SHARE WITH CUSTOMERS

- Use the Share assessment in the Recommender menu to send a link and get credit when a customer makes a purchase.
- Let customers know there are two Wellness Recommender options – a 10-minute comprehensive assessment or a quick version.
- Follow up to see what their product recommendations are. Score VCS by helping them place an order.
- Be sure to personalize your MyShop order confirmation message; it's the little touches that count!

## ► LEARN MORE

- Get more information on the Wellness Recommender on [Amway Education](#).
- Find out how you can use MyShop to boost your business in [this course](#).

