

# lifestyle



ignite. innovate. embrace.

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Business anywhere *because* life's everywhere!

# THE RELIV MOBILE APP

- Get instant notifications when you have new activity
- Track your personal group orders and volume
- Easily share videos and websites with recruits
- Instantly sign someone up
- Access latest training, tools, videos and podcasts
- Shop for products, sales aids and gear

ONE OF MY FAVORITE FUNCTIONS IN THE  
NEW APP IS THE EASE OF SHARING VIDEOS  
WITH PROSPECTS AND CUSTOMERS!

— Bronze Ambassador **Joyce Holthaus**

Order yours today at [reliv.com/p/app](https://reliv.com/p/app)

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As with any independent business, success as a Reliv Distributor requires a significant amount of hard work and dedication. The individuals featured in this material offer a glimpse into the lifestyle and economic benefits they are enjoying through the Reliv opportunity as a result of their own skills and personal effort. These stories are examples only and are not intended as averages or guarantees.



# ignite. innovate. embrace.

a letter from our Chief Executive Officer **Ryan Montgomery**

Happy 30th Anniversary Reliv! After three decades, it's more important than ever to understand the foundation we've built. Reliv has a 30-year heritage of doing things a certain way based on core beliefs and values that will always be the motivating force in our company, and these ideals remain constant.

Our vision is to build the future on the strengths and foundation of the past. We value things like quality, trust, integrity, changing lives, giving back and family. And we believe in people, partnership, personal responsibility, personal growth, and keeping things simple and fun. Reliv will always be a people and relationship business. We build people, and people build the business. We have a partnership where we can succeed together. You succeed, and Reliv grows, in that order.

Our Reliv values will not change. However, the world has changed in 30 years, and so has the industry, especially the last 5-10 years. The key to our future growth will be a blend of online and offline methods that continue to build personal relationships and the use of technology to reach new people. Success will happen for those that embrace traditional and new methods. The basic fundamentals (e.g., finding prospects, inviting, presenting, registering, onboarding and follow up) are the same and will remain the same...but because of technology, additional methods exist to perform each fundamental.

Moving forward, we will continue to modernize Reliv and build upon our solid beginnings. We intend to lead our industry with product and business development, not just keep up. It's important to have a simple product message that is teachable and easily duplicated. That's why we've worked to simplify our

product positioning into **Step 1: Core Nutrition** and **Step 2: Targeted Solutions**. Equally important, we are enhancing and modernizing your tools to help you build your business. Our new Reliv website and videos that show our products and compensation plan are examples of our commitment to support you.

My philosophy is to treat each day like it's DAY 1. After 30 years, we have to challenge ourselves to be as creative, opportunistic, and innovative as we were in our past to take advantage of opportunity in our future. I challenge you to make sure you're attuned with the times and willing to change to stay relevant. MULTIPLY WHAT WORKS, ABANDON WHAT DOESN'T... AND ALWAYS KNOW THE DIFFERENCE!

Reliv is a chance to do something special with your life. I heard some great advice recently which was "don't sell the airplane, sell the destination." In other words, focus on what Reliv can do for you and the people you reach. The products and business opportunity are "what" we offer. What you can achieve for YOU and your family is the "why" we do what we do.

Reliv is going to change lives for another 30 years and beyond. Our best days are ahead of us. It's a tremendous journey we share to work together, go through challenges and good times together, and celebrate together. And we can do all of this by building upon Reliv's foundation, which in turn, makes Reliv better for all of us.

# LOSE IT IN 2019!



## PETE FUNK

Because of Fit3™ I lost over 60 pounds in 6 months! The product energized me, the program motivated me, and the people encouraged me! Thanks Fit3!



## TERRI BOWEN

After just a week and a half of using Reliv products, I was down 7 pounds! And it keeps getting better! From 2015 to now I have lost 130 pounds, and I only have 50 more to go until I reach my goal weight! Thank you Fit3!

A woman with brown hair tied back, wearing a grey blazer over a white top, is smiling and looking at a tablet computer. She is holding a glass of milkshake with a straw in her left hand. The background is a blurred kitchen setting.

# Love At First (Web) Site

## 10 Reasons you'll love the new [reliv.com](http://reliv.com)

By Director of Marketing **Erin Koch**

We hope you enjoy exploring the new reliv.com! Whether you're a customer looking for a faster, easier way to shop for your favorite products or you're a Distributor who wants the latest tools and training with just a click, this website is for you.

- (1) **It's more modern.**  
From its clean, simple design to its engaging videos and pictures of delicious shakes and healthy, happy people, the new **reliv.com** draws you in and keeps you there longer.
- (2) **It's easier to use.**  
You want to find what you're looking for — fast! We get it. That's why we've simplified the navigation and reduced the number of pages so you can get what you need and be on your merry way. Would you believe we went from 794 pages to just 106?! Now that's what we call efficiency!
- (3) **It's faster to shop and sign up.**  
We've taken every effort to simplify and reduce the product benefits so you can quickly and easily shop for products. We've also made it faster to sign up as a customer or Distributor by including key benefits right up front so you or your prospects can make the best decision.
- (4) **It's easier to share the product line.**  
If you've ever struggled trying to share Reliv products with your friends or family, be sure to check out the "Our Products" section and watch our new product category wheel to see how you can customize your core nutrition shakes with targeted solutions.



Key benefits right up front and product category wheel



## Free Fit3 Program



- (5) **Beautiful, custom designs for every device.** Whether you have a small phone, large phone, tablet or large monitors, our website was designed to look beautiful on every device.

- (6) **You get the Fit3 program absolutely free.** No, we're not crazy. We're just excited to share the Fit3 program with the world! We want everyone to get healthier and live happier, so we're pleased to now offer our nutritional coaching and workout videos for free! Just click "Our Products" and then "Fit3 Program" to access this incredible program.

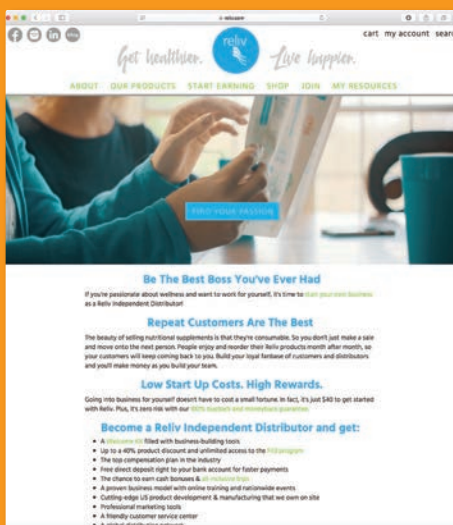
## Distributor Resource Center



- (7) **Access to delicious recipes.** Smoothies, pancakes, cookies — did you know your Reliv products can do all this?! Be sure to check them out on the Fit3 Program "Recipes" page.

- (8) **We've added a Distributor Resource Center.** Whether you're looking for tools, training or the latest promotions, you can quickly and easily find what you need as a Reliv Independent Distributor. Simply login and explore!

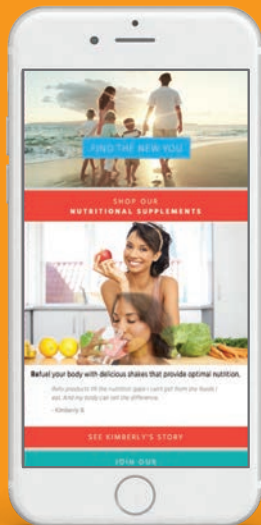
## New compensation plan video



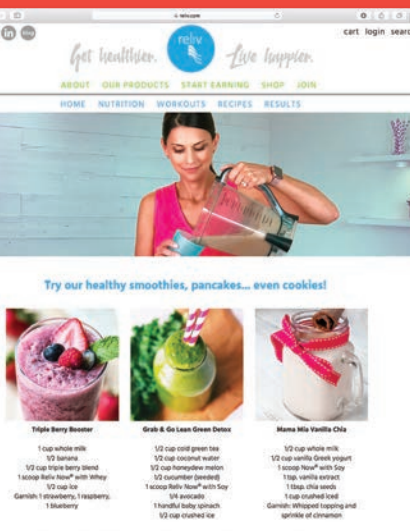
- (9) **We've added a new compensation plan video.** There are five ways to make money with Reliv, and this concise video walks you through it all in just a few minutes.

- (10) **We've combined all the science and research.** Clinical studies, research and development and health benefits are now all in one convenient place! Just go to "Our Products" and click "Science" to learn more.

Designs for every device



Delicious recipes



Science and Research



For short tutorials on how to navigate the new website go to [reliv.com/success-training](http://reliv.com/success-training).

These easy recipes are so delicious that you'll forget they're healthy for you! Filled with Reliv core nutrition and whole ingredients, these treats will nourish your body all day long.



## Treat Yourself With Reliv



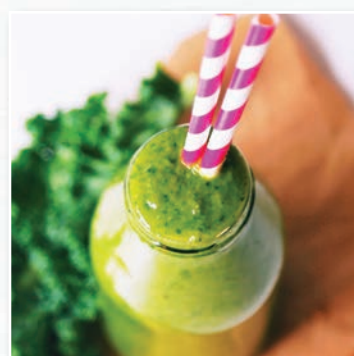
### Give Me S'more Shake!

- 1 cup unsweetened vanilla almond milk
- 1 tsp. pure vanilla extract
- 1 scoop Chocolate Reliv Now® for Kids
- 1 scoop Fit3™ Active or Reliv Now®
- 2 tsp. ground whole wheat graham cracker crumbs, divided use
- 1 cup ice



### Strawberry Kiwi Smoothie

- 1 scoop Innergize!® or Reliv Now®
- 1 cup coconut milk
- 1 frozen banana
- 1 kiwi
- 1 cup strawberries



### Winter Green Smoothie

- 1 scoop Reliv Now®
- 1 cup unsweetened almond milk
- 1 cup spinach
- ½ cup pear slices
- ½ cup frozen grapes
- ½ frozen banana



### Fit3™ Protein Donuts

*Yields 10 servings*

- ½ cup Fit3™ Active
- ½ cup coconut flour
- ½ tsp. baking soda
- ½ tsp. baking powder
- ¼ cup unsweetened cocoa powder
- ¼ cup pure maple syrup
- 2 tbsp. coconut oil
- ¼ cup egg whites
- ½ cup unsweetened almond milk
- ¼ cup Greek yogurt or dairy alternative yogurt
- Baking spray

*Directions:* Preheat oven to 350 degrees. Spray a donut pan with baking spray and pour the batter into the pan. Bake for 12-15 minutes and enjoy!



### Fit3™ Active Chia Seed Pancakes

*Yields 1 serving*

- ½ mashed banana
- 2 egg whites
- 1 scoop Fit3™ Active
- 2 tsp. chia seeds
- 1/8 tsp. vanilla extract
- ½ tsp. baking powder
- 1 tbsp. whole wheat flour or gluten-free alternative
- 1 tbsp. almond milk

*Directions:* Mash the banana and mix in all the other ingredients. Heat a small drop of coconut oil in a large skillet pan over medium-low heat. Pour to make small pancakes or one large pancake. When bubbles start to surface, flip! Keep an eye on the other side—when it's golden you are done! Serve.

*Flavors:* Add a spoonful of powdered peanut butter or a dash of cinnamon for a different flavor! Don't like chia seeds? Just remove them from the recipe!

*Toppings:* Drizzle with a bit of honey, pure maple syrup, unsweetened plain Greek yogurt, or top with lots of fruit!



## WHAT WE LEARNED AT THE

Just two days can change everything, and our weekend at the Reliv Girlfriends' Getaway was an inspiring and motivational experience that we will never forget. When you get a large group of women together, magic happens. We learned that we are stronger than we think, braver than we feel and always better together. Here are our top 10 takeaways from this incredible event:



Reliv has a community like no other. Friendship goes hand-in-hand whether you're a customer or a Reliv Independent Distributor.





# Girlfriends' Getaway

By Director of Marketing **Erin Koch** & Social Media Coordinator **Michaela Mitchell**



2

Working out with friends is fun! There are so many ways to stay active from POUND® workouts, yoga, Fit3 workouts, or even a relaxing stroll through your neighborhood. Our guests were able to choose from all of these activities, and we had a blast!

Making positive lifestyle changes with Reliv and healthier choices will build your confidence and help you reach your weight loss goals! See some incredible results at [reliv.com/transformations](http://reliv.com/transformations).

3



4



The Girlfriends' Getaway was a weekend packed with strong, empowering women, and we can't wait to do it all over again! Stay connected with us on social media so you can be the first to see where we're going in 2019! If you were one of our guests, share your experiences with us on Facebook with the hashtag #RelivGirlfriendsGetaway.

Meal planning will be your best friend if you're a busy mom-on-the-go who suffers from "mom guilt." We love using our Fit3 program guide to help with this, and it's available to you for free at [reliv.com/nutrition-coaching!](http://reliv.com/nutrition-coaching!)



5

You can host an event or home shake party that really impresses on a dollar store budget. A white tablecloth, colorful cups and paper straws can give your product display a lot of pep without breaking the bank.





6

A Reliv business works around your life. You can work anywhere, with anyone, and whenever you want — thanks to technology like the Reliv mobile app.

Social media has a positive impact on your business, and best of all it's free to use! Entrepreneurs have access to more recruits than ever before making it easy to grow your customer list!

7



8

Reliv shakes make the day better and brighter, and our Girlfriends' shake bar was so delicious and so much fun! Trying a new recipe for your shake party is sure to boost your business. Check out our recipe cards and shake party signage at [flickr.com/reliv](https://www.flickr.com/photos/reliv/).

9

You are your brand. Own it! Find your passions and what makes you unique to build up your Reliv business. Jot down five things you're passionate about and use that to create your own online bio.



10

It's okay to be afraid, but with Reliv, you have a community of strong women who will raise you up and provide support!

# cheers to



By President of Sales & Marketing **Tom Pinnock**

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RELIV WILL CONTINUE TO EVOLVE WITH THE WORLD AND STAY RELEVANT WITH OUR PRODUCT LINE AND BUSINESS APPROACH. BUT MOST IMPORTANTLY, WE ARE COMMITTED TO THE SUCCESS OF THOSE WHO MAKE US WHO WE ARE — YOU, THE RELIV FAMILY.

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# years

For 30 years, Reliv International, Inc. has been helping people attain better health, teaching entrepreneurs how to build global businesses, and nourishing tens of thousands of needy children all around the world.

It all began three decades ago when **Bob and Sandy Montgomery** had a vision that would one day help the lives of hundreds of thousands of people. Teaming up with **Dr. Ted Kalogris**, the Missouri couple came up with a business model built around Dr. Ted's patented nutritional formula, Reliv Classic®. It was a simple beginning that would turn into a nutritional and health revolution that continues to this day.

And the simple truths that were at the core of Bob and Sandy's beliefs back then still ring true 30 years later. Make the best nutrition in the world, base the formulas on the most advanced scientific studies, and protect the products with patents. To help with this lofty goal, the Montgomeries brought in **Dr. Carl Hastings**, one of the premier food scientists in the country. Since that time, Dr. Hastings has earned nine nutritional patents with Reliv, all of them aimed at helping people to live longer, healthier, more energetic and happier lives.

A great way to better health is simply to move more, eat smarter, and drink your delicious Reliv shakes every day. This has been Reliv's rally cry for decades. Of course, no one person alone can get Reliv's core nutrition and targeted products into the homes of everyone, so a team of Distributors from around the world were recruited to help.

The Distributors are truly the heartbeat of the company, and Reliv Distributors are like no other. Our Distributors consist of thousands of part-time and full-time team members dedicated to helping people to better health, giving wonderful customer support, and teaching others how fun and rewarding entrepreneurship can be. Today there are more than 50,000 dedicated Reliv Distributors across the world, and that number continues to grow as more and more people learn about Reliv's amazing product line and its robust business opportunity.

From the very beginning, the philosophy at Reliv has been to provide the most sophisticated product line combined with the most lucrative marketing plan in the industry. That way, Distributors truly have an opportunity to provide for their families while helping others to do the same and live their lives to their full potential.

Reliv has done that and so much more as it continues to build a culture centered on happiness and personal growth. This is done in an environment where everyone is respected and accepted as they submerge themselves into a positive culture, thus allowing people to live purposeful, meaningful and fulfilling lives.

And as great as the last 30 years have been, the next 30 years promise to be even greater — and more important. Newly appointed CEO **Ryan Montgomery** put it this way: "There has never been a better time to build a Reliv business than today, and we aren't stopping until we're a billion dollar company and we're nourishing a million kids."

To facilitate that belief, Ryan Montgomery has led the charge to modernize and simplify Reliv's business strategy and tools. Thirty years ago there were no smart phones, internet, or websites. Today that has all changed as new advancements in communication have made it easier than ever to build a distribution network across the world. Indeed, Reliv is focused on taking advantage of all the new technology so that Distributors can pave their own futures and fulfill all their dreams.

Despite three decades of amazing success, we believe that our superior products and opportunity are needed now more than ever. We want to keep adding value to other people's lives as we continue to be rich in relationships and focus on helping others to get what they want. Our future has never been brighter, and you haven't seen anything yet. Here we go!

FIT3™ CHALLENGE WINNERS

# This is We

By Fit3 Head



## **Team Captain Debbi Grenz loves to share what this opportunity means to her:**

### **What does it feel like to be a Fit3 Champion?**

It is a little humbling, overwhelming and very, very cool! I will say that being treated like a celebrity was a little weird. Especially when we were "out on the town" and people would be staring at us. But, it was sooo worth every stare!

### **What did you learn about yourself through this process?**

I learned that I am very strong and very determined. I also learned that Fit3 is not a "fad diet," and in order to be successful in weight loss and fitness, you cannot deprive yourself. "Everything in moderation" has become my battle cry!

### **What was the best part about the retreat experience?**

Being a little selfish here, but I think, for me, the best part about the retreat experience was spending it with my four daughters and my three granddaughters and seeing their faces throughout the weekend.

### **Why did you choose to bring your daughters along for the retreat?**

Well, to be honest, if we had brought our husbands, we wouldn't have had any child care back home. But also, the opportunity to in-

still in them what it means to love yourself enough to do what you need to do to be the best you can be. This was an amazing thing!

### **What change in yourself are you the most proud of?**

I think I would have to say that I am most proud of myself for the confidence I have gained through this process! I am confident in who I am, I am confident that I will continue to strive for fitness, and I am confident that I can help others do the same! And we have the best way to do that with Reliv and Fit3!

### **What was the hardest part of your journey?**

The hardest part, for me, was persevering through some struggles "This is We" encountered during the challenge. It would have been really easy to just say, "Well, I guess it wasn't meant to be," and quit. But we didn't. And looking back, and now looking at who we are, it WAS meant to be! All of it!

### **What's next for "This is We?"**

The possibilities for "This is We" are limitless! We are some pretty strong women at this point, and I think we can do amazing things. I have a butterfly hanging from my rear view mirror in my car that says "Free to be me," and I can honestly say that epitomizes the reason we chose the team name. This is We and we are proud of us!!



Coach **Tina Van Horn**

Reliv Live in Orlando was an all-out celebration of how Reliv changes lives. So, it was the perfect setting to celebrate the transformations from the recent Me+3 Fit3 Challenge.

Nearly 150 teams joined the challenge that pushed the participants to explore new ways of improving their health with Reliv products and the Fit3 program. But not only that, they also had to share their journey through social media posts during the 90-day challenge. Their stories were shared thousands of times via social media and encouraged others to get on board with Fit3.

The competition was so strong that when it was all over, two teams were selected as runners up and two teams were awarded third place. But only one team could be crowned the champion, and that honor went to **This is We**. Team Captain, **Debbi Grenz**, and her three daughters, **Kalli Lathom**, **Kassi Mills**, and **Katti Baney** not only shared their success (280 pounds lost!), but didn't hide the struggles that they faced throughout their journey. They all attributed their success to the support of their amazing teammates.

As part of the challenge grand prize, every member of "This is We" was treated to an all-expenses paid trip to Reliv Live. Upon arriving in Orlando, the ladies were whisked away for a luxurious retreat that included pampering and "glamming up" for their special appearance on stage. To make the experience even more magical, each of the ladies brought along one of their daughters (ages 9-14) to share this once-in-a-lifetime event.

## 2nd Place Teams

(Won Fit Kits and a special event in their local area)



### New Creations

Delaney Olson, Darby Olson, Kerri Olson, Katelyn Mozeika



### Steel City Belly Flats

Missy McCabe, Lori Hobbes, Sherry Walker, Jackie Smith

## 3rd Place Teams

(Won Fit Kits)



### 3 Beauties and a Beast

Terri Bowen, Danny Bowen, Valarie Webb, Melanie Morales



### You Bet We Can

Betty Andrews, Patti Arsenault, Cheryl Matthews, Claradith Kingsbury



# HOW DOES LIFE CHANGE WITH RELIV?

**People all over the world have experienced the life-changing impact of the Reliv products and business opportunity. Jump-start your health and your business with a company like no other!**



**Susan Knowles**

**Garden Grove, California**  
**Age: 68**

Since I started taking Reliv products in 2009, I have experienced more energy, better sleep, and just feel great all the time! I lead a music team for teens who seem to get tired and want to sit down a lot, but I am constantly full of energy and jumping out of my seat. My life is so much better because of Reliv. I'm 68 but living life like I'm in my 50s! I'm able to do things that people my age can't normally do. I'm at a healthier weight and have a much more active lifestyle because I've been taking my Reliv shakes now for nearly nine years. I am so thankful for the changes Reliv has helped me make in my life!



**Marj & Pete Funk**

**Schoenwiese, Manitoba, Canada**  
**Age: 38 & 33**

We started taking Reliv products in August 2017 to improve our health. We had little energy and could not keep up with our six children. We knew we had to make a change! In January 2018, we started the Fit3 program. Before Fit3, we did not exercise or eat a balanced diet. Now, after two Fit3 Challenges, we are physically stronger and more confident! Combined, we lost over 90 pounds! Now we like to exercise at least three times a week and have found we have much more energy. We've also reduced our eating portions and make better food choices. Our bodies feel better because we know we are getting the core nutrition we need to function. We cannot imagine our lives without Reliv. We hope to continue to be an active, healthy growing family together!



**Katie Moore**

**Utica, Michigan**  
**Age: 32**

I first started using Reliv products in 2014 after my first son was born. I was not receiving the nutrition I needed from my diet and lacked the energy to keep up with my baby boy. Before Reliv, my husband and I lived a fairly healthy lifestyle but had high stress jobs, ate out often, and didn't exercise enough. Once we joined the Reliv community, our lifestyle completely changed. Now, we spend much more time in the kitchen and more time as an active family! Three boys later, and I am proud to be a healthy mama for them!

Our entire family has benefited from the Reliv business opportunity and the products. Our family lifestyle has improved immensely because Reliv taught us that anything is possible. We have the best of both worlds — the health benefits we need to live an energetic lifestyle with three growing boys and the best income earning opportunity for the rest of our lives!



**David Enniss**

**Annandale, Virginia**

**Age: 31**

I first was introduced to Reliv in high school when my mother and I went on the products. Once I graduated from high school, I started looking into careers that did not offer residual income, and that's when I realized I wanted to be paid more than once for my efforts. Thus began my quest in college to find such a business opportunity. I evaluated Reliv during my entrepreneurship studies and compared them to various corporations and business models and was thoroughly impressed by many aspects of the organization: the integrity and values of corporate leaders, the honorable mission toward better health, and the quality of the Reliv community. I wanted to be able to exercise my entrepreneurial spirit and invest in my future while offering a substantial solution to people's health challenges.

As I was finishing college, I worked to develop a start-up business plan, but I soon realized the massive time and energy investments needed to implement and sustain a start-up. Regardless of how thorough you are, you still face odds of uncertainty, assume all the risk, and there is no guarantee for success. But through Reliv, I found a business with all the framework established and a huge support structure already in place. With Reliv, you are in business for yourself, but in no way are you by yourself.

Because of this network, I was able to achieve the rank of Key Director. My mentors taught me to be open to coaching and to follow through with every customer. They also encouraged me to invest in people's lives by creating a vision for them, one step at a time. I can't wait to teach my downline the same lessons! I am committed, and I will not invest my career with any other company.



**Nabila Mahbub**

**Canton, Michigan**

**Age: 32**

I first heard about Reliv in December 2016 when I saw Kimberly Burns' car sign: "Work from Home." After I introduced myself, Kimberly immediately invited me to her holiday party. Once I heard the testimonies and saw the science behind the products, I got extremely excited about the company. I felt a strong need to tell people about Reliv and help them improve their lives! I signed up the next day! By the end of the month, I was able to move up to the Master Affiliate level. Now I am at the Key Director level.

I love the opportunity to work from home or take my work with me wherever I go. I get to choose my own hours, travel, meet new people, and build new friendships. Often times people end up compromising their own health to focus on their job, but I found myself getting healthier after I started with Reliv. I like that Reliv allows me to work healthier and be healthier. Best of all, I get to help others do the same!

In my very first meeting with the Farmington Hills group, I felt welcomed and loved by the kindest people. As I got to meet Reliv members from around the world and the top leaders of the company, I was amazed by their positivity and humility. Since I started with Reliv, I have worked very closely with my upline and our Ambassador **Kimberly Burns**. She is my mentor, and I am truly grateful for her support! Now that I have my own downline, I try to give them the support that they need to get healthy and build their business. I focus on following up and providing support to create strong foundations for customers and Distributors.

It's important for potential customers to know that they are about to invest in a genuine company that is different than anything else out there in the market. Reliv changed my life and all the lives around me!

A close-up photograph of a young girl with dark skin and hair, wearing a white flower headband. She is holding a bright pink plastic cup to her lips and drinking. The background is a soft, out-of-focus mix of green and blue.

# 4.4 million Shakes Strong

NOURISHMENT IN  
THE HEARTS AND HANDS  
OF THE MALNOURISHED

Take a moment to think about how you feel after you drink your morning Reliv shake. Do you get a spark of energy for the day? Do you feel a bit more level-headed and focused? You may even sense a boost to your immune system given the high-quality ingredients and cutting-edge science behind every Reliv product.

As Reliv customers and Distributors, we have experienced the positive effects of our nutritional supplements, and we understand first-hand that our products are undoubtedly amazing and life changing.

But did you know that the results are just as amazing around the world for the malnourished children of the Reliv Kalogris Foundation? Parents and teachers alike have expressed gratitude for the overall health improvements they've seen in the children. Reliv Now® for Kids not only helps build up their immune systems, but it also helps with concentration and energy levels.

This year **4.4 million** Reliv Now for Kids shakes will be served to malnourished little ones around the globe! How is it possible to reach so many children?

Donors like you gift the Foundation with cash, which is then used to produce Reliv Now for Kids. The cases of product are shipped on pallets to our various international programs. On the other end are volunteers who number in the hundreds: teachers, pastors, social service workers, parents — all of whom volunteer their time to mix and distribute chocolate or vanilla shakes to anxiously waiting children. And when the kids don't receive their morning shakes, they are disappointed, to say the least!

## 4 easy ways to Donate

1

Select the "Now We Can" Donation Pack next time you order product. It's a \$60 donation that earns you points and can go towards your PVQ.

2

Donate in the shopping cart. There is a "Kalogris Donation" option for you to add a donation in any dollar amount to your order.

By supporting stronger immune systems with Reliv product, these children will have hope for a better future!



Hundreds of individuals served each year in the United States, Canada, Europe & Australia. Your donations and requests make this possible.



## Philippines

2.1 million ice cold shakes will be put into the hands of little ones, as volunteers go the extra mile to bring large chunks of ice to add to their shakes to help alleviate the heat.



## Haiti

There are 1.7 million shakes going into cups this year, and the kids love to make sure they get every last bit of yummy shake from their cup.



## Malaysia Sri Lanka Cambodia

Here the children like their shakes frothy, so volunteers will take extra time to pour and pour again, to get a frothy effect before handing out nearly 600,000 shakes this year.



Consider this tomorrow morning when you make your Reliv shake: More than 30,000 children from around the world are consuming the same quality of nutritional boost that you are! And if you have a moment of gratitude, maybe you'll want to pass it on and make it possible for the Reliv Kalogris Foundation to reach even more kids with Reliv nutrition by making a donation.

Did you know a child can receive a month's worth of Reliv Now for Kids for about \$5? It's a great feeling to know you are getting quality nutrition into the bodies of little ones who need it the most. And even though they won't know your name, they'll know about you and your generosity! And they will say "thank you"!

3

**First Giving**, an online donation site, is available to everyone and allows you to give whatever amount you would like as often as you like. Find the link on the RKF website.

*All these options can be set up as monthly ongoing donations. Call the DSC or visit [relivkalogrisfoundation.org](http://relivkalogrisfoundation.org) to download the form on our donation page. All donations to the RKF are tax deductible, as allowed by law.*

4

Find us on [Facebook.com/relivkalogrisfoundation](https://www.facebook.com/relivkalogrisfoundation) and donate on our page as well as set up a fundraiser. It is safe and secure and available to anyone on Facebook.

# SOCIAL MEDIA

## THE NEW WAY TO PROSPECT

By Social Media Coordinator **Michaela Mitchell**

Picture this: You're at the grocery store and run into an old friend from high school. Do you immediately tell them to join your direct selling business? Or do you catch up and reconnect with them first? The answer is the latter. This first connection is so important because it builds a relationship and opens the door to learning about your business.

Finding prospects and connecting with new people has never been easier for direct sellers than it is now. Bring your prospecting online! You don't even have to go to the grocery store to run into an old high school friend — you can simply send them a quick message on Facebook or LinkedIn.

### THE POWER OF FACEBOOK MESSENGER

There are 5 steps to success:

- 1. Engage with your prospect's Facebook posts**
- 2. Greet with a personalized message**
- 3. Build up trust in the relationship**
- 4. Create a bridge to meet their need**
- 5. Pitch!**

When you engage with your prospects online and "share, click, or comment" on their content, you are establishing a mutual rapport while also familiarizing them with your name and brand. People buy from those that they trust. Get to know someone online, and build up that trust so he/she is more likely to purchase your product or join your business. Once you have created a bridge of common interests, goals and needs, then it's the ideal time to pitch your product or business plan. Most important, remember not to do anything online you would not do in person!

"Every time you add a friend on Facebook you gain access to their thousand or so friends, which keeps expanding your potential leads. When you're ready, you can take Facebook messenger into the real world by setting up an outside appointment, scheduling a Facebook video call, and more. Something really cool about Facebook messenger is that you can add someone to your conversation. My downline often adds me when a customer or new Distributor asks a question that they don't know the answer to. Facebook messenger gives you that extra push to building a community!"

— Senior Director **Mindy Meyer**



## CONNECT WITH SUCCESS ON LINKEDIN

Three steps to optimize your profile:

### 1. Create a LinkedIn profile

- Explain your experience, passions, skills, etc.
- Use a professional profile picture, not a selfie!
- Add a touch of personality.

### 2. Set goals

- Decide who your target connection is.
- How many connections do you want to make per week?
- How many meetings do you want as a result?

### 3. Connect!

- Use the “People You May Know” page to find prospects.
- Peek at your connection’s connections to expand your network.
- Personalize your message to explain why you are reaching out.
- Share your story after the initial conversation.
- Meet in person or via video chat when applicable.
- Follow up always!

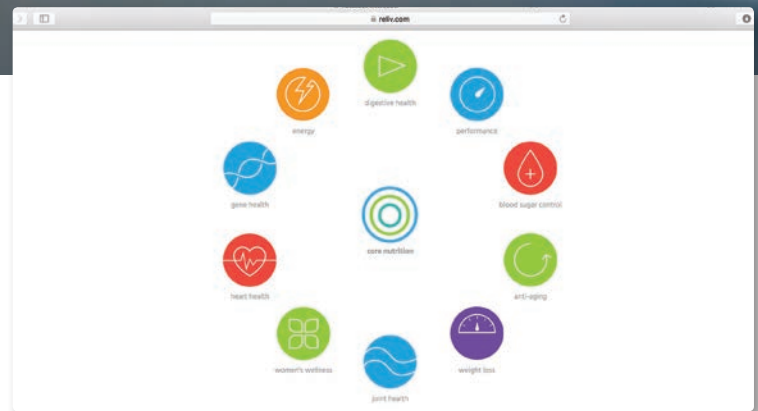
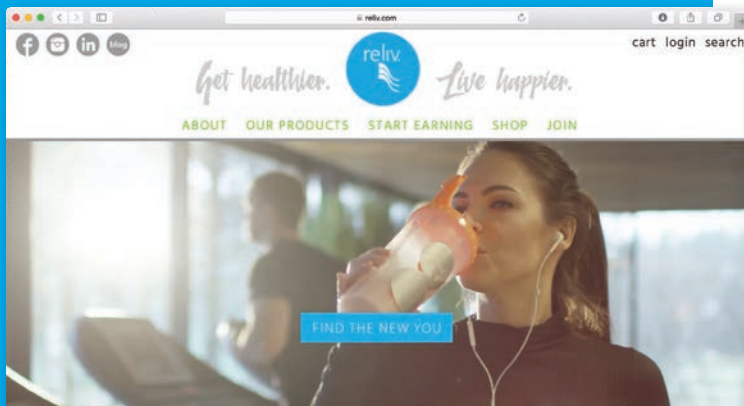
LinkedIn is specifically designed for career and business professionals, and there are usually two types of people who are connected to this networking tool: those actively searching for a job or those passively seeking opportunities. There are 350 million active users — the perfect playground for sharing your direct sales opportunity or product. Keep in mind that LinkedIn is a professional networking platform that is intended for sharing business opportunities, not pictures of your pets. Also, LinkedIn uses the term “connect” in the same way Facebook uses “friend,” so make sure you build up your connections list!

Keep your LinkedIn connections, messages and content strictly professional. As you build your network you will gain more leads and prospects than ever before — right from your phone!

Want more helpful tips? Follow us on Facebook and LinkedIn: Reliv International

# POWERFUL NEW VIDEOS WILL CHANGE THE WAY YOU DO THE RELIV BUSINESS

Reliv.com is a powerful prospecting tool. Simple, clearly defined categories are listed across the top of the website that direct visitors to more detailed information. Two of these categories lead visitors to the core of Reliv: “Our Products” and “Start Earning.” As you click to these sections, new videos have been produced and now reside at the top of each category homepage.



## SELLING AND POSITIONING THE RELIV PRODUCTS

This new Reliv product video provides a comprehensive overview of the Reliv product philosophy, science and our current positioning:

- 1. Core Nutrition:** Where we recommend everyone starts.
- 2. Targeted Solutions:** You can customize your daily core nutrition based on your specific health and fitness goals.

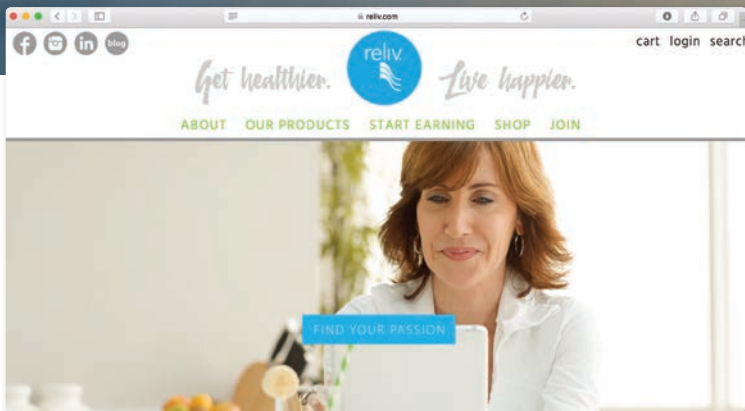
Maybe one of your customers is already familiar with one or two Reliv products but is curious about some of the others available. No problem! You also have the option within this section of the website to choose a short video on any of the Reliv product categories shown on the new “product wheel” graphic. For example, choose the “anti-aging” category and find out more about ReversAge® exclusively without having to view the full Reliv product video. NOTE: All of these individual product videos are also included in the full video.

When any Distributor approaches someone about Reliv for the first time, there are going to be questions that arise, and most often these fall into two areas:

**1. Why should I take Reliv products?**

**2. How can I make money with Reliv?**

Providing effective answers to these questions was one of the key strategies behind the development of the new website.



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## ADDRESSING HOW TO MAKE MONEY WITH RELIV

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Another common issue we heard from Reliv Distributors was how to address questions from prospects about the Reliv compensation plan without confusing them initially with your explanation. How often have you seen a less experienced Distributor fire too many "numbers" at a new person simply hoping something sticks? The usual outcome is just more confusion, or even worse, the individual begins to question your credibility.

We heard you and that is why we developed the new "How Do I Make Money with Reliv" video.

The new video provides a high level overview of how you can make money with Reliv, and it's supported by testimonials from top Reliv Distributors from around the world who are doing it every day. It also addresses the questions we know you are hearing most often about network marketing and the true potential of this business opportunity.



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## START SHARING THE NEW VIDEOS TODAY

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It's never been easier to have a conversation about the Reliv products and business opportunity or to answer the questions you get most often. Share links to these new videos now via email or through the Reliv mobile app with all of your prospects, customers and new Distributors!



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