Time and effort

It takes time and effort to build an Amway™ business, and continued time and effort to sustain it. Independent Business Owners (IBOs) choose their own schedule and the number of hours they work. IBOs should spend their time on tasks they believe are most beneficial for their chosen goals.

Do

- Make it clear that generating income through the Amway IBO Compensation Plan requires ongoing time and effort.
- Focus on sharing your personal story and reason for starting a business consistent with the Earning Claims requirements in the QAS Content Standards.
- Share inspirational stories without discussing income, lifestyle or financial success unless consistent with the QAS Content Standards.
- Share struggles and challenges you have faced in developing your business.
- Use the same terminology Amway uses to describe the Amway IBO Compensation Plan.
- Share advice for obtaining new customers, increase customer retention rates and increase customer sales.
- Set realistic expectations for earnings and the time and effort necessary without making guarantees.
- Refer to the Amway income disclosure, which shows average times to reach certain levels.

Why?

- It's important to set realistic expectations about the time and effort required to build and sustain a business.
- Being transparent about the time and effort required to build a healthy, sustainable business can help establish credibility.

Don't

- Share the personal stories of others.
- Set unrealistic expectations or make guarantees.
- Use misleading, novel or simplified terminology to explain the Amway IBO Compensation Plan.
- Share stories that discuss income, lifestyle or financial success unless consistent with the Earning Claims requirements in the QAS Content Standards.
- Minimize the time and effort that it takes to achieve results.
- Set mandatory quotas for appointments, calls or meetings.
- Withhold vital information about the Amway business or the time and effort required to earn money.
- Discuss ongoing income without discussing ongoing effort.
- State or imply that income or earnings may be inheritable without also stating the heir or beneficiary must be an IBO in compliance with the Rules of Conduct and that ongoing effort in the business is required.

Why not?

- Prospects and IBOs need to know what to expect before making a commitment.
- Transparency builds trust.

Resources

Quality Assurance Standards, Content Standards, Section III, www.amway.com/qas | www.amway.ca/qas | www.amway.com.do/qas
Quality Assurance Standards, Content Standards, Section IV, www.amway.com/qas | www.amway.ca/qas | www.amway.com.do/qas
Amway Business Reference Guide: www.amway.com/brg | www.amway.ca/brg | www.amway.com.do/brg
Amway Business Conduct and Rules Department: bcr@amway.com
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