

BIFYLN[®]

BUILD IT FOR YOUR LAST NAME

Ambition is about ME, Vision is about WE!

Build It For Your Last Name is a powerful vision that applies to everyone. Regardless of your company, industry, income level or material possessions, make sure the work you do lives past you!

"An inheritance is what you leave for people, but a legacy is what you leave in them. Don't hustle for your first name, build it for your last name!"
- Jarrod & Porshea Wilkins



BUSINESS OVERVIEW



WHO WE ARE

FOUNDED IN 2001 BY MARK & CINDY PENTECOST - FORMER SCHOOL TEACHER TURNED TOP 10 EARNERS IN NETWORK MARKETING THE 90'S.

- \$6+ Billion in revenue to date.
- Open in 20+ Countries with 98% of sales in the United States.
- Focused on leadership attraction and International expansion.

Vision to grow beyond a billion!

FAMILY OWNED. FAITH BASED. DEBT FREE!

COFFEE & CONVERSATION



- Coffee is the most widely consumed beverage on the planet.
- 2nd highest traded commodity after oil.
- More than 400 billion cups are served each year with no signs of slowing demand.
- Americans drink about 146 billion cups of coffee annually.
- Europe has the largest market of coffee drinkers on the planet, representing 30% of the global coffee market.
- Two out of every three Canadians drink coffee each day.
- 40% of college students (ages 18 – 24) drink coffee every day.
- Millennials (people born between 1982 and 2000) consume 44% of all coffee in the United States.
- The entire country of Australia is estimated to drink an average of 1.3 million cups of coffee per day.

its simple.
its affordable.
its coffee!



We're curious...

DO YOU OR ANYONE YOU KNOW
DRINK **COFFEE OR TEA**
OCCASIONALLY?

WHAT'S YOUR FAVORITE BRAND?

HAVE THEY EVER **PAID YOU** FOR
DRINKING OR REFERRING THEIR
COFFEE OR TEA TO A FRIEND?

Introducing...

THE COFFEE & TEA THAT PAYS



- Burns body fat.
- Increases metabolism.
- Six, brain-boosting ingredients known to increase motivation, concentration, and alertness.

- Supports a low-carb, ketogenic lifestyle.
- Helps you stay sharp, focused, and in a good mood.
- Fights off hunger cravings.

- Helps your body create ketones to support a low-carb, keto lifestyle.
- Gives you mind-and-body energy—without all the caffeine.

COFFEE *Compliments*



50+ **BEAUTY
WEIGHT LOSS
& NUTRITION
PRODUCTS**

DESIGNED TO HELP YOU:

- Lose up to 31 pounds in 90 days.
- Control carbs and block fat from foods.
- Detox, balance & alkalize the body.
- Tighten, tone and firm the skin.
- Replenish & restore your youthful glow.

and much more!

REAL PEOPLE.



BEFORE

AFTER



BEFORE

AFTER



BEFORE

AFTER



Products Used: 4 Ultimate Body Applicator™, It Works! Keto Coffee™, Advanced Formula Fat Fighter™, Greens™ Blend Chocolate
Time Span: 3 Months

THE INDIVIDUAL IN THIS PHOTOGRAPH IS AN INDEPENDENT DISTRIBUTOR FOR IT WORKS!™

The success of this individual is not necessarily indicative of other success. Results may be affected by a variety of factors, such as starting weight, body type, exercise and diet. These results may only occur when the participant utilizes a combination of the products mentioned above, exercise, and a healthy diet.

These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.



Products Used: 1 Ultimate Body Applicator™
Time Span: 45 Minutes

THE INDIVIDUAL IN THIS PHOTOGRAPH IS A CUSTOMER OF IT WORKS!™

The success of this individual is not necessarily indicative of other success. Cosmetic results are not permanent.



Products Used: It Works! Keto Coffee™, It Works! Keto Creamer, It Works! Keto Go, It Works! Ketones™
Time Span: 4 Months

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BEFORE

AFTER



BEFORE

AFTER



BEFORE

AFTER



Products Used: Greens™ Blend Chocolate, It Works! Keto Coffee™, 24 Ultimate Body Applicator™
Time Span: 1 Year

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Products Used: Hair Skin Nails/ Time Span: 1 Month
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Products Used: 4 Ultimate Body Applicator™, Greens™ Blend Chocolate, It Works! Keto Coffee™
Time Span: 1 Month

THE INDIVIDUAL IN THIS PHOTOGRAPH IS AN INDEPENDENT DISTRIBUTOR FOR IT WORKS!™

The success of this individual is not necessarily indicative of other success. Results may be affected by a variety of factors, such as starting weight, body type, exercise and diet. These results may only occur when the participant utilizes a combination of the products mentioned above, exercise, and a healthy diet.

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REAL AMAZING RESULTS.

SIMPLE SOLUTIONS.



BEFORE

AFTER



BEFORE

AFTER



BEFORE

AFTER



US #132059

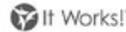
Products Used: 2 Ultimate Body Applicator™, Greens™ Blend Chocolate, It Works! Keto Coffee™, ThermoFight X™

Time Span: 28 Days

THE INDIVIDUAL IN THIS PHOTOGRAPH IS AN INDEPENDENT DISTRIBUTOR FOR IT WORKS!™

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US #126670

Products Used: Advanced Formula Fat Fighter™, 4 Ultimate Body Applicator™, Greens™ Blend Chocolate, It Works! Keto Coffee™

Time Span: 3 Months

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The success of this individual is not necessarily indicative of other success. Results may be affected by a variety of factors, such as starting weight, body type, exercise and diet. These results may only occur when the participant utilizes a combination of the products mentioned above, exercise, and a healthy diet.

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US #164149

Products Used: ThermoFight X™, It Works! Keto Coffee™

Time Span: 1 Month

THE INDIVIDUAL IN THIS PHOTOGRAPH IS A CUSTOMER OF IT WORKS!™

The success of this individual is not necessarily indicative of other success. Results may only occur when the individual utilizes a combination of the products mentioned above, exercise and the keto diet. Results may be affected by a variety of factors, such as starting weight, body type, and exercise.

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BEFORE

AFTER



BEFORE

AFTER



BEFORE

AFTER



US #167384

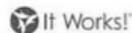
Products Used: ThermoFight X™

Time Span: 3 Months

THE INDIVIDUAL IN THIS PHOTOGRAPH IS A CUSTOMER OF IT WORKS!™

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US #139501

Products Used: It Works! Keto Energy, ThermoFight X™, New You®

Time Span: 1 Month 26 Days

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US #134023

Products Used: ThermoFight X™, New You®, It Works! Keto Energy

Time Span: 21 Days

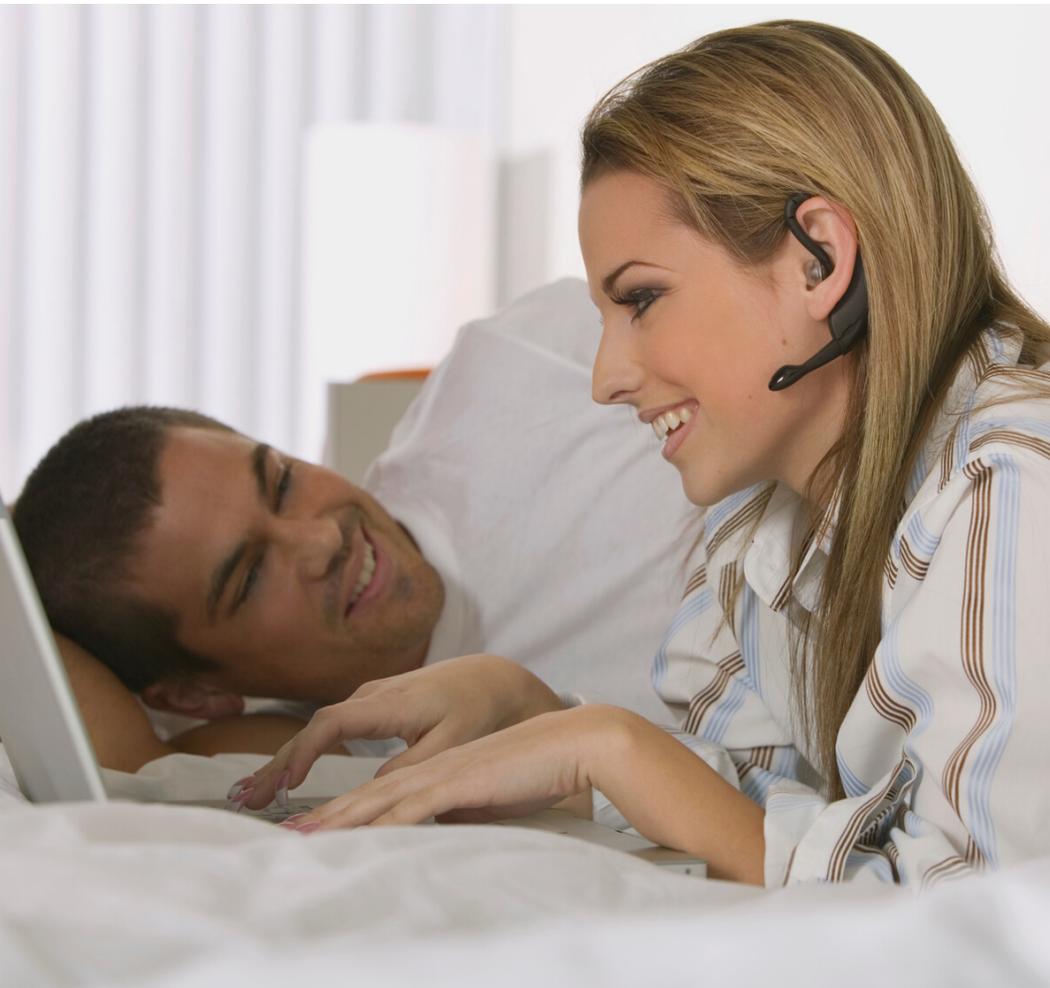
THE INDIVIDUAL IN THIS PHOTOGRAPH IS AN INDEPENDENT DISTRIBUTOR FOR IT WORKS!™

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FOR EVERY LIFESTYLE.

7 WAYS TO GET *Paid & Rewarded*



1. RETAIL COMMISSIONS

Earn cash in hand and online up to 40%. Paid monthly!



Retail Price: \$82

Wholesale Price: \$49

Your
Profit: \$33.00

2. LOYAL CUSTOMER PROGRAM

Earn online up to 45%. Paid monthly!



Loyal Customer Price: \$42.00
with a 3 month commitment.

Your commission is 15% of
their total order each month.

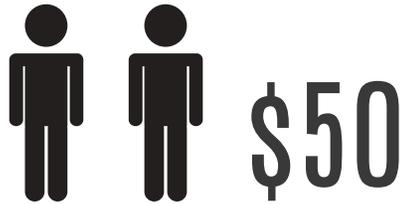


Backed by our Loyal Customer Support team "Utopia". It Works! Will follow up with your customers for you and share additional products on your behalf, putting more cash in your hand!

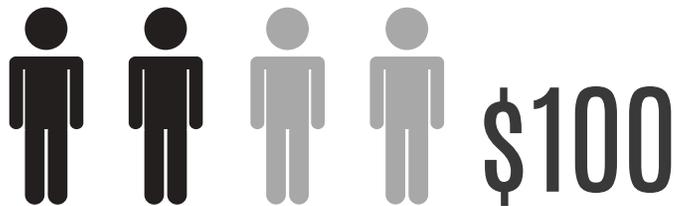
3. FAST START BONUS

Enroll Loyal Customers. Earn up to \$150 paid weekly!

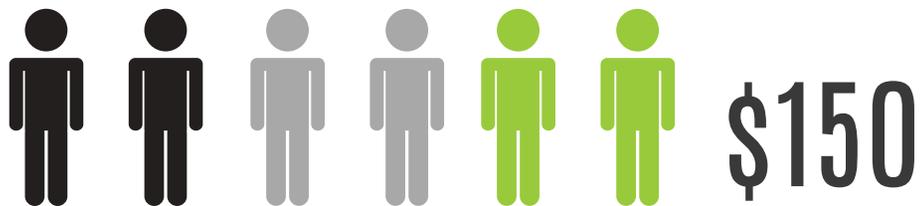
TIER ONE



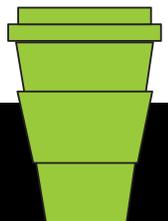
TIER TWO



TIER THREE



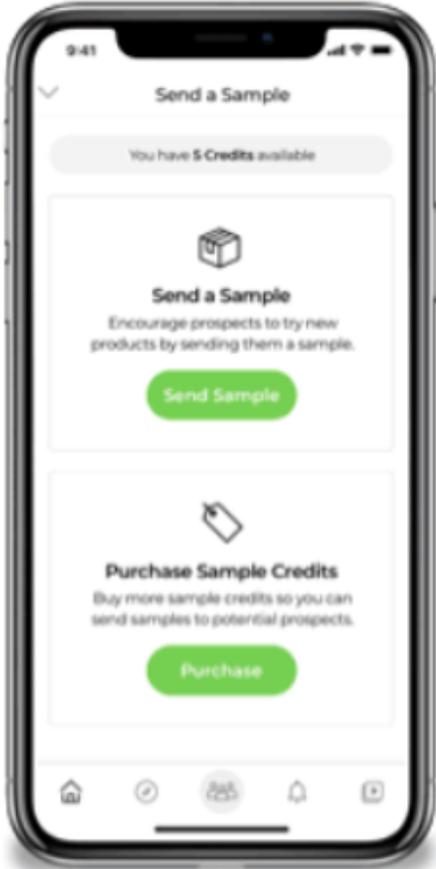
- Join.
- Set up an 80BV Autoship.
- Complete Tier 1 within your first 30 days.
- Help someone who joins with you do the same.
- For every 2 customers they personally enroll, you will earn \$50.00. Up to \$150 for 6 customers.



You also earn product rewards for every 2 Loyal Customers you enroll!



CONNECT AP **CUSTOMER SAMPLING TOOL**



NO MORE TRIPS TO THE POST-OFFICE!



Purchase Sample Credits and pick your prospects.



It Works! will send samples out.



You follow up!

Now that's a Whole Notha' Level!

MONTHLY LEADERSHIP BONUSES

4. UNILEVEL

Earn up to 42% through 6 levels.

Level	BUSINESS VOLUME	%	COMMISSION
1	2,000	15	\$300
2	5,000	10	\$500
3	20,000	5	\$1,000

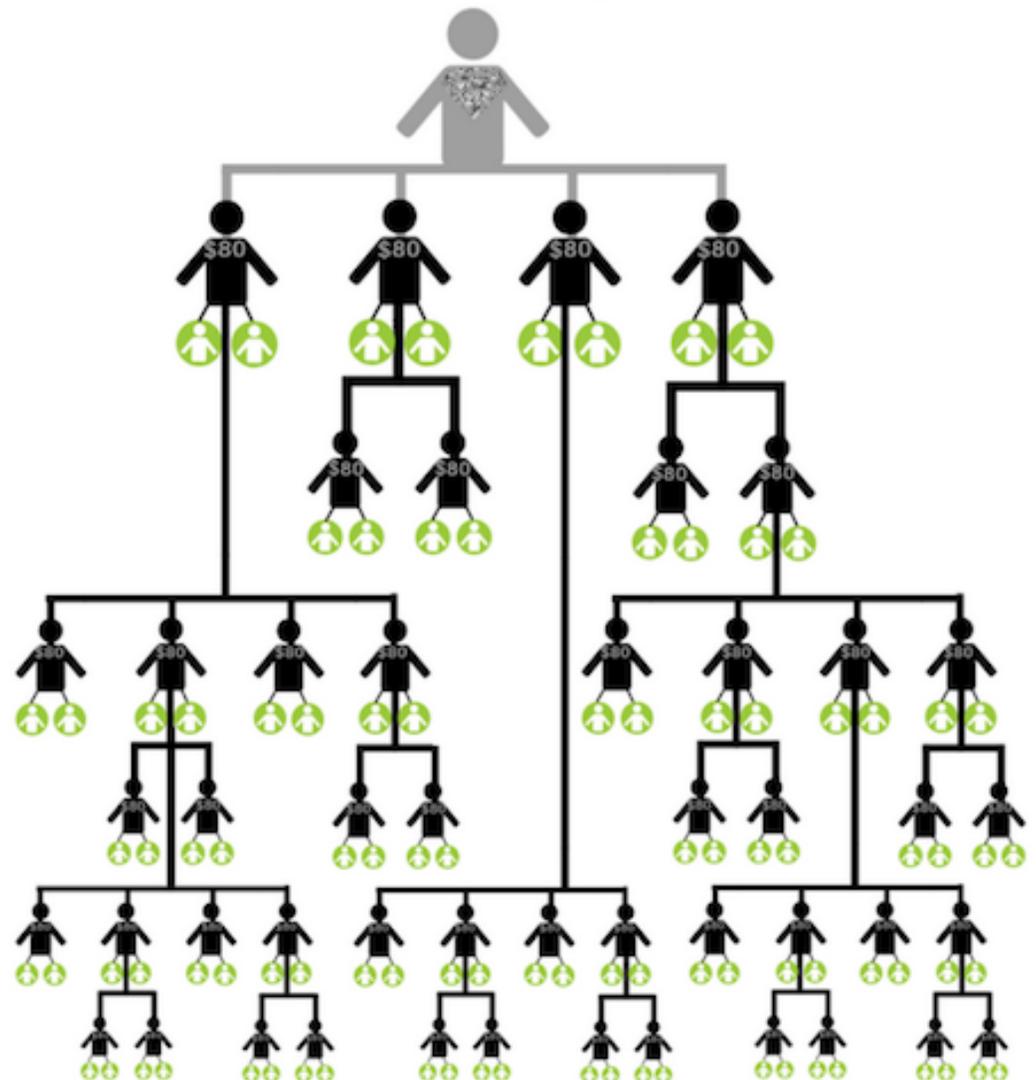
6. DIAMOND LEADERSHIP

Become a Diamond and earn \$80-\$150 (based on your rank) every time anyone in your organization becomes Fast Start Bonus Qualified.

- 10 DIST X \$80 EA = \$800
- 50 DIST X \$80 EA = \$4,000
- 100 DIST X \$80 EA = \$8,000

5. DIAMOND GENERATION

Earn up to 10% through 5 Generations.



7. LEADERSHIP INCENTIVES AND BONUSES



MORE Bonus

New Distributors who enroll between January-April 2020 and rank advance to Diamond or above within their first three (3) calendar months can earn the MORE Bonus!

\$15k DIAMOND

\$20k DOUBLE DIAMOND

\$30k TRIPLE DIAMOND

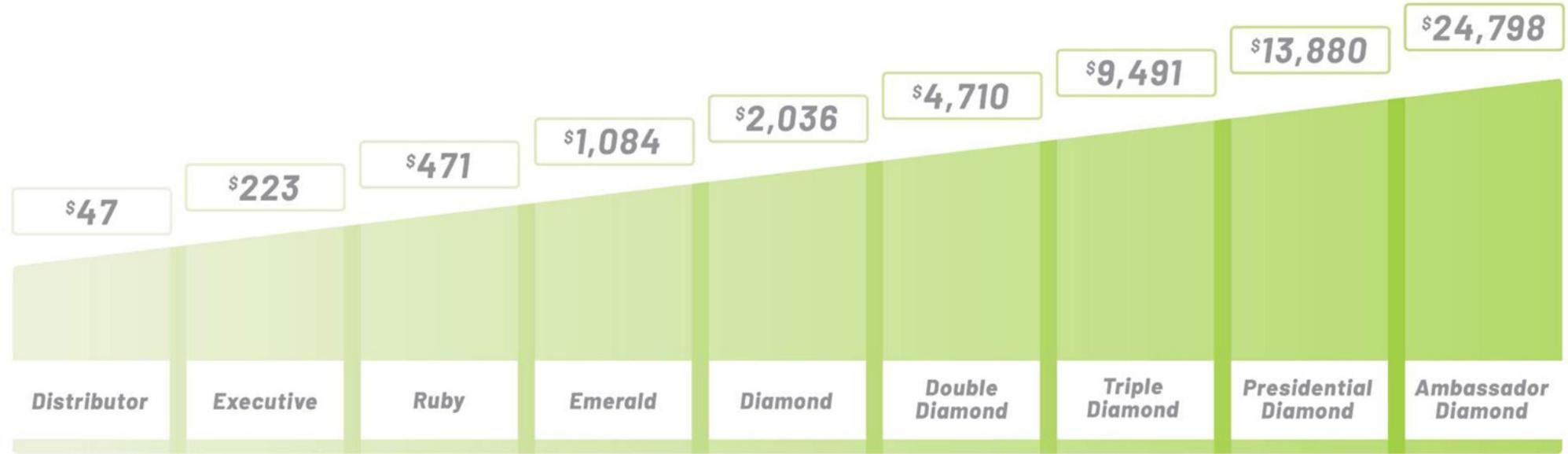
\$30k PRESIDENTIAL DIAMOND

\$30k AMBASSADOR DIAMOND



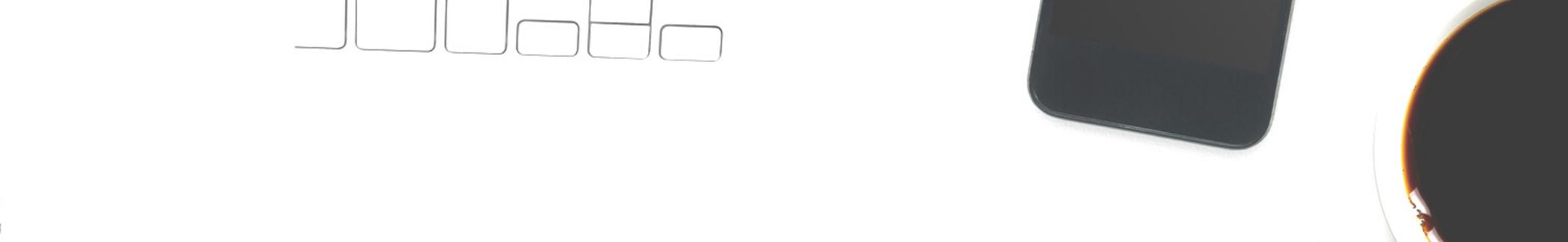
YOU SET THE GOAL WE'LL HELP YOU HIT IT!

AVERAGE MONTHLY EARNINGS



Average monthly earnings by rank based on all active Distributor 2018 earnings taken from the It Works! Income Disclosure Statement.

*The earnings of any It Works! Independent Distributor contained in this chart are not necessarily representative of the income, if any, that an It Works! Independent Distributor can or will earn through participation in the It Works! Compensation Plan. These figures should not be considered as guarantees or projections of your actual earnings or profits. Success with It Works! occurs only from successful sales efforts, which require hard work, diligence, and leadership. Your success will depend upon how effectively you exercise these qualities. For more information, view the It Works! Compensation Plan at <http://www.itworks.com/legal/terms>. Earnings of participants in the Compensation Plan may vary.



SUBSCRIBE + SAVE

- Save 40% off retail on all your product purchases.
- Access to special monthly offers.
- Be the first to try new products.
- Earn 10% back in Perks Points for every product you purchase.

SHARE IT + GET PAID

ONLY \$99 TO JOIN

- Receive wholesale pricing on all products.
- Earn an extra \$500-\$1000 a month part-time.
- Build to a full-time lifestyle.
- Pay off debt.
- Travel.
- Check off your bucket list. and much more...

BOOST YOUR BUSINESS & SAVE!

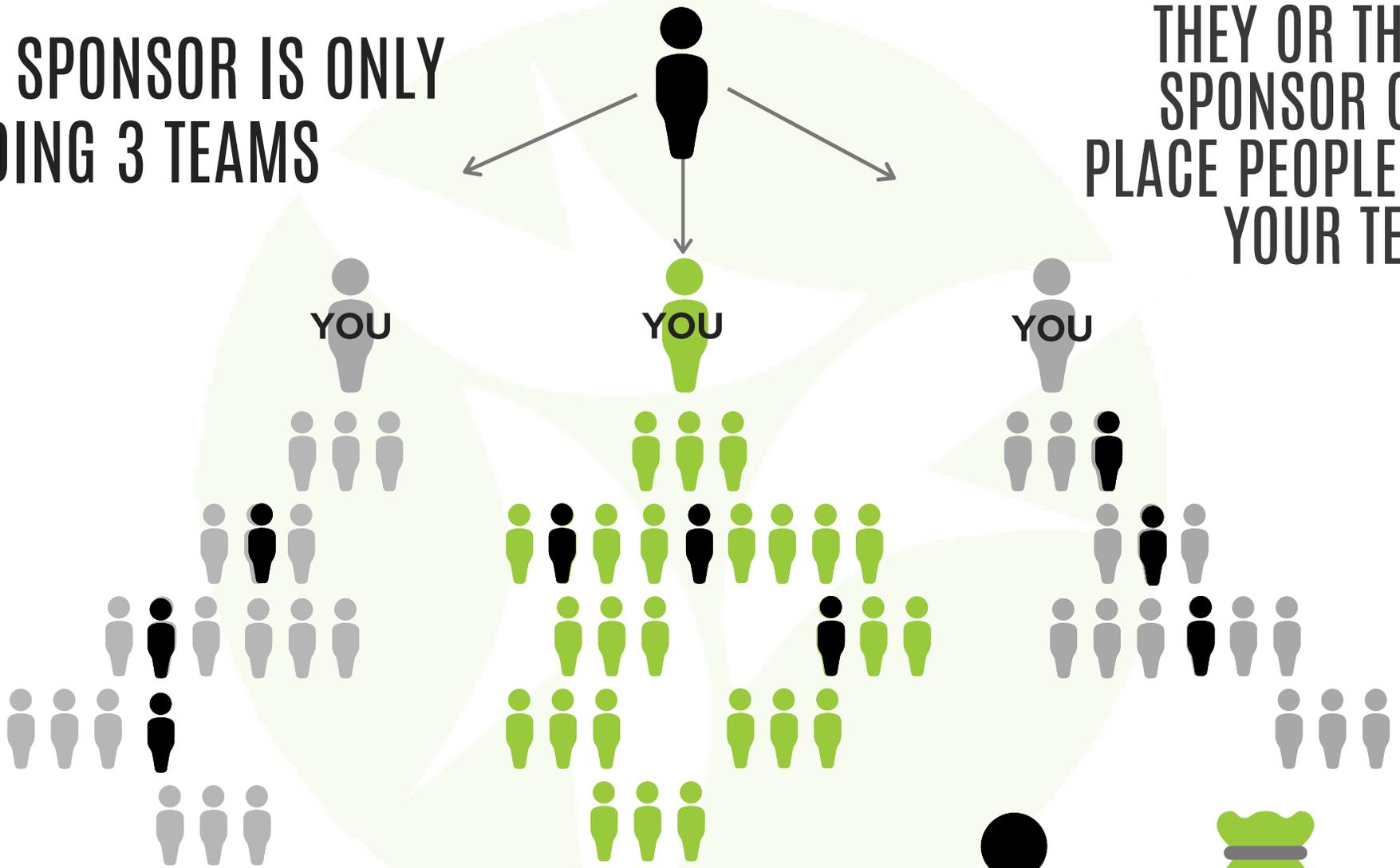


Save BIG and launch your business strong with an assortment of products you customize directly from your e-suite!!

LOCK YOUR SPOT

YOUR SPONSOR IS ONLY BUILDING 3 TEAMS

THEY OR THEIR SPONSOR CAN PLACE PEOPLE ON YOUR TEAM



AND YOU GET PAID





2018 Income Disclosure Statement

DISTRIBUTOR PAID RANK	% of All Distributors	% of Active Distributors	Active Distributor Monthly High	Active Distributor Monthly Low	Active Distributor Monthly Average	Months in Company		
						High	Low	Average
DISTRIBUTOR	83.20%	80.36%	\$2,828	\$1	\$47	1	1	1
EXECUTIVE	6.53%	7.58%	\$5,008	\$9	\$223	56	1	3
RUBY	5.88%	6.81%	\$4,567	\$89	\$471	81	1	5
EMERALD	1.49%	1.70%	\$34,759	\$282	\$1,084	60	1	9
DIAMOND	1.58%	1.81%	\$21,023	\$270	\$2,036	57	1	12
DOUBLE DIAMOND	0.96%	1.11%	\$21,248	\$1,487	\$4,710	60	1	18
TRIPLE DIAMOND	0.33%	0.38%	\$52,996	\$1,592	\$9,491	55	2	26
PRESIDENTIAL DIAMOND	0.17%	0.19%	\$79,587	\$3,885	\$13,880	62	2	33
AMBASSADOR DIAMOND	0.05%	0.06%	\$115,473	\$8,919	\$24,798	79	3	40
Total	100.00%	100.00%			\$208			

The income statistics above are reflected in US dollar amounts and exclude Distributors in Japan and Korea. Income is defined as commissions received from It Works! and does not include income received from personal sales. "Active Distributor" is defined as a Distributor who earned at least one commission in 2018. Distributors who were inactive in 2018 did not earn commission in 2018, but had earned at least one commission prior to 2018 and had renewed their annual distributorship in 2018. The average monthly income for all Distributors (active and inactive) in 2018 was **\$173**. Out of all Distributors that signed up as Distributors since the beginning of 2018, **92%** were still active at the end of the year. Months in Company is calculated by looking at every Distributor who made a new rank for the first time in 2018, and how long it took from enrollment date to date of first achieving that rank.

In 2018, **95.44%** of all Distributors (active and inactive) received income from It Works! and **4.56%** of all Distributors received no income at all. Note that these figures do not represent a Distributor's profit, as they do not consider expenses incurred by a Distributor in the operation or promotion of his or her business. The figures above refer to gross income (total income before any expenses are deducted). The expenses a Distributor incurs in the operation of his or her It Works! business vary widely. Expenses for Distributors can be several hundred or thousands of dollars annually. The earnings of the Distributors in this chart are not necessarily representative of the income, if any, that an It Works! Distributor can or will earn through his or her participation in the It Works! Compensation Plan. These figures should not be considered as guarantees or projections of your actual earnings or profits. Any representation or guarantee of earnings would be misleading. Success with It Works! results only from selling It Works! products, which requires hard work, diligence, and leadership. Your success will depend upon how effectively you exercise these qualities.



FAST START TRAINING

GETTING STARTED



▶ 1. GET QUALIFIED

- Enroll & Boost your pack
- Set up your 80BV autoship

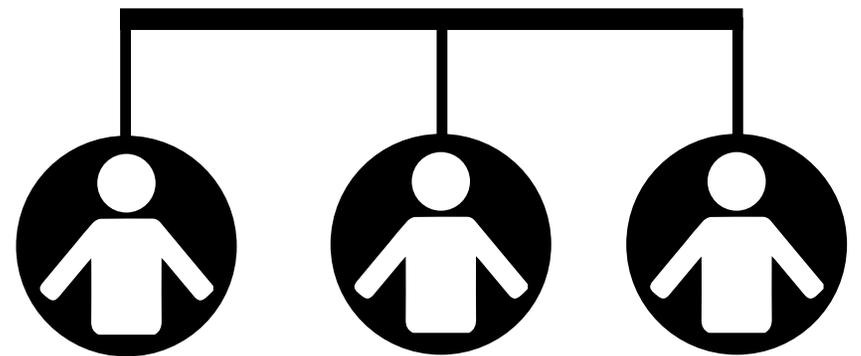
▶ 2. GET CUSTOMERS

- Enroll 6 customers in your first 30 days to earn \$150 in free product.
- Every 2 customers unlocks a reward.

▶ 3. GO RUBY



**AVERAGE
\$500 A MONTH!**



- Enroll 3 Distributors.
- Help them become a qualified team by generating a minimum 400BV each.
- Produce a minimum of 2,000 BV for the month throughout your entire organization.

4 STEPS TO SUCCESS

STEP 1: SET UP AUTOSHIP

- Set up your personal order (Auto-ship) to 80BV. This is a monthly order that keeps your business center qualified to earn commissions.
- Boost your pack by ordering one of the product packs to receive an assortment of best-sellers for you to consume for your testimony and for instant cash.
- Schedule a GPS (Game Planning Session) with your Sponsor or plugged in Senior Business Partner, within the first 72 hours of joining.

STEP 2: BUILD YOUR LIST

- Minimum 100 (50 Loyal Customers & 50 potential Business Partners)
- Take inventory of who you can share your products with. Your cell phone, social media accounts and email database all consist of people who have some sort of relationship with you, and want to hear what you have to say.
- Listen to the generic "How to Invite" training at TheSystemThatPays.com

STEP 3: LAUNCH

- Host 4 Sip and Share in your first 30 days or less.
- You can do this at your home, office, hotel, conference room or Zoom meeting.
- We recommend scheduling 4 meetings in a 30 day time period, on the least busiest day(s) of the week for you.

STEP 4: PLUG INTO THE SYSTEM

- Weekly Training, Try It! Business Briefings, Fit Camps, Green Carpets, Conference & other major events. Every call and meeting is an event that builds your belief.
- Vision Carrier Mastermind Every Monday at 8:00pCST / 9:00pEST ZOOM ID: 987-977-1455 password: bifyln



WORK.
BELIEVE.
GET PAID.

Repeat