

**COMPLETE THIS PRIMARY BUSINESS OBJECTIVE WITHIN THREE MONTHS (12 WEEKS) OF STARTING YOUR BUSINESS:
Enroll Four 3 BC Associates on a 200 SVP Auto Order and HELP each of them do the same.**

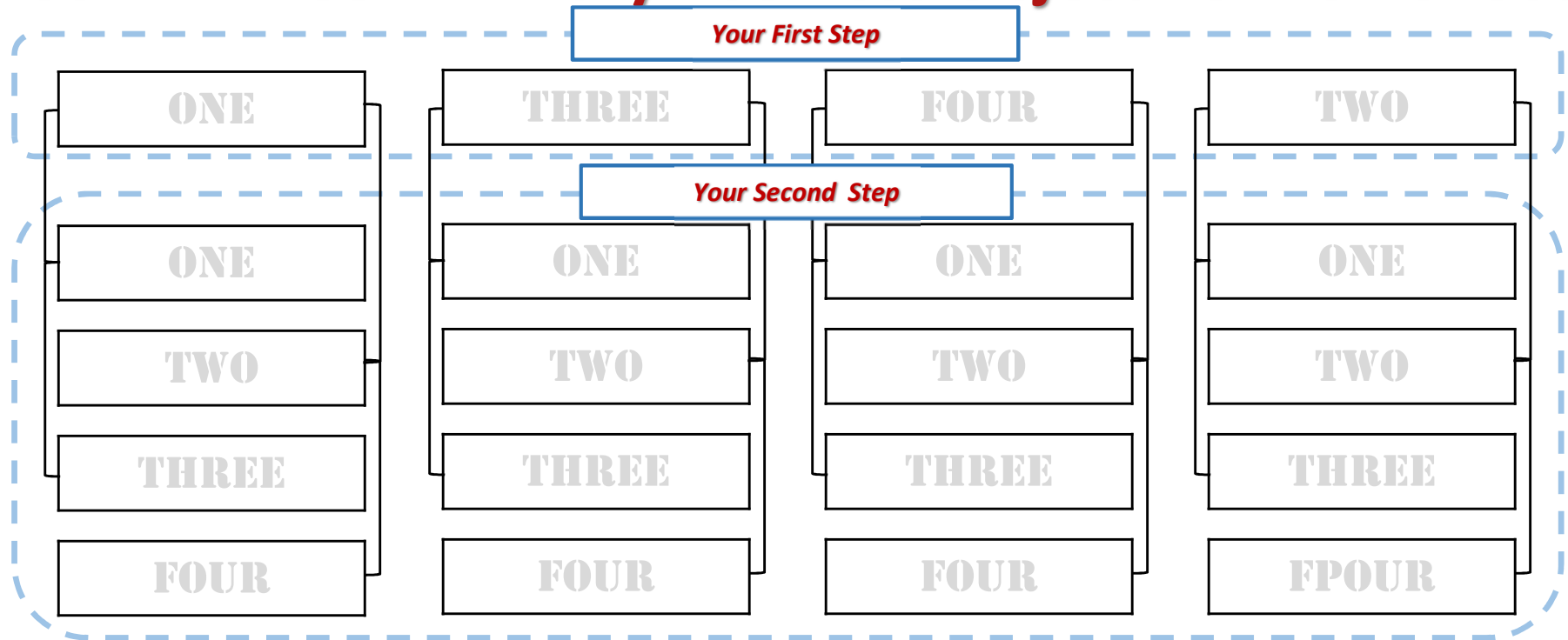
POTENTIAL Results of The Primary Business Objective

20 Associates generating 200 Sales Volume Points each 4-week period creates 4000 Group Volume which at 20% results in 800 Commission Points or 10,400 Commission Points annually. In addition, the sales volume points generated by ALL the other associates in your organization is also available and commissionable to you at the same rate.* THEREFORE: Each Associate that you or ANYONE in your organization supports in completing the Primary Business Objective is POTENTIALLY worth 10,400 Commission Points annually to YOU. And that's RESIDUAL INCOME!

“We’ll support you in completing the PBO if you're both READY and WILLING. If you're not, you’ll never make it beyond that! When you make it you can go ANYWHERE!”

(Your results will vary and are subject to the limits of USANA’s Compensation Plan and your success in STARTING YOUR BUSINESS and HELPING YOUR Associates START THEIR BUSINESS. Implementation details are available from the Associate who reviewed the Primary Business Objective with you. -- * In the US Commission Points convert directly to dollars. See USANA’s Policies and Procedures.)

Your 12-Week Primary Business Objective Worksheet



Support Your Four in completing The Primary Business Objective

Use The Primary Business Objective as the HOW for achieving your WHY

EVERYONE HAS A DREAM: The WHY for building a business. The dream isn't to build the business. The Business is for BUILDING THE DREAM! These TWO BUSINESS OBJECTIVES will BUILD ANY DREAM. Focus on them as The One Thing!

Your First Business Objective

Complete the Primary Business Objective within 12-Weeks establishing a Rock Solid Foundation to your business creating 10,400 CVP of residual income!

Your Second Business Objective

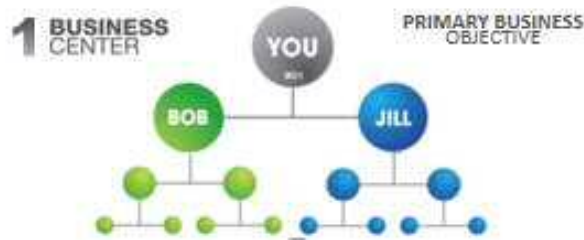
Support your Four in completing the Primary Business Objective within 12-Weeks creating 10,400 CVP of residual income for each of them!

Beyond Your Four

Completing this chart is POTENTIALLY worth 10,400 CV points annually to you. Beyond Your Four, each additional associate to complete this same chart is potentially worth and additional 10,400 CV points to you annually. **USE THIS CHART! NEED AN ADDITIONAL INCENTIVE?** Get your four within 8-weeks and you'll become a **Premiere Platinum Pacesetter** eligible for a 15% Matching Bonus in addition to your commissions. See USANA Policies and Procedures for details.

Check out the Company, the Products, the Income Opportunity and YOURSELF. You are worth it. Are you up to it?

Choose Your Approach: ONE or THREE Business Centers



DOUBLE YOUR INCOME POTENTIAL BY OPENING THREE BUSINESS CENTERS



Activate One Business Center by generating 200 Sales Volume Points. Stay commission qualified by generating 100 Sales Volume Points each 4-weeks.

Activate Three Business Centers by generating 400 Sales Volume Points. Stay commission qualified by generating 200 Sales Volume Points each 4-weeks.

Get your STARTER KIT (the Business Development System \$29.95); place your Initial Order by selecting a Discounted Product Pack or Custom Product Pack and set-up your Auto Order.

Core Essential Pack



Item #406 – 430 SVP \$558.95
\$614.85 Retail Value

Healthy Lifestyle Pack



Item #411 – 510 SVP \$714.50
\$785.95 Retail Value

Healthy Foundation Pack



Item #421 – 252 SVP \$379.95
Over \$417.95 Retail Value

JUMPSTART YOUR SUCCESS Magazine and the Getting STARTED Business Workbook. SHARE USANA!

12 Weeks to Empowerment

You've enrolled: Your 12 Weeks to Personal Empowerment begins NOW! Dive into the **JUMPSTART** and **Getting STARTED** recourses in your Starter Kit (BDS) immediately. You don't need to know everything to begin. Like a new job, do what's critical for immediate success – the **Primary Business Objective** – knowing that in time you'll become a Pro! How you start determines your success. Work closely with your Sponsor/Trainer. Join and support others who have made the same commitment: <https://www.facebook.com/groups/primarybusinessobjective/>

