



LEGACY HOUSE · NEORA

New Brand Partner *Guide*

*Everything you need to launch, build, and
grow.*

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BEFORE YOU BEGIN

How to Use This Guide

BEFORE YOU PANIC ABOUT THE LENGTH

This guide is long on purpose — it's not something you're meant to absorb and memorize in one sitting. It's a **forever reference**: your plan, your strategy, and the concrete how-to for every part of this business, all in one place. Habits House has its own trainings and resources you'll use constantly too — this guide isn't the only place you'll ever look — but this is the one place that lays out the whole picture and how it all connects.

Go ahead and read the whole thing — that's genuinely the goal, not just a skim. Just don't put pressure on yourself to remember every detail as you go. Read it through at a pace that works for you to get familiar with everything that's here, then come back to specific sections anytime you need the concrete details again. That's what it's built for.

This page is always the current version. Bookmark this link — whenever the guide gets updated, it updates right here, so you're always looking at the latest version without needing to re-save anything. Use the Part One–Five links at the top of the page (or the "Jump to Part" dropdown on mobile) to jump straight to a section instead of scrolling from the top every time. A quick skim once a month is a good habit to build — new sections, corrections, and resources get added here over time, and revisiting is the only way you'll catch them.

Prefer a printed copy? [Download the printable PDF version here](#) — it's formatted cleanly for printing, so nothing gets cut off or split awkwardly across pages. (Your own browser's print button can cut boxes and tables in half depending on your browser, so this download is the one to use if you want a hard copy.) One thing to note: all of your social media resources — your 7 days of starter posts, the Stories Guide, and the 30-Day Content Library — live on their own separate pages, linked out from Part Two, and aren't included in this PDF. Each of those pages has its own "Download this page as a PDF" button right at the top, so you can grab a hard copy of any one of them individually, no printing from the browser required.

This guide is built to walk alongside you — not overwhelm you. You don't need to have everything figured out before you start. What you need is a clear picture of what you're doing and why, and then a system that keeps you moving.

Here's how it's organized:

Part One — Before the System

Who you're becoming. Why that matters more than what you're posting. Read this first, even if you're in a hurry.

Part Two — Your Launch

The first actions you take. Your inner circle conversations, your launch event, your checklist. This is where you start moving.

Part Three — The System

PSIF. Your daily rhythm. Which tool to send and when. This is what you come back to every day.

Part Four — How You Earn

The \$1,000 building block, how you get paid, and the tools that support your business growth.

Part Five — The Support covers how Legacy House runs, what lives in Habits House, and how to get help from your team at any point.

YOUR 24/7 RESOURCE — COMING SOON

Legacy House is building a dedicated AI assistant that will live inside Habits House and be available around the clock — trained on the system, the products, the scripts, and eventually the compensation plan. Until it launches, your sponsor, your support team, and this guide are your best resources for fast answers.

Which Path Are You Building?

Not everyone is building their business the same way — and that's by design. This guide is written for all three paths. The system is identical. Only the execution looks different.

PATH ONE — MOST EFFECTIVE

Hybrid

You're combining online content with in-person events, conversations, and relationship-building. Research — and our team's experience — backs this as the most effective model.

PATH TWO

In-Person / Business to Business

You're building through direct relationships, events, and business-to-business opportunities — salon, spa, or professional networks. Social content is optional, not required.

PATH THREE

Social-First

You're building primarily through social media content, stories, and online conversations. Your audience is your starting point.

Wherever social content appears in this guide, it is one option — not the only one. The PSIF system works across all three paths. The P looks different depending on how you're building. Everything else is the same.

PART ONE

Before the System

*Identity. Consistency. Story. Permission to start
from exactly where you are.*

**You're not launching a product.
You're becoming someone.**

Most people get this backwards. They sign up, get their box, and immediately start thinking about what to post or what to say. The system becomes the focus. The tactics become the focus.

And they wonder why it feels hollow — or why the people they're talking to aren't responding the way they expected.

Here's what's true: people don't buy products from strangers. They buy from people they trust. And trust isn't built by having the right script or sending the right video. It's built by showing up — consistently, authentically, over time — as someone who is genuinely living what they're sharing.

That's the work that happens before the system. And it's the work that makes the system actually work.

"The things you do every day that seem to make no difference at all — they're the things that make all the difference."

JEFF OLSON · THE SLIGHT EDGE · CO-FOUNDER, NEORA

A copy of The Slight Edge comes included in every \$20 enrollment pack — check your kit. It's worth the read early.

Identity: Who are you becoming publicly?

Before you post anything, send anything, or invite anyone to anything — it's worth spending a few minutes on this question. Not to have a perfect answer, but to have an honest one.

Who do you want people to think of when they think of you? Not as a Neora brand partner. As a person. What do you stand for? What are you genuinely curious about? What kind of results are you working toward — in your skin, your health, your finances, your life?

Your content, your conversations, and your presence should all feel like they're coming from the same person. That person is you — not a version of you that borrowed your upline's story or copied someone else's captions. When you show up as yourself, consistently, people notice. When you show up as a role you're playing, they notice that too.

THE ONE QUESTION TO ANSWER FIRST

If someone who didn't know you looked at your social media or met you at an event tomorrow, what would they think you were about? What impression would they walk away with?

That impression — accurate or not, intentional or not — is your brand right now. This guide helps you make it intentional.

NOW — BEFORE THAT TURNS INTO PARALYSIS

If reading that made you want to go clean up your entire page before you post another thing: stop right there. That's the trap, and it's cost people on this team years, not days. You do not need a fully-formed brand, a cohesive feed, or a confident

answer to "who am I becoming" before you take a single action. You genuinely don't. That answer reveals itself through months of showing up — not through getting it perfect in week one.

You will not feel ready. That's not a warning — it's almost a guarantee. The people who waited until they felt ready are not the ones who built something. The people who started anyway are.

You don't need to know the comp plan to have a conversation. You don't need 90-day results to share what made you say yes. You don't need a perfect social presence to invite someone to an event. You need the willingness to show up as you are, where you are, with what you have — today, not once you've figured out your brand.

The system in Part Three will tell you exactly what to do every day. Habits House will give you the training to understand why. Your sponsor, your support team, this guide, and — coming soon — a 24/7 AI resource built specifically for Legacy House partners, will help you navigate what comes up. None of that requires you to be ready first.

Start. The readiness follows the action — it never precedes it.

Consistency: Reputation is proof accumulated over time.

The Slight Edge is a book written by Jeff Olson — Neora's co-founder and co-CEO. It will come up in your training, in team

conversations, and in Habits House. You'll want to read it. But the core idea is simple enough to start applying right now:

THE SLIGHT EDGE · JEFF OLSON

Small actions. Consistently. Over time.

The things that are easy to do are also easy not to do. Showing up for five minutes every day doesn't feel like it matters in the moment. But five minutes every day for a year is where businesses are built. The people who succeed in this aren't the ones who go hardest for one week. They're the ones who keep going — simply, consistently — long after the excitement of starting has worn off.

Consistency is what makes you someone people trust. Not the quality of any single post, conversation, or event. The fact that you keep showing up — that you were there last month and the month before and you'll be there next month — is the thing that builds credibility that no amount of clever content can shortcut.

This is also why the hybrid model works. When someone sees you online **and** runs into you at an event **and** gets a text from you — they feel like you're everywhere. That's not pressure. That's presence. And presence, over time, is what builds a business.

Story: Stop borrowing someone else's.

You will hear incredible stories in this company. Results that are hard to believe. Income that seems out of reach.

Transformations that genuinely move people. And there will be a temptation — especially early — to borrow those stories because yours doesn't feel big enough yet.

Resist that.

Your story right now is that you said yes to something before you had all the answers. That you saw something — in the products, in the people, in the possibility — and you decided to find out if it was real. That's not a small story. That's the beginning of every good one.

You don't need results to share. You need honesty. ***I just started. I don't know what my results will look like yet. But here's what made me say yes — and I'd love for you to find out alongside me.*** That is more compelling than borrowed proof from someone else's journey.

And as your story grows — as you get results, as you build your customer base, as you hit milestones — it becomes yours. Specific to you. Impossible to duplicate. That's when it becomes your most powerful tool.

A NOTE ON HONESTY

Throughout this guide and all Legacy House materials, you'll notice we never ask you to say something that isn't true. Not about your results. Not about your experience. Not about what you know or don't know yet. Real credibility is built on what's actually true — and your audience will feel the difference between that and performance. Start honest. Stay honest. The system is built to support that.

You already know enough to start. Everything else — the system, the tools, the compensation — is coming up next.

Here's the simple version of what's in it for you: you sell products — to a newly enrolling brand partner or a customer — and earn commissions. You help the people you enroll do the same and earn more. You retain your customers, and help your team retain theirs. The more consistently you show up, the more it compounds. Part Four covers exactly how the money works — but the principle is that simple. Sell. Help others sell. Retain. Repeat.

PART TWO

Your Launch

The first conversations, the first event, and the first actions that get your business moving.

FIRST THINGS
FIRST

Welcome to Legacy House

Neora is the company. The products, the compensation plan, and corporate support all come from Neora. **Legacy House is your team** within Neora — the community you joined, with its own training system, resources, and people who are actively building alongside you. **Habits House is where your Legacy House**

training lives. It's your on-demand resource center and the place you'll return to again and again as you grow.

GETTING INTO HABITS HOUSE — HOW IT WORKS

Here is the complete sequence so you know exactly what to expect and nothing catches you off guard.

1 Your sponsor adds you to Habits House

Your sponsor adds you directly through their Habits House account using the Enroll a Brand Partner function. This is what officially registers you and triggers everything that follows. If for any reason that hasn't happened, you can register yourself at habitshouse.mykajabi.com/new-bp-submission or email habitshouseleaders@gmail.com for help.

2 A confirmation page appears immediately

It tells you to check your inbox. Do that right away — the next step comes via email.

3 You receive a text with your Legacy House welcome link

This text arrives automatically and sends you to your Legacy House welcome page — your resource hub. Everything you need is there: this guide, your digital tracker, a direct link to Habits House, your getting started call link, and more. Bookmark it. msha.ke/welcometolegacyhouse

4 You receive an email from Habits House

Subject line: "*Your new Habits House account...*" — open it right away. Inside, click the "**Set Up Your Password**" button.

5 Create your password

This is the email that was triggered back in Step 1 when your sponsor added you — it's all one connected sequence, not something separate you need to go find. Enter and confirm your password, hit Submit, and you're automatically dropped into your Habits House member dashboard. This is your free training library — included with being part of the Legacy House team. Log in any time at habitshouse.mykajabi.com

A NOTE ON INFORMATION COMING YOUR WAY

You are going to receive a lot — emails, texts, and content from Neora corporate, from Legacy House, and potentially from your upline support team. That is completely normal, and it is not a to-do list.

View all of it as tools in your tool belt. Some will be relevant right now. Some will matter more later. None of it is a requirement on top of what you're already doing. **Stay anchored to your checklist and your training.** Everything else is there to support you when you need it — not to overwhelm you.

New Brand Partner Checklist

This checklist is also walked through step by step in the Start Here section of the Training Library in Habits House — and we strongly encourage you to go through it there. The training was built specifically so you can complete your onboarding confidently and independently, regardless of your sponsor's availability. A great sponsor is a bonus. The system is the guarantee.

Every item on this checklist has a reason behind it. None of these are optional if you want real momentum from day one.

☐ Confirm you've been added to Habits House

Check with your sponsor that they've submitted the registration form for you — or add yourself at habitshouse.mykajabi.com/new-bp-submission. Being registered is what triggers your welcome text, your Habits House email, and everything that follows. If something seems missing, email habitshouseleaders@gmail.com.

☐ Check your texts and email — complete both steps

You'll receive a text with your welcome page link (msha.ke/welcometolegacyhouse) — bookmark it, it's your resource hub. You'll also receive an email from Habits House — open it, click "Set Up Your Password," create your password, and log in. Both matter. Don't skip either one.

☐ **Take before photos and measurements before you open anything**

Do this before you start the products — before you even open the box. These are your most powerful personal marketing tool, and everyone who skips them regrets it. If you can't stand seeing them on your phone, email them to yourself before deleting. You will need them at 90 days.

Note: You are eligible to enter Neora's 90-Day Challenge — first prize is \$3,000. Your before photos are what make that possible. You cannot go back and take them later.

☐ **Schedule your getting started call with your sponsor**

Share what you want to build, set your initial goals, and confirm your launch plan and event dates. This conversation is what makes everything that follows intentional rather than accidental.

☐ **Reach out to your inner circle before you post anything**

The people closest to you should hear this from you directly — not from a social media post. See the next section for how to have that conversation in a way that feels completely natural.

☐ **Start your first 7 days of posts**

These don't wait on your starter box — start right away. Choose your track (overall, skincare, wellness, direct sales pivot, or direct outreach/B2B), personalize each day, and publish.

☐ **Text your keyword to (502) 237-8660**

This starts your daily reminder texts so you never have to wonder what to do next. Match the keyword to the track you picked above: OVERALL, SKINCARE, WELLNESS, EXPERIENCE, or LOCAL.

☐ **Plan your launch event and confirm the date with your sponsor or support team**

In-person, virtual, or both. It doesn't need to be elaborate — it needs to happen. See the launch event section for everything you need.

☐ **Start your Habits House trainings**

Log into your account. Go to the Training Library and find the Start Here section. Watch the videos in order, completing whatever action each one directs before moving to the next. No need to finish this before anything else here — work through it alongside the rest of the list, little by little.

☐ **Go LIVE unboxing your starter box when it arrives**

For social builders: people are 55% more likely to purchase a product after seeing an unboxing video. Raw and real outperforms polished every time. Unboxing training lives in the Start Here section of the Training Library in Habits House.

☐ **Text REAL to 59769**

Signs you up for important alerts directly from Neora corporate. Do this now.

☐ **Check your Monday Habits House email every week**

This is your ongoing weekly touchpoint — it tells you the schedule, tools, and relevant events happening that week. Make checking it a standing habit, not a one-time task.

KEEP THIS HANDY

Brand Partner ID: _____

User ID: _____

Password: _____

A complete quick reference card with all your personal links, team links, and event information is included separately with this guide.

BEFORE YOU POST
ANYTHING

Your Inner Circle Comes First

The people closest to you should hear about this from you — not from a social media post. If they find out from a post, it creates distance. When they hear it from you directly, they feel included. And included people become your most enthusiastic supporters.

This isn't about selling. It's about respect for the relationship. Think of the 5–10 people you'd call to share good news, send a funny video to, or tell about something you just discovered. Those are the people who get a personal conversation before anything goes public.

The best version of this conversation is a phone call. Second best is a voice message — it carries your tone, your energy, and yes, even your nerves in a way a text never can. If neither feels possible, a personal text is your backup. Never a mass message.

THE MOST IMPORTANT THING WE CAN TELL YOU

If you feel nervous, say so.

Name it out loud. The moment you say "this feels a little out of character for me" or "I almost didn't reach out because I wasn't sure how to bring this up" — you've already done the hardest part. The person on the other end will feel the honesty of that immediately and the conversation shifts. Naming what's uncomfortable takes its power away. Every time.

A FRAMEWORK — NOT A SCRIPT

The goal isn't to hand you words to copy. It's to give you a structure so you can say it in your own voice, for your own reason, to the specific person you're talking to. Every conversation should feel like it could only have come from you.

1 Lead with the relationship

Acknowledge that you wanted them to hear this from you directly — before anything goes public. This immediately removes the salesy feeling because a salesperson doesn't say that.

"This is a little out of character for me to bring up, and honestly I almost didn't — but I wanted you to hear it from me before you saw anything online..."

2 Share your real reason — whatever it actually is

Why did you say yes? Be specific and honest. There is no wrong answer — only yours. Maybe you loved the products. Maybe you saw someone else's results and believed what you saw. Maybe the business opportunity made sense for where you are right now. Maybe you saw the professional potential for your existing business. Whatever is true for you is what belongs here.

"I genuinely loved what I was seeing with the products..." or "I saw a business opportunity that made sense for this season of my life..." or "The professional potential for what I'm already doing made this feel like a natural fit..."

3 Remove the pressure immediately

Say it plainly. You're not expecting them to buy anything or do anything. You're telling them because you care about the relationship and you'd never want them to feel blindsided.

"I would never expect you to purchase something unless it's actually solving a problem for you. I just didn't want you to see something on social media and wonder why I hadn't said anything."

4 Give them something easy to do

Support, referrals, and understanding what you're building are all low-ask, high-warmth ways to invite them in. Keep the door open without pushing them through it.

"It's a word-of-mouth business, so even just knowing what I'm doing and thinking of me if it ever comes up in conversation would mean a lot. And if it ever feels like something that could be for you — whether it's the products or the business side — I'd love to tell you more whenever the time feels right."

YOUR VOICE IS YOUR MOST VALUABLE ASSET

Real warmth doesn't come from the right words — it comes from actually caring about the person you're talking to. If your message sounds like something you'd never actually say to that person, rewrite it until it does. The framework above is a starting point. Your voice is the destination.

YOUR FIRST MAJOR MOMENTUM MOVE

Your Launch Event

A launch event is one of the most powerful things you can do at the start of your business — and here is why it matters more than most people realize.

A video creates curiosity. A conversation creates interest. But an event — in person, online, or both — is where people move from interested to decided. When someone is with you, or on a call surrounded by others who are already involved, something shifts. They stop receiving information and start experiencing the energy of what you're building. That experience is what converts curiosity into customers and customers into partners.

A launch event also condenses your time significantly. Instead of ten individual conversations that take ten hours, you can have

ten people in the same room — or on the same call — and accomplish the same thing in one hour. That's not just efficient. That's a completely different use of your time.

Host your launch event as soon as possible. It doesn't need to be elaborate, it doesn't need to wait until your posts are done, and it doesn't need to be perfect. What matters is that you show up for it — and so do your people.

MOST EFFECTIVE

Hybrid — In-Person + Virtual

Local guests are with you in person while others join virtually — via Zoom or watching a Facebook Live you're streaming from the room. Going live from your in-person event is one of the most powerful versions of hybrid: your local guests experience the energy in the room, and your online audience watches it happen in real time. Maximum reach, zero extra effort.

IN-PERSON · HOME OR LOCAL VENUE

Sip & Sample

A casual get-together at your home, a coffee shop, or a friend's space. Guests try products, experience the AI skin scan, and connect with you directly. Nothing converts quite like being in the room together.

IN-PERSON · BUSINESS TO BUSINESS

Salon, Spa, or Professional Setting

Host a product experience at your location or a partner's. A skin scan station and product samples open natural conversations in a setting your clients already trust — and the professional environment does a lot of the credibility work for you.

VIRTUAL · FOR PEOPLE YOU KNOW WELL

Zoom Event

Best for people who matter to you but can't be there in person. A scheduled date and time, a personal invite with a direct link. Feels

intimate even when it's online — especially when they can see your face and energy.

VIRTUAL · FOR A BROADER AUDIENCE

Facebook Party

Invite your broader audience into a Facebook group where your launch content lives. There's a defined party window — a specific time when things are happening live — and they can engage during that time or catch up shortly after while the energy is still fresh.

For how to host your event — what to do, what to say, and how to follow up — your Start Here training in the Habits House Training Library covers your role as a new brand partner. For full event resources and logistics, Neora's Wiki page for events is kept current by the company: wiki.neora.com/docs/sip-and-samples (log in to your Neora account to access), or navigate there yourself: Resources → Wiki → Sip & Sample.

HOW TO INVITE — IN-PERSON EVENT

Ask what they're doing first and wait for their response. If they're free, then invite them. Always offer two dates so if the first doesn't work you have an immediate backup. The Zoom is the fallback if neither date works.

OPTION 1

Hey — what are you doing Thursday night? [Wait for response.] Perfect — I'm having a girls' night and there's a crazy accurate skin scanner you get to try for free, some products to sample, and most importantly you get to hang out with me. You in?

If Thursday doesn't work: I'm also doing one on Saturday — does that work better? And if neither works, I can send you something short to look at on your own time.

OPTION 2 — CASUAL & NEUTRAL

Hey — what are you up to Friday evening? [Wait for response.] I'm doing a casual get-together and there's a free AI skin analysis tool you can try — it's actually impressive technology, takes two minutes, and tells you exactly what's happening with your skin. Some products to check out too. Come hang.

If Friday doesn't work: I have a second date on Sunday — does that work? If not, I can get you something to look at whenever it's convenient.

HOW TO INVITE — ZOOM EVENT (PEOPLE YOU KNOW WELL)

For people who matter to you but can't attend in person. Give them a reason to show up, and always offer a backup if the date doesn't work.

OPTION 1

I wish you lived closer — I'm doing an in-person event and I really wanted you there. I'm also doing a Zoom version for people I can't get to in person. It's short and fun — you'd get to see what I've been so excited about and there's a free skin scan link you can do right from home. Does Thursday at 8 work for you?

If Thursday doesn't work: I also have it Saturday at [time] — does that work better? And if neither works, I can send you something short to look at on your own time.

OPTION 2

Hey — I'm doing a virtual version of my launch for people who aren't local. It's [day] at [time], casual and short. There's a free AI skin scan you can do from home and some things I think you'd genuinely love. Does [day] at [time] work for you?

If that doesn't work: I have a second date, [day] at [time] — does that work? If not, I can get you something to look at whenever it's convenient.

HOW TO INVITE — FACEBOOK PARTY (BROADER AUDIENCE)

For your wider network. There's a defined party window — not an open-ended group they join and forget. Give them two options so there's no dead end.

OPTION 1

Hey! I'm doing a Facebook launch for a limited time and I'd love for you to be part of it. There's a free AI skin scan link, some product info, and giveaways happening throughout — you can pop in and browse whenever it works for you, no pressure to be there at any specific time. Are you open to me adding you to the group, or would you rather I get you the information a different way?

OPTION 2

I'm doing a Facebook launch for something new I've been really into lately — it runs for a limited time so you can check it out whenever it's convenient for you. There's a free skin scan, some things I think you'd genuinely find interesting, and some giveaways to keep an eye out for. I thought of you specifically. Are you open to joining the group, or would a different format work better for you?

THE GOAL OF EVERY INVITE

Make it sound like something they'd actually want to come to — because it is. Lead with what's in it for them. Make them feel specifically wanted, not like one of many. And never leave them with a dead end — every closing question should have two paths forward, both of which keep the conversation moving.

WHAT TO DO
RIGHT NOW

Your Posts — What You're Doing and Why

BUILDING IN-PERSON OR BUSINESS TO BUSINESS (B2B)?

If you're building primarily in-person or through professional relationships, social posts may be a smaller part of your strategy or not part of it at all. Your focus is your launch event and the PSIF system in Part Three, which has specific guidance for in-person and B2B builders at every step — P, S, I, and F. Feel free to skip ahead to Part Three once your launch event is set.

Your track: **Direct Outreach & B2B — 14-Day Action Track**

Your social media posts are the first real step in the system. Every day you post, you're doing one thing: sparking enough curiosity that someone leans in and wants to know more. You're not selling. You're not explaining. You're simply showing up consistently in a way that makes people think — *wait, what is she doing?*

Your first seven days of posts are written and ready for you. All you have to do is personalize them, publish them, and engage

with every response you get. The responses are where your business actually starts to happen.

Inside your post document, right before Day 1, you'll find a short section that helps you decide if you need a few warm-up posts first. If people already see you as someone in direct sales, wellness, or beauty, skip straight to Day 1. If this would come as a surprise to most of your audience, those warm-up posts are written and ready for you right there — just run them first.

WHICH POSTS ARE RIGHT FOR YOU?

This is about your focus for piquing interest — not a lifelong lane. Most Brand Partners land on Overall & Lifestyle; it's the broadest and gives you the most range. If you already have a real passion for skincare or wellness specifically, or you're pivoting in from direct sales experience, that track will resonate more than the general one. And if conversations and in-person connection are more your speed than posting, Direct Outreach & B2B skips social media almost entirely.

Pick the one that's most you:

"I want the whole picture — beauty, wellness, and longevity together, not just one lane"

[Open Overall & Lifestyle Posts →](#)

"I'm focused on skincare and the needleless filler alternative"

[Open Skincare & Neo-FILLER Posts →](#)

"I'm focused on wellness, energy, and feeling better"

[Open Wellness Posts →](#)

"I've been in direct sales before and I'm making a pivot"

[Open Direct Sales Experience Posts →](#)

"I'd rather build through direct conversations, in person, or with local businesses"

[Open the 14-Day Direct Outreach & B2B Action Track →](#)

WHAT HAPPENS AFTER YOUR FIRST 7 DAYS?

If you're on one of the four social tracks above, your 30-day content library takes over after Day 7 — a rotating mix of education, lifestyle, product content, and business curiosity, so you're never wondering

what to post next. After that, your daily rhythm and your own voice keep things going indefinitely. The 14-Day Direct Outreach & B2B track works differently — it's a self-contained 14-day cycle that resets and repeats on its own, with no social posting involved unless you choose to add it.

STORIES GUIDE →

How to Make Your Stories Work for You

Daily strategy, tools, and timing for stories that actually move people.

30-DAY CONTENT LIBRARY →

What to Do After Your 7 Days Are Up

Your ongoing content system — showing up consistently and building your business authentically, on repeat.

**PROJECT BROADCAST — GET YOUR DAILY PROMPTS
DELIVERED**

Project Broadcast delivers your daily prompts straight to your phone — one text per day so you always know what to do without having to think about it. Text your keyword to **(502) 237-8660** and your daily prompts start arriving automatically. For the four social tracks, this covers your core 7-day sequence and 30-day library. For Direct Outreach & B2B, it's a 14-day to-do cycle that repeats. If you're running warm-up posts first, those are handled manually before you start your keyword sequence.

Overall & Lifestyle: Text OVERALL to (502) 237-8660 ·

Skincare & Neo-FILLER: Text SKINCARE to (502)
237-8660 · **Wellness:** Text WELLNESS to (502)
237-8660

Experienced Partner: Text EXPERIENCE to (502)

237-8660 · **Direct Outreach & B2B:** Text LOCAL to
(502) 237-8660

WHAT YOU DO
EVERY DAY

Your Daily Rhythm & Tracker

Alongside your daily post, your tracker is your guide for everything else. Before you do anything else with your business each day, open it. It tells you what to do, who to contact, and where to focus.

This is designed to take thirty minutes a day or less. This business is meant to fit in and around your life — not take over it. Watching the tracker training will make it clear exactly how that's possible, especially with the help of your daily social media prompts doing a lot of the heavy lifting for you.

The goal is to complete your tracker activities five out of seven days. Not perfection — consistency. Five out of seven, week after week, is what builds momentum.

Before you use the tracker, watch the training first. Go to the Training Library in Habits House → Start Here section → page two → "What Do I Do Every Day?" Understanding why each activity is tracked is what makes the difference between checking boxes and actually building something. Then open your tracker: tinyurl.com/BP-trackers-EN-LH (English) or tinyurl.com/BP-trackers-ES-LH (Spanish). The tracker does not save between devices — open it on the one device you'll always use, take weekly screenshots to preserve your data, and reset at the start of each week. A printable paper version also lives in Habits House under the tracker training.

The activities below apply across all building paths — social, hybrid, and in-person. What changes is the form each one takes, not the purpose behind it.

GROW

Expand Your Audience

2–5 new connections daily

Your business grows in direct proportion to the size and quality of your network. This activity exists to make sure you're consistently adding new people — not just talking to the same circle over and over.

Social/Hybrid: Follow and connect with 2–5 new non-Neora people on your platforms. Comment genuinely on 5 posts and 5 stories of people not in Neora. Engage in 2–5 non-Neora groups or communities.

In-Person/B2B: Make 2–5 new professional or personal connections — a new salon contact, a referral introduction, someone you met at an event.

PIQUE INTEREST

Show Up Consistently

Daily presence

Reputation is proof accumulated over time. This activity exists to make sure you're showing up consistently enough that people associate you with what you do — before they're ready to ask about it.

Social/Hybrid: Post on your personal feed using your content library. Post 3–5 stories throughout the day — not all Neora. Your audience should see you as a person first, a brand partner second.

In-Person/B2B: Show up in your professional and personal spaces with energy and intention. Have conversations. Be visible.

SHARE & FOLLOW UP

Move People Forward

2 tools shared · 3 follow-ups daily

This is the most direct business-building activity in the tracker. Sharing tools moves people from curious to informed. Following up moves them from informed to decided. Both are required — sharing without following up is leaving money on the table.

Share a third-party tool with 2 new people — send the right video, before and after, or skin scan link based on their interest. See Part Three for exactly what to send.

Follow up with 3 people — prospects who've watched something, current customers

checking in on their results, past customers you haven't heard from. Use your prospect tracker as a visual map: who needs another touchpoint, who's close to a decision, and are you spreading your exposures broadly enough.

Invite 15 people to an event each month — broken down across your weeks.

PERSONAL DEVELOPMENT

Invest in Yourself First

10 minutes daily

This is not another Habits House training. Find a podcast that inspires you, read a book, watch a YouTube video that shifts your mindset — or at the very least, put on a song you love before you start your reach-outs and follow-ups. You cannot pour from an empty cup, and the energy you bring to your conversations is part of your business whether you realize it or not.

Need a place to start? The Feed Your Mind section of the Training Library in Habits House has book and podcast recommendations from the team. But the goal is finding what genuinely fills *you* up — it doesn't have to come from that list.

YOU ARE NOT
BUILDING ALONE

Your Community & Support

One of the things that makes Legacy House different is the community and support structure you're building inside. You have access to resources that exist specifically so you're never figuring this out on your own — and so you always have somewhere to bring your prospects.

These are not requirements. They are tools. Use them based on what you need in the moment. We would far rather you spend your time working your business than sitting on Zooms. The right resource at the right time can shift everything — but attending everything every week is not the goal.

Everything listed here is recorded. If the timing doesn't work for your schedule, you're not missing out — you're just choosing when to tune in. Watch on your own time whenever it's convenient.

LEGACY HOUSE · MONTHLY

Team Zoom

1st Sunday of Every Month

ID: 345 678 9876

Password: legacy

[Join Team Zoom](#)

Your community touchpoint and your monthly plan in one.

Recognition from the prior month, the calendar and rhythm for the month ahead, and the camaraderie of seeing your team all in one place. This is the one we'd love for you to protect on your calendar — once a month is completely manageable, and walking into a new month knowing the plan and feeling connected to the people building alongside you changes how the whole month goes.

Tune in when: you want to start the month with a plan, feel connected to the team, celebrate wins, and know exactly what's happening and when.

LEGACY HOUSE · WEEKLY

Opportunity Zoom

Most Thursdays

Check Monday email for that week's schedule

[Join Thursday Zoom](#)

This is where you bring people who are curious about Neora — the products, the business, or both. Legacy House is highlighted. You always have an event to invite prospects into. It's also a great event to attend yourself when you want to sharpen how you talk about the products and business, or hear how things are presented to someone experiencing it for the first time.

When you invite someone, show up with them. Being there together — present and engaged — changes the experience completely.

Note: one Thursday per month, Neora hosts the Get to Know Neora Zoom and that takes the place of our team one. Your Monday Habits House email will always tell you which event is happening that week.

Tune in when: you have a curious prospect to bring, you want to sharpen your presentation, or you want to see the business and products presented live.

NEORA · MONTHLY

Launch Zoom

1st of Every Month

neorazoom.com/launch

Co-CEO Amber Olsen Rourke presents the month's promotions, focus areas, and strategy directly. There is a meaningful difference between hearing this straight from the person who designed it and hearing someone else's interpretation of it secondhand — and that difference shows up in how confidently you talk about it all month.

You own this business. Watching the Launch Zoom is the difference between walking into a new month feeling informed and in touch versus feeling like you're catching up while everyone else already knows what's going on.

Tune in at the start of every month. Try to catch it live. If you can't, make the recording a priority before the month gets away from you.

NEORA · MONTHLY

Success Series

1st Monday · 5PM CST / 6PM
EST

neorazoom.com/nu

The first Monday of every month is a longer, more in-depth training from Neora corporate featuring people who are currently doing what's working — real strategies from people actively building right now.

Tune in when: you want deeper inspiration and strategy grounded in what's actually working right now.

NEORA · WEEKLY

Neora U

Every Monday · 5PM CST /
6PM EST
(except 1st Monday)

neorazoom.com/nu

Neora University — shorter, focused strategy tips and training from corporate every Monday. A consistent weekly resource for staying sharp on products, business, and what's relevant right now.

Tune in when: you want a regular weekly touchpoint with what Neora is focused on and teaching.

NEORA · EVERGREEN

Get to Know Neora

Always Current
Updated Monthly

[neorazoom.com/
gettoknowneora](https://neorazoom.com/gettoknowneora)

An always-current company overview updated monthly. This is a prospect resource — send it to someone who wants to understand Neora before making a decision. See Part Three for which tool to send when.

Use when: a prospect wants a deeper look at the company before deciding.

YOUR TEAM
COMMUNITY

Legacy House Facebook Groups

Staying connected to your team community is one of the simplest ways to stay motivated, informed, and reminded that you're not doing this alone. A quick daily check-in — even just a few minutes — keeps you in the loop on what's happening, what's being celebrated, and what's coming up.

THE LEGACY HOUSE COLLECTIVE — OUR MAIN GROUP

This is our primary team Facebook group — private, active, and twelve years strong. It's where you'll see the full picture of what's possible inside this organization:

recognition, announcements, energy, and people at every stage of the journey building something real.

This group belongs to everyone in it. If you have something to celebrate, celebrate it here. If something worked for you and you want to share it, share it here. It is not owned by certain people — it is truly a collective, and your voice and your wins belong in it from day one.

Being part of the Legacy House Collective is not a requirement, and it is not intended to replace or take away from any other team group you're already part of. It simply gives you a window into the energy, growth, and possibility happening across the entire organization. We'd love for you to be part of it, and the choice is genuinely yours.

To join: tap the button on your confirmation page, ask your enroller to add you, or email

habitshouseleaders@gmail.com to request access.

You may also be part of a smaller team-specific group for the part of Legacy House you joined. Check in there too. Wherever you're most connected — tune in daily, see what's happening, and let the community remind you that you're building something real alongside real people.

PART THREE

The System

PSIF. Your daily rhythm. Which tool to send, when to send it, and suggestions for how to approach the conversation when you do.

YOUR DAILY METHOD OF
OPERATION

The PSIF System

PSIF is Neora's system — the daily method of operation that has built this company for fifteen years. What follows is how Legacy House has executed it for twelve and a half of those years.

The suggestions, the tool sequencing, the approach to conversations — none of it comes from a corporate manual. It comes from people who built this from scratch, figured out what actually works, and kept showing up long enough to know the difference. Take what resonates. Adapt it to your voice. Make it yours.

Master the mundane. Follow the rhythm. Watch the momentum build. The people who succeed here are not the ones who go hardest for one week — they're the ones who keep doing the simple things, consistently, long after the excitement of starting has worn off.



PSIF AT A GLANCE

P — Pique Interest: social posts, conversations, stories.

S — Share a Third-Party Tool: let the assets do the talking.

I — Invite to an Event: this is where the magic happens.

F — Follow-Up: ask what stood out, send another tool, connect to a 3-way message or call.

Then **Enroll** — and the cycle starts again with the next person.

That's the whole system in one breath, straight from Neora corporate. Everything below is Legacy House's twelve years of experience on how to actually execute each step well.

STEP ONE

Pique Interest

P

This is where everything begins. You are not explaining. You are not selling. You are simply sparking curiosity — through your content, your conversations, and the way you show up in people's lives every day. Your only goal: get them thinking, *wait, what is that?*

Here is the context that makes this step more powerful than most people realize: **Neora created this category.** A

needleless, topical, structural approach to aging support — it didn't exist before Neora built it. And Neora has a track record of creating categories that didn't exist and then watching them explode. The people who were in those categories early know exactly what that means. Being here now, at the moment this category is being introduced to the world, is a positioning advantage that won't exist in two years. That's not hype — that's a pattern.

If you're building socially or in hybrid: Your posts, stories, and content are your P. The content library handles the daily piquing for you. Your job is to show up consistently, engage with every response, and let the content do the heavy lifting.

If you're building in-person or B2B: Your P happens face to face — through conversations, demonstrations, professional relationships, and showing up in the spaces where your potential customers and partners already are. You are doing this step daily, in person, through genuine connection.

In all paths, P leads to S. Every time.

STEP TWO — WHERE MOST QUESTIONS LIVE

Share a Third-Party Tool

S

When someone asks or leans in — don't start talking. Share a tool. A video. A before and after. A skin scan. A testimonial. Anything that isn't just your spoken or

written words alone. **Be the messenger, not the message.**

Tools keep things simple. Tools build credibility. Tools make what you're doing completely duplicatable. If someone on your team can't do exactly what you just did, you might be doing too much.

The tool creates clarity and moves someone to the point where an invitation makes sense. If it's a video, send it through GoProspect — you'll be notified when they watch it, which tells you exactly when to follow up. For other tools (a before and after, a PDF, a testimonial image), just watch for their reply.

HOW TO SEND IT

Just sent you something — let me know once you've had a chance to check it out.

Video: send through GoProspect so you're notified when they watch. Other tools: you'll just see their reply come in. Either way, follow up immediately once you hear back. Ask: "What stood out to you most?" or "What questions do you have?" or "What felt most relevant to you?" Their answer tells you exactly where they are — whether that leads to a product conversation, a business conversation, a skin scan, or an invite to an event.

THE S IN PSIF — MOST REFERENCED SECTION IN THIS GUIDE

Which Tool to Send & When

This is where partners get stuck most often — not at piquing interest, but at knowing what to do next. Someone is curious. They've engaged. Now what? The answer depends entirely on what they expressed interest in. Every scenario is covered below with the exact video title, length, and notes on how and when to use it.

All tools are sent through GoProspect so you're notified when they watch.

WHEN THEY EXPRESS INTEREST IN...

Filler Alternatives / Anti-Aging / Neo-FILLER

Context worth knowing before you share: You're not introducing them to a product. You're introducing them to a category that didn't exist before Neora created it — a needleless, topical, structural approach to aging support. Being able to say that with confidence changes how the conversation feels for both of you.

SEND FIRST

~2 min

NeoFiller Face & Lip Contour Duo Launch

Your lead tool for the Neo-FILLER category — covers both face and lip. Always start here. Most compelling and accessible overview of what makes this unlike anything else on the market.

The Future of Filler

~2 min

Face-focused. Great follow-up or alternative first send when their interest is specifically in facial results.

NeoFiller Volumizing Lip Treatment

~1.5 min

Lip-focused only. Use when their interest is specifically in lip results.

Fill, Lift & Glow Set

~2.5 min

More detailed — includes night and day creams alongside Neo-FILLER. Use when they're ready to understand the full offering and how to get it.

Future of Filler Science

~19 min

For the science-minded prospect who wants to understand the research and mechanism before believing the results. Don't lead with this — use it when they ask how it works.

Even Med Spa Professionals Are Talking

~1 min 40 sec

Powerful credibility tool for skeptical prospects or those from a professional beauty or aesthetics background.

The skin scan is your lead tool for the skincare track. Use it before or alongside the video — it creates immediate personalization and curiosity. Your personal link: [\[yourusername\].neora.com/us/en/skin-scan](#)

WHEN THEY EXPRESS INTEREST IN...

Wellness / Weight Management / NeoraFit

SEND FIRST

~6 min

Neora Wellness Products

Full wellness line overview. Always start here for general wellness interest — gives them the complete picture before going deeper on any one product.

NeoraFit: Wellness Simplified

~4.5 min

NeoraFit-focused. Use when their interest is specifically in the fit and weight management system rather than the full wellness line.

For wellness, the skin scan is a secondary data point — not the lead. Frame it as: "See how your internal health shows up on your skin." Never lead with the skin scan for a wellness-focused prospect.

WHEN THEY EXPRESS INTEREST IN...

Women's Hormone Health — Coming October

Context worth knowing before you share: This isn't just a new product — it's a brand-new category launch. Neora's women's hormone health line opens for early access in October, with a 90-day Prelaunch Pack that puts people on the ground floor before the full public launch in January. Right now is the moment to build curiosity, not the moment to explain every detail.

SEND FIRST

~33 sec

New Product. New Opportunity. A Whole New Era.

The teaser. Sparks curiosity about what's coming in October without over-explaining — perfect first send for anyone even casually interested in wellness or hormone health right now.

→ Follow with "Women's Health Support — Opportunity Video" once they respond

Women's Health Support — Opportunity Video

~1 min 56 sec

Covers both the product story and the business opportunity — why this moment matters, Neora's track record of innovation, and the modern comp plan. Works whether their curiosity is about the product, the business, or both.

WHEN THEY'RE CURIOUS ABOUT...

Multiple Products / General Neora Interest

SEND FIRST

<1 min

Neora: Clean Meets Performance

Quick, high-level snapshot of what makes Neora's products different. Perfect first send when you're not sure which category they're most interested in yet.

Introducing Neora's Products — Overview

~13 min

Full product line overview. Use as follow-up once you know they're genuinely interested and want the complete picture. Ask first: "If I sent you a video that covers all the products, would you watch it?"

WHEN THEY ASK ABOUT OR SHOW CURIOSITY ABOUT...

The Business / Getting Started / Making Money

SEND FIRST

~4 min

Options for Getting Started

Always your first send for business curiosity. The last three minutes explain brand partner benefits simply and clearly. This is the entry point.

→ Follow with "Why Social Selling" once they've watched this

Women's Health Support — Opportunity Video

~1 min 56 sec

Speaks directly to the business opportunity right now — why this specific moment matters, Neora's track record of innovation, and the modern comp plan. September is the moment to become part of it, and this video makes that case. A strong alternate send alongside "Options for Getting Started" for anyone you want to reach with timing-specific urgency.

Why Social Selling

~4 min

Amber's overview of the mission, model, and opportunity. Send after "Options for Getting Started" to deepen the picture.

→ Follow with "Get to Know Neora" for deeper follow-up

Get to Know Neora

~20 min

Covers both business and products. Best for deeper follow-up after the first two videos. Also available as a live Thursday Opportunity Zoom.

A Modern Way to Earn

~5 min 13 sec

Amber's deeper look at Neora's business model and philosophy — a brief overview of how you actually earn. Good next step after "Get to Know Neora" for someone who wants the full picture of how the comp plan works.

Navigating the New Economy (navigatingtheneweconomy.com) works best as a conversation opener for someone who isn't yet asking about the business but might be open to the concept — someone expressing frustration with their income, job, or options. It creates curiosity without pressure because Neora is never mentioned. When someone is already curious and asking direct questions about the business, move to the Neora business videos above. Navigating the New Economy opens the door. The business videos walk them through it.

WHEN THEY HAVE...

Direct Sales Experience / Already Know the Industry

SEND FIRST

<2 min

The Last Run Club — Introduction

Built specifically for people who already know the direct sales industry. Speaks their language and addresses the questions they're already asking.

→ Follow up: Send them to TheLastRunClub.com for stories, testimonials, and a deeper look at what sets Neora apart.

ONGOING RESOURCE FOR...

Your Customers — Product Support & Account Management

Transformation Hub

Evergreen

Your customers' home base for everything they need after they order. Product how-tos, usage instructions, account and order management tutorials, perks as a preferred customer, and a 24/7 AI for questions that pop up at any hour. Send this to every customer when they enroll — see the enrollment section below for exactly how to introduce it.

→ sites.google.com/view/transformationhubneoracustomer/home

STEP THREE — WHERE DECISIONS HAPPEN

Invite

I

The invite is one of the most significant actions you can take in this business. A video creates curiosity. A conversation creates interest. But an event — a sit-down,

a Zoom, a 3-way call, a Sip & Sample — is where people move from interested to decided. When someone is in an environment with other people who are already involved, something shifts. They stop processing information and start experiencing what you're a part of. That's what converts.

Don't skip this step or treat it as optional. The tool creates clarity. The invite creates the moment where a decision can actually happen.

SUGGESTIONS FOR HOW TO INVITE

INVITE TO A SIT-DOWN OR COFFEE

Hey — what are you doing this week? I'd love to grab coffee and chat a little more. If it ends up being something for you, great. If not, no big deal at all. Would that work?

INVITE TO THE THURSDAY OPPORTUNITY ZOOM

Hey — I have some friends doing a Zoom on Thursday and I immediately thought of you because of [specific reason — they mentioned the products, asked about the business, seemed curious about what you're doing]. It'll give you a chance to hear more about the company and get your questions answered from people who are already doing it. Does Thursday at [time] work for you, or will you need the recording link?

When you invite someone, show up on that Zoom with them. Being there together — present and engaged — changes the experience completely.

INTRODUCING A 3-WAY CALL OR MESSAGE

I want to introduce you to my friend [name] — she's someone you'd be working alongside if you chose to get started. No pressure at all, just another person to help you get the full picture so you can make the best decision for yourself.

Think of it like meeting the team before accepting a job offer. It's not a sales call — it's a conversation with people who are already doing what you're considering.

INVITE TO AN IN-PERSON EVENT — FOR HER

Hey — what are you doing [day]? [Wait for response.] I'm having a few people over — we're going to try a free AI skin scanner that would normally run about \$150, sample some products, have some snacks and a glass of wine. Just a fun night. I'd love for you to come.

If that date doesn't work: I'm also doing one on [day] — does that work better? And if neither works, I can send you something short to look at on your own time.

INVITE TO AN IN-PERSON EVENT — CASUAL & NEUTRAL

Hey — what are you up to [day]? [Wait for response.] I'm having a few people over — there's a free AI skin analysis tool that's actually impressive technology, takes two minutes, tells you exactly what's happening with your skin — worth about \$150. Some products to check out, good food. Come hang.

If that date doesn't work: I'm also doing one on [day] — does that work better?

INVITE TO A FACEBOOK PARTY

Hey! I'm doing a Facebook launch for a limited time and I'd love for you to be part of it. There's a free AI skin scan link, some product info, and giveaways happening throughout — you can pop in and browse whenever it works for you, no pressure to be there at any specific time. Are you open to me adding you to the group, or would you rather I get you the information a different way?

STEP FOUR — WHERE MOST PEOPLE FALL OFF

Follow Up

F

Follow-up is not a one-and-done action. It is the bridge between interest and enrollment, and it almost always requires multiple touchpoints. Yes, you will circle back many times. Yes, some people will take months. And yes — this is where most people stop. The ones who keep going are the ones who build something.

Keep it simple, keep it consistent, keep it human. Not every touchpoint needs to be about Neora — sometimes it's just a conversation. Relationships are currency here.

Use your tracker — it shows you exactly who to follow up with, what you've already shared, and what the natural next step is.

Follow-up is not always a check-in about a video. It's any meaningful touchpoint that keeps the relationship warm and moves someone forward. Your prospect tracker isn't a linear pipeline you march people through step by step — it's a visual map. At a glance: who have you shared tools with, where is each person in their decision-making process, and are you creating enough exposures to actually move someone toward a decision. A before and after photo that stopped you in your tracks, a testimonial that reminded you of them, a new result from someone using the product they were curious about — any of these are legitimate follow-up touches that feel human rather than salesy.

Ask what stood out to them most. Keep sending additional third-party tools as it makes sense. And when they're genuinely engaged but still working through a decision, that's the moment to connect them to a 3-way message or call — this is where a lot of decisions actually get made.

AFTER THEY'VE WATCHED SOMETHING

Hey — just wanted to check in. Did you get a chance to watch that? I'd love to hear what you thought.

SENDING A BEFORE AND AFTER OR RESULT THAT
REMINDED YOU OF THEM

*Hey — I saw this today and immediately
thought of you because of what you
mentioned. Wanted to pass it along.*

No ask needed. Just a human touchpoint. If they
respond, the conversation opens naturally. Your
prospect tracker has "before & after" as a follow-up
option for exactly this reason.

NO RESPONSE AFTER FOLLOWING UP

*Hey — not trying to be a pest, I promise.
Just didn't want to lose touch. Is this still
something you're thinking about, or has
life just gotten busy? Either way is
completely fine.*

AFTER A "NOT RIGHT NOW"

*Totally get it — no pressure at all. Would
it be okay if I keep you in the loop as
things develop? New products,
promotions, that kind of thing?*

A REMINDER ABOUT "NO"

"No" is almost always "not right now." Most people need multiple exposures to Neora before making a decision — that's completely normal. Add them to your tracker, keep the relationship warm, and let timing do some of the work. The follow-up you almost didn't send is often the one that gets the response.

BEFORE
EVERY
ENROLLMENT

Customer or Brand Partner — Understanding the Difference

Here's the philosophy first, because it matters more than the mechanics:

Neora actually has customers. Real ones. And there's a genuine reason for that — our compensation plan is built to reward customer sales generously, which means having customers isn't just nice to have, it's a core part of how this business works. We

don't need everyone to be a brand partner. We need the right people to be brand partners.

That's why we ask the qualifying question. If someone is interested in the products and thinks that if they got results, they'd naturally share that with at least one other person — it makes sense for them to look at the business. If someone simply wants to use the products without any interest in sharing — a customer account is the right fit. That's not a consolation — it's the right fit. And it protects the integrity of your brand partner roster.

PREFERRED CUSTOMER

For Someone Who Wants to Use the Products but Isn't Interested in Sharing

A customer account receives a discount on their purchases and other perks — including a one-time \$10 referral for each new customer they send your way. It's a real and legitimate choice for the right person. We even offer larger customer sets for people who want to buy in bulk, so there's no need to become a brand partner just to access better value.

BRAND PARTNER

For Someone Who Wants to Use the Products AND Would Naturally Share Them

A brand partner receives the deepest product discount available, ongoing commissions generated every single time their customers order, the ability to earn free product credits, bonuses, and more.

The earning is ongoing and compounding — every order, every month, not just once per referral.

The difference is simple: if someone loves the products and would naturally share them with at least one other person, brand partner makes more financial sense for them. If sharing isn't something they're interested in, a customer account is genuinely the right fit — not a lesser option.

THE QUALIFYING QUESTION

If you like your results, do you think you'd share your experience with at least one person? If not, our customer program probably suits you better.

This question isn't pressure — it's integrity. It matches people to the right option and protects the quality of your brand partner roster.

THE SINGLE BIGGEST GROWTH OPPORTUNITY IN THIS ORGANIZATION

Make the bridge offer. Every single time.

The single biggest place partners leave money and momentum on the table is never making the bridge offer. They get comfortable with product sales and assume people won't be interested in the business. So they say nothing — and the opportunity walks out the

door with every customer who might have said yes if someone had simply asked.

The bridge offer isn't a pitch. It's one sentence before the cart link goes out. It's low pressure, it's natural, and it gives the person a genuine choice they deserve to know about. Get comfortable saying it every single time, without exception.

THE BRIDGE — SAY THIS BEFORE EVERY CART LINK GOES OUT

Before I put in your order, I wanted to mention that for \$20 you can upgrade your account and earn cash on referrals, free product credits, and more. Would you be open to that?

If they say no — no biggie. Send the cart link and enroll them as a customer.

If they say yes — assume they're ready: "Yay! I can walk you through getting started!"

If they come back wanting more info first, send Options for Getting Started with this message: "Here are some options for getting started — which one seems like the best fit for you?" Keeps enrollment moving instead of leaving it open-ended. Follow up once they've checked it out.

If they ask what the difference is between the options, send them the "Options for Getting Started" video from GoProspect (~4 min) — it walks through it for them.

There are also additional ways to share Neora's products outside of traditional customer and brand partner enrollment — including the Ambassador Program and TikTok Shop. Both are worth knowing about, especially if you're building through social media. Full details live at wiki.neora.com/docs/special-programs (log in to your Neora account to access), or navigate there yourself: Resources → Wiki → Special Programs.

STEP FIVE

Enroll



Enrollment happens when someone has seen enough, experienced enough connection, and has enough clarity to make a decision. Your job is simple: offer Good / Better / Best options and guide them based on their goals. You are not convincing anyone. You are helping them choose.

Skincare / Neo-FILLER path: Neo-FILLER only → Fill, Lift & Glow Set → Launch Pack

Wellness path: NeoraFit → NeoraFit + Youth Factor + Chews → Holistic Launch Pack

If someone has no real idea what skincare they need or where to start, offer the skin scan first — it gives them personalized product suggestions and makes the choice a lot easier before you walk through options.

Cart link tutorials live in Habits House → Training Library → PSIF section → Enroll training block — use them. And remember: Neora is built to reward you generously on both customer sales and team building. You don't have to

choose one path. Both are worth pursuing, and both generate meaningful income.

Quick reminder: this is the moment for the bridge offer, if you haven't made it already. Before the cart link goes out, give them the chance to upgrade to a brand partner account. See the bridge offer above — say it every time, no exceptions.

A SUGGESTION FOR OFFERING OPTIONS

Based on what you've told me, I'd probably start here — but let me show you the options so you can choose what makes the most sense for you. There's no wrong answer.

IF THEY'RE INTERESTED IN THE BUSINESS BUT STILL ON THE FENCE

It sounds like you're genuinely considering this but still working through it — totally fair, it's a real decision. She's someone you'd actually be working with if this is right for you, so I wanted to connect you. She can also help make sure you have everything you need to make the best decision for yourself.

This isn't about you not having the answers — it's the power of third-party validation. Hearing it confirmed by someone else already living it lands differently than hearing it from you alone.

THE SLIGHT EDGE · JEFF OLSON

Repeat. Every day.

Pique. Share. Invite. Follow up. Enroll. Then do it again tomorrow. The magic isn't in any single step — it's in the repetition. Mastering the mundane is what builds something that lasts. PSIF isn't about being perfect. It's about being consistent.

You already have your daily rhythm and tracker from Part Two — this is the system that explains why those daily activities work. Keep showing up. The system rewards consistency more than intensity.

AFTER THE YES

When You Enroll a Customer

Enrollment isn't the finish line — it's the starting line. What you do in the first 48 hours after someone becomes your customer determines whether they get results, stay loyal, refer people, and eventually become someone who wants to do what you do.

1 Send them everything they need — immediately, in one message

Don't drop a bare link, and don't split the before-photo ask off into a separate conversation days later. One complete message, sent right after enrollment, covers their Transformation Hub, their before photo, and the 90-Day Challenge all at once — copy it, personalize the greeting, and send.

READY TO SEND — RIGHT AFTER ENROLLMENT

You're all set! Here's your Transformation Hub — it's your home base for everything: sites.google.com/view/transformationhubneoracustomer/home. Click on your product category, find your specific product, and open the drop-down menu to read the how-tos and usage instructions — that's where everything lives. There's a search option too if you know what you're looking for. Check out the Perks section so you know every benefit you have as a preferred customer, and there's a 24/7 assistant built right in if a question ever pops up at 4am — you don't have to wait for me, just ask it there. There's also a full account management tutorial inside if you ever need to edit your order.

One more thing — take a before photo now, before you dive in. It takes 30 seconds and you'll be really glad you have it. Neora runs a 90-Day Challenge with a \$3,000 first prize for documented results — the before photo is required to even be eligible to enter, but you'll also need to actually submit an entry when the time comes for a shot at winning. I'll send you the details on how to enter closer to your 90-day mark. Give it the full 90 days — that's the real picture — and let's see what happens!

2 Set expectations for their results

90 days is the full picture — that's what all of Neora's clinical data is based on. Help them commit to the journey rather than looking for results at two weeks. Consecutive monthly orders also earn them 10% back in Neora Cash automatically — make sure they know this so they understand the value of staying on their Smart Shop Order.

3 Stay in touch during their first 30 days

Check in. Not to sell anything — to support them. Ask how the products are feeling. Celebrate early wins. Answer questions or point them to the Transformation Hub. The customers who get results are the ones who feel supported — and supported customers refer people and eventually consider the business.

4 Make sure they understand their order options

Your customers have more flexibility than most people realize — make sure they know it. They can order monthly, every other month, on a specific date between the 1st and 22nd, or on demand by cancelling their SmartShop Order (SSO) after creation and creating a new one whenever they want more product.

Their first order processes immediately and ships within 3–7 business days. Subsequent SmartShop Orders process on the 1st–23rd of the month. If they enrolled between the 1st and 23rd, their SSO processes on that same date the following month. If they enrolled after the 23rd, their SSO is set to process on the 23rd.

They earn 10% back in Neora Cash on their second consecutive order and every consecutive order after — it applies automatically with no minimum spend. Make sure they know this before they consider cancelling.

All account management instructions — including how to edit their SmartShop Order — are in the **Transformation Hub under the Account Management tab**.

Note for brand partners: Brand partners cannot edit their SmartShop shipment date the same way customers can. If you want your order on a different date, delete the existing SmartShop Order and re-enter it on the date you want it to process.

When You Enroll a Brand Partner

The moment someone says yes to getting started, your job shifts from inviting to supporting. The way you show up for your new brand partner should mirror the way your sponsor showed up for you. And if your sponsor didn't show up the way you wished they had — be the sponsor you wish you'd had. That's how the culture of this team changes and improves with every person who joins it.

1 Add them to Habits House

Your first action. Log into your Habits House account and use the **Enroll a Brand Partner** function to add them. Being added triggers their welcome text, their Habits House email, and everything that follows. If you're unsure how to find the function, contact your sponsor or email habitshouseleaders@gmail.com — don't let this step get delayed.

2 If you've never run a getting started call — reach out to your sponsor or support team first

Do this before you schedule anything, not after. You don't have to figure it out alone, and your new brand partner deserves a confident, well-prepared start. Grab the **Sponsor Checklist** while you're at it (see below) — it tells you exactly what to do as the sponsor.

3 Schedule their getting started call immediately

Don't let days go by. The most critical outcome of that call is **getting their launch set up with dates confirmed**.

Everything else can be figured out as they go. The launch cannot wait.

4 Walk through the guide and checklist together — launch setup is the non-negotiable outcome

Open the **New Brand Partner Checklist** together and go through it item by item. By the end of the call they should know exactly what they're doing, when their launch is happening, and what their first steps are. The checklist covers everything — you don't have to remember it all on your own.

There are actually two separate checklists, and it's worth knowing both: the **Sponsor Checklist** tells you, the sponsor, what to do — it lives in Habits House → Training Library → Resource Library → Checklists, and also in Habits House → Training Library → PSIF section → Enroll training block. The **New Brand Partner Checklist** is the one built into Part Two of this guide — use it as the shared roadmap for the call itself.

Don't skip the keyword text on this call. Have them text their track's keyword to (502) 237-8660 while you're still on the phone together — OVERALL, SKINCARE, WELLNESS, EXPERIENCE, or LOCAL. A link in a guide is easy to miss; a text sent live with you on the line isn't.

The system is the same. The execution adapts.

Whether you're building through social media, in-person relationships, or a B2B professional network — PSIF works. The P looks different. The S delivery looks different. The I might be a product experience at a salon instead of a Thursday Zoom. But the sequence, the intention, and the daily rhythm are identical. What you're building is the same thing. How you're building it is yours to own.

FOR SOCIAL & HYBRID
BUILDERS

Project Broadcast

Project Broadcast delivers your daily prompts straight to your phone — one text per day so you always know what to do without having to think about it. There are five keyword opt-ins, one per track. Text your keyword to **(502) 237-8660** and your daily prompts start arriving automatically. For the four social tracks, Days 1–7 are specific to your track and Days 8–37 are the same across all four. Direct Outreach & B2B is its own 14-day cycle that repeats.

Overall & Lifestyle: Text OVERALL to (502) 237-8660

Skincare & Neo-FILLER: Text SKINCARE to (502) 237-8660

Wellness: Text WELLNESS to (502) 237-8660

Experienced Partner: Text EXPERIENCE to (502) 237-8660

Direct Outreach & B2B: Text LOCAL to (502) 237-8660

PART FOUR

How You Earn

Simple, honest, and built so both customer sales and team building generate meaningful income.

At the most basic level, this is a simple business: we sell products to customers, and we sell products to people who want to become brand partners themselves. Think of every brand partner you help start as an additional storefront — another person marketing and selling alongside you. It's a partnership that benefits both of you. The more people you genuinely help succeed, the more the business grows for everyone involved.

WHY NOW
MATTERS

The Timing You're Building In

Neora didn't enter the filler-alternative category. Neora created it — a needleless, topical, structural approach to aging support that didn't exist before this company built it. That's not a small thing. Neora has a track record of creating categories that didn't exist and then watching them explode. The people who were in those categories early know exactly what that means.

Being here now, at the moment this category is being introduced to the world, is a positioning advantage that won't exist in two years. That context matters just as much for how you earn as it does for how you talk about the products — because the timing of your business is part of the opportunity itself.

Neora is built to reward you generously at every level — on customer sales and on team building. You don't have to choose between the two. The compensation is intentionally designed to pay lucratively on customer sales AND on the leadership side — giving partners a real path to both supplemental income and executive-level earning. As co-CEO Amber Olsen Rourke has said: "*We intentionally broke the mold and put more money in.*" That's the plan you're working with.

THE ANCHOR FOR
HOW YOU EARN

The Legacy House Rhythm

This is the simplest, most repeatable model for understanding how income builds in this business — the least amount of yeses for the most amount of money.

Important: This doesn't have to be new business every month. Your recurring customers count toward every one of these thresholds.

A REAL DIFFERENTIATOR

Your Personal Sales Commission is paid on the actual dollar amount your customers spend — not on QV or CV like most companies in this industry. That's a meaningful difference in what you actually take home.

All figures are in USD. Canadian and international partners — amounts reflect your local pricing and currency.

1 Sell \$300 in personal sales

Earn \$100 in free product credit through 3URFree — Neora's free product credit program. This is a true product credit: it sits in your account and automatically deducts from your next SmartShop Order. You don't have to do anything to apply it — it comes off your total automatically. This is Neora actually giving you product, not a creative way to make you spend more. One important note: if you don't use it, you lose it. Make sure your SmartShop Order is active so the credit applies.

This milestone resets every month as long as you maintain \$300 in personal sales.

2 Enroll a brand partner + grow personal sales to \$1,000

At \$1,000 in personal sales you hit Club 20 — earning 20% Personal Sales Commission (PSC) which equals \$200, plus your \$100 product credit. When you enroll a brand partner, you also earn 15% Brand Partner Enrollment Bonus on whatever product pack they enrolled with — paid only on their enrollment purchase, not on customer orders.

Here's the basic pattern, and it repeats at every level: enroll a brand partner, get them to \$300, grow them to \$1,000, they enroll their own. That's the simplest version of duplication. It doesn't have to happen in this exact order or timeline — you might enroll several brand partners before any of you hit \$1,000, or someone might jump straight to \$1,000 before enrolling anyone. However it unfolds for you, the same basic loop is what builds real duplication over time: the pattern repeating itself again and again, through everyone on your team. When you've done this with 3 personally sponsored brand partners each hitting \$1,000 in sales alongside your own \$1,000, Step 3 unlocks naturally.

3 Help 3 personally sponsored brand partners hit \$1,000 in personal sales = Director*

This unlocks the \$500 Team PC Bonus plus team commissions. Combined with your own \$200 PSC and \$100 product credit — **that's over \$1,000 in cash + \$100 product credit.** Completing this step achieves Director rank.



4 Grow you + your 3 personally sponsored brand partners each to \$1,500 in sales

You've unlocked the \$1,000 Building Block — a repeatable model for consistently earning \$1,000 or more a month. Achieving this also unlocks Team Director rank advancement, which comes with a \$1,000 bonus. The goal now is to help your brand partners do exactly what you just did — enroll, build, repeat — so the block duplicates across your team. Every time it duplicates, your income grows. This is how the business compounds.

\$1,000 Building Blocks

Nutra makes no promises or guarantees regarding earning additional income or any other earnings opportunity. The success or failure of each Nutra brand partner, like any other business opportunity, depends on your own skills and personal effort.

* Achieving Team PC Bonus qualification also makes you eligible for the Corporate Lead Program. See below for details.

ENROLLMENT IS ONE-TIME. SALES ARE MONTHLY.

You don't have to enroll 3 new brand partners every month. Enrollment is a one-time thing — once they're in, they're in. What you're maintaining month to month is the \$1,000 in personal sales, for you and for each of those 3 brand partners. If the same orders process again next month and everyone hits \$1,000 again, you earn these same rewards again — no new enrollments required. Growing further is always encouraged, but it's not the requirement to keep earning what you've already built.

DO THIS	GET THIS
Sell \$300 in personal sales	\$100 free product credit (3URFree)
Grow to \$1,000 personal sales + enroll 1 brand partner	\$200 PSC (Club 20) + \$100 product credit + 15% Brand Partner Enrollment Bonus on their pack
Help 3 personally sponsored brand partners each reach \$1,000	\$500 Team PC Bonus + team commissions + Director rank (over \$1,000 total combined with the row above)
Grow you + your 3 brand partners each to \$1,500	\$1,000 Building Block unlocked (repeatable monthly) + Team Director rank + \$1,000 bonus

ALTERNATIVE
WAYS TO EARN

Two Standalone Paths to \$1,000+

The \$1,000 Building Block above combines customer sales and team building. But there are other ways to hit meaningful income depending on how you're building — each one works completely on its own.

CUSTOMER SALES PATH — SKINCARE EXAMPLE

Sell 15 Fill, Lift & Glow Sets — \$3,525 in Sales

Pure product selling — no team building required.

PSC Commission @ 25% (Club 25 — \$3,000–\$4,999.99)	\$881
3URFree Product Credit	\$100
Total Monthly Value	\$981

You don't need to find new customers every month to hit these numbers — your recurring customers count, and the income compounds every month they reorder. Prefer building with wellness products? Swap NeoraFit + Youth Factor (\$190/order) and you'd need about 16 customers for a similar result. Same principle, same recurring income.

DO THIS	GET THIS
Sell 15 Fill, Lift & Glow Sets (\$3,525 in sales) — no team required	\$981/month

ENROLLMENT PATH — PROFESSIONAL / B2B EXAMPLE

6 Brand Partner Enrollments with \$1,000 Packs

Pure business building — focused on signing people up.

Brand Partner Enrollment Bonus @ 15% — 6 x \$150 **\$900**

Total Enrollment Month Payout **\$900**

The Brand Partner Enrollment Bonus is paid separately from Personal Sales Commissions (PSC) and is in addition to any ongoing customer sales commissions you earn as those partners build their own customer base.

DO THIS	GET THIS
Enroll 6 brand partners with \$1,000 packs — no personal sales required	\$900/month

Results depend on individual effort and consistency. See neora.com/earnings for full income disclosure.

ANOTHER WAY YOU
EARN

Neora Gives Back (NGB)

Neora Gives Back rewards you for retaining your customers and brand partners — specifically when they place their second consecutive monthly order. It's a points-based program where loyalty earns you tangible rewards.

Enroll

Enroll a new preferred customer (PC) or brand partner (BP) with a SmartShop Order (SSO).

Earn Points

Points generate when their second consecutive monthly SmartShop Order processes. Up to 80 points per order based on the highest value item.

Choose Your Reward

Product samples, product sample credits, or \$10 off enrollment coupons — your choice based on available options.

Redeem

Use all or some of your points at your discretion. Points expire 180 days from when they're earned — use them before they disappear.

You're eligible to earn NGB points once you generate 200 Qualifying Volume (QV) within your first 30 days, or by being paid as an Elite Brand Partner.

FINDING YOUR NGB POINTS

Your Neora Gives Back widget is in your Back Office — but it's not on the leader dashboard where you'll spend most of your time. It's on the main login page when you first sign in. To get back to it anytime: click the Neora logo at the top of your website, which takes you back to your home page. Scroll down and you'll see your NGB points.

AS YOU
GROW

Corporate Lead Program

When someone visits Neora's website without being connected to a specific brand partner, Neora distributes them to a pool of qualifying partners to retain. No volume or pay is awarded on their initial order — but if you retain them, they become your customer from that point forward, counting toward your volume and pay just like anyone you personally enrolled.

This is an awareness item, not a day-one priority. Achieving Team PC Bonus qualification (Step 3 in the rhythm above) is what makes you eligible — along with the requirements below.

Team PC Bonus Qualified	Must have been qualified the previous month
Recent Enrollment Activity	Personal brand partner or customer enrollment of 80 Qualifying Volume (QV) within the past 60 days
Active Neora Edge Subscription	Must maintain an active Neora Edge subscription

THE PRACTICAL
PART

How & When You Get Paid

Your eWallet is how you get paid. Once you've earned at least \$10, you'll automatically receive an email from Neora@globalewallet.com with instructions to set up your eWallet account. This is where all your earnings will be deposited once you've completed setup. If the setup asks for a company ID number, just click continue — it should work without it. For eWallet support, call 1-866-844-5682.

Weekly — Customer Order Commissions & BP First Order Bonus

Commissions on customer orders that have processed — new and existing customers alike — are paid out weekly on the standard weekly check schedule. Your BP First Order Bonus, earned when a new brand partner places their first order, is also paid weekly. See your breakdown anytime: log in → Track → My Commissions.

Monthly — Everything Else

All other earnings — Team PC Bonus, team commissions, and any other monthly bonuses — are based on the prior calendar month's activity and paid out on the 15th.

You can be paid up to 5 times a month. See your full earnings breakdown anytime in your Back Office.



PART FIVE

The Support

You are not figuring this out alone. Here's how the team runs, what lives in Habits House, and where to go for help.

THE CULTURE BEHIND
THE SYSTEM

How Legacy House Runs

Legacy House has been building this for over twelve years. That's not a marketing line — it's the reason this guide exists in the form it does. Every script, every system, every piece of guidance in these pages was tested, refined, and rebuilt by

people who actually did the work and kept showing up long enough to know what's true.

This team runs on a few simple principles: honesty over hype, consistency over intensity, and people over numbers. You will never be asked to say something you don't believe, claim a result you don't have, or pressure someone who isn't genuinely interested. That standard exists because it's the only kind of business that lasts.

Your sponsor and your support team are real resources — not just names on an org chart. Use them. Ask questions. Ask for help running your first getting started call. Ask for help when a conversation gets complicated. Nobody here expects you to figure this out in isolation, and nobody will think less of you for asking.

YOUR
TRAINING
HOME

Your Tools, Resources & Support Systems

Habits House is your on-demand training and resource center — free, included with being part of Legacy House, and built specifically for this team. You'll return to it constantly, not just during your first week.

Training Library — Start Here

Your foundational training section. Walk through it in order before anything else — it covers your account setup, the tracker, unboxing, launch events, and more.

What Do I Do Every Day?

Page two of the Start Here section. The tracker training — watch this before you start using your tracker so every activity makes sense.

The Strategy & System

The section that follows Start Here. Deeper training on PSIF, daily execution, and how to grow consistently.

Resource Library

Checklists, product pricing, product ingredients, specific product training modules from the head of product development, and images with product instructions to go alongside the Transformation Hub — especially useful for supporting your customers.

Feed Your Mind

Book and podcast recommendations from the team — a starting point for your personal development, not a requirement.

As compensation plan training, additional scripts, and other resources are built out, they'll live here too. Habits House is never finished — it grows alongside the team.

YOUR 24/7 RESOURCE — COMING SOON

Legacy House is building a dedicated AI assistant that will live inside Habits House and be available around the clock — trained on the system, the products, the scripts, and eventually the compensation plan. Until it launches, your sponsor, your support team, and this guide are your best resources for fast answers.

PROTECTING
YOURSELF & THE
BUSINESS

Compliance — The Simple Version

Compliance is not your enemy. It exists to protect the company and protect you. Most compliance issues are simple to avoid once you know the basic rules — and if you're ever unsure, you can always ask before you post.

NEVER

Make medical claims for any product, regardless of your own experience. Claim results before you have them. Use the words "cure," "treat," "diagnose," or "prevent disease" in connection with any product.

ALWAYS

Use the required disclaimers below on any business, income, or specific product claim. Share your honest experience — not someone else's, and not one you don't have yet.

NEVER

Assume something is fine just because you saw another partner post it. Compliance standards apply to everyone, and another partner's post being live doesn't mean it was reviewed or approved.

ALWAYS

Email compliance@neora.com if you're unsure whether something you want to say or post is compliant. Ask before you post, not after.

If compliance ever reaches out to you about something specific, it's not a punishment — it's a correction. Fix what they're asking, ask questions if you need clarity, and move forward. The post has already done what it was going to do for you. No need to spiral over it.

REQUIRED DISCLAIMERS

There are two versions, depending on what you're posting. Use the full version when you're sharing specific results or a testimonial. Use the short version for general business posts that don't reference a specific result.

FULL VERSION — SHARING RESULTS, TESTIMONIALS, BONUSES, OR TRIPS

"This is my unique story that I have worked very hard to achieve. No results are ever guaranteed. See neora.com/earnings for detailed earning information."

SHORT VERSION — GENERAL BUSINESS POSTS

"No results are ever guaranteed. See neora.com/earnings for detailed earning information."

NEORAFIT RESULTS

**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. †When used in conjunction with a calorie-controlled diet and exercise program. Individual results may vary.*

WELLNESS PRODUCTS

**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.*

FOREVER
REFERENCE

Understanding Neora Lingo

You'll hear these terms constantly once you're active in this business. Bookmark this page — you'll be back.

BP

Brand Partner — can receive commissions.

PC

Preferred Customer.

QV

Qualifying Volume — the value assigned to a product purchase.

CV

Commissionable Volume — used only to calculate team-level commissions. It does not determine your personal commission on a sale.

PQV

Personal Qualifying Volume — your personal orders plus your personal customer orders.

GQV

Group Qualifying Volume — your volume plus your entire team's.

SSO

SmartShop Order — the subscription order system.

Brand Partner Enrollment Bonus

15% earned on your newly enrolled Brand Partner's product purchase.

PSC

Personal Sales Commissions — paid on the actual dollar amount your customers spend, not on QV or CV. That's a real differentiator: most companies pay commissions on volume, not on dollars.

End of Month

Midnight Central Standard Time on the last day of the calendar month.
No need to stress the reset — your SmartShop orders are residual as they process, so the volume comes back and builds fresh each month.

NGB

Neora Gives Back — the points-based reward program covered in Part Four.

YOU'RE READY

You didn't need to have it all
figured out before you started.
You just needed to start.

*You've done that. You're set up, you know the system,
and you have a team behind you that has been doing
this together for over twelve years.*

*The Slight Edge was right — the small things you do
today won't feel like they matter. Do them anyway.
Show up tomorrow, and the day after that.
Consistency is the whole game.*

Cheering you on — Legacy House