All about Amway

Important history, facts and statistics

Do

- Be proud to share your experience as an Amway™ IBO and communicate information about Amway's strong history and reliability.
- Tell prospects about the history of Amway so they can decide if Amway is the right business for them.
- Use recent facts and statistics to convey the strength of the Amway business.
- Only share truthful, accurate, realistic and not misleading information about Amway or the Founding Families.
- Share statistics, ranges and corporate information consistent with the information Amway is sharing.
- Share data that is recent and include a reference to the date and source.
- Include appropriate context when referencing data and statistics.
- Only share general information about entrepreneurship and business ownership from reliable sources.

Why?

Helps prospects feel confident that Amway is reliable and will be there to support their effort and growth.

Don't

- Share information that is not applicable to the intended market.

Why not?

It is important to share accurate information that is relevant to the intended audience.

Resources:

Quality Assurance Standards, Content Standards, Section V: www.amway.com/qas | www.amway.ca/qas | www.amway.com.do/qas
Amway Business Reference Guide: www.amway.com/brg | www.amway.ca/brg | www.amway.com.do/brg
Amway Business Conduct and Rules Department: bcr@amway.com
Amway Business Support Materials Administration: wwbsm@amway.com
IBOAI®*: www.iboai.com

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Sources:

Impact Report | Amway Global
Amway History | Learn About Amway's History & Origin | Amway Heritage Amway United States

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