

Advocare Lingo

Expand Your Vocabulary

It is easy to get intimidated when all of a sudden you are hearing a new array of words that previously have had no meaning in your life.

We are making it easy for you. Anytime you hear an advocare term that you are not yet aquatinted with you can simply come to this site and find the meaning.

Success School- Advocare's National Conference- A must for people desiring to build a legitimate business

Advisor- The top discount level achieved by a distributor- allows a distributor to have the opportunity to earn income 5 ways versus 2 ways.

Distributor- A person that receives a 20%-40% discount on products and can earn retail and wholesale commissions. Technically, an Advisor is also a distributor because we are independent distributors by title when we conduct business in the market place.

Pin Levels- Stages of achievement related to specific leadership bonuses. One achieves a new pin level when he/she earns a specific leadership bonus two pay periods in succession.

Mixer- An in-home meeting that is geared to gather a small group of people to share the business opportunity. In addition, products are sampled prior to the mixer, and a flagship product presentation is usually part of the business presentation.

Flagship Products- Products that are the 5 or 6 key products that are the predominate products retailed in the market place in order to help people look better, feel better, lose weight, or gain energy.

Leg- A leg is a person that you have personally recruited and helped advance to the Advisor level. Once you are an advisor, and your new person is an advisor, you are both at 40% in regards to the discount level. Now, you are eligible to earn overrides and leadership bonuses through that "leg" of business.

Star Leg- A leg that produces at least \$3,000 in retail volume. That retail volume generally calculates in to at least \$100 of override. It takes a minimum of \$100 of override in a particular leg in order for the computer to recognize that leg as a "Star Leg". \$3000 worth of retail volume would be the bare minimum amount of retail volume necessary to generate \$100 of override. You would want to set a goal to generate more than that particular number to insure that you achieve that override amount.

BOM- Business Opportunity Meeting- usually occurs in a hotel room. These are powerful events which present the business opportunity- these meetings also showcase local weight loss stories and income stories that validate the power of what our business can do for somebody when they decide to go to work.

Corporate Office- 2727 Realty Rd., Carrollton, TX 75006

Advolink- Voicemail network intended to keep communication lines open between business builders in Advocare. This is where you find out what's going on in the world of Advocare- meeting announcements, training announcements, training tips, endorser testimonies, leadership training nuggets, etc., etc.

Impact Magazine- This one of your key business building tools- you will want to read and "master" the stories in the magazine in order to use this as a recruiting tool in the market place. We have always viewed the Impact Magazine as an investment tool. Our cost is about \$1.50 per copy, and we have never seen this as a cost- we have seen it as an investment. We have always believed that the Impact Magazine, when used properly as a tool, has the ability to return 10X - 100X it's cost based on the law of averages. We can not guarantee this because YOU are the variable. Someone can have an incredible weapon and use it for safety and well being. Others can have that same weapon and kill things with it unnecessarily. Make sure that your Impact Magazines, as well as all other tools that you put in to the market place have your name, phone number, and distributor ID, and any other necessary contact information on the back.

Advocare DVD- A major recruiting tool for the new person. This DVD should go every where with a new distributor. Every presentation that you make when you are by yourself should include using the DVD to validate what an incredible company and business that you are involved with as an independent distributor. The biggest mistake that a new distributor makes, that has a desire to build a business, is to NOT use the DVD, and to NOT put these in the hands of their prospects.

Microsite- A distributors website that they receive when they pay their \$50 distributor enrollment fee; Includes online reports, online store, and many other useful tools.

2 on 1- A personal business opportunity meeting that takes place between a distributor, his/her sponsor, and a prospect. 2-on-1's are a new distributor's most productive way of generating new business. If you are new, your role is to introduce your warm market to your sponsor or leader, and let them present Advocare as you sit back and learn the business. This is "on the job" training at the same time that you are beginning to earn income by building a business.

Big 3 Way- Large conference call held by leaders in Advocare- the purpose is for you to put new prospects on a conference call to hear a couple of powerful stories, and then be able to get any necessary questions answered about this business.

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