



mynt



brand guide

the skinny

vision

A world where people are empowered to share what they love and live life on purpose.

mission

To help millions live life on purpose by enhancing the relationships and daily practices of the communities we serve through our products, business opportunity, and intangible values.

goals

- **Help 10 million people achieve healthy living.** Healthy living is not a flash-in-the-pan fad. It's a long-term commitment to living life on purpose and at your highest potential.
- **To create 1 million "thousandaires!"** A "thousandaire" is someone who is seeking to make an extra \$1,000 a month...not for the bling, but for a very real purpose.
- **The goal of 1 million "thousandaires" paves the way for 1,000 millionaires!** Creating one thousand millionaires is a rare feat in the network marketing industry, and that's why we are aiming for it!
- **To create 20 million mynt moments with the help of our community members.** We know the importance of giving back, and at mynt you can participate in uplifting and enriching the lives of others.

who we are

mynt[™] is the brand name of our fun and exciting new culture that builds communities through great health and fitness products and an improved business opportunity. **mynt** was founded with a rebellious spirit and a lofty objective: help millions live life on purpose by offering high quality products that are competitively priced and change the industry with an inclusive business opportunity model.

do-it-together > do-it-yourself

Fueled by our vision to help millions live life on purpose, **mynt** enables anyone –consumers, sharers, promoters, and business builders –to take part in our brand. We're of the mindset that this is not a do-it-yourself and get-rich-quick project. We believe that together we can create and share experiences that are inspirational, far-reaching, and long-lasting.

what we do

WE BUILD communities where passion and purpose come together by connecting our customers, sharers, promoters, employees, and products.

WE CREATE an environment where everyone who participates in our brand is valued and our conversation is tailored to their goals.

WE BELIEVE in the power of human potential and help people realize that they can achieve success in a simple and achievable way

what is mynt?

mynt builds communities through great health and fitness products, an improved business opportunity, and personal growth objectives that empowers people to make a difference in the world. In the world of Network Marketing, **mynt** provides the perfect mix of fun, purpose, and results. We want people to attack the day with vigor, feel excited about their progress and purpose, share their talents and what they love with ease, and ultimately leave their mark on a fast-changing world.

tell me more

Fueled by our vision to help millions live life on purpose, **mynt** enables anyone—customers, sharers, promoters, and business builders—to take part in our brand. We're of the mindset that this is not a do-it-yourself and get-rich-quick project. We believe that together we can create and share experiences that are inspirational, far-reaching, and long-lasting.

Some might want to get in to consume our products, some to build a business, and some will be devoted to sharing our products and intangible values with others. There are multiple reasons that people will take part in **mynt**, but our goal is to serve each community group and make them feel valued.

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"To effectively communicate, we must realize that we are all different in the way we perceive the world and use this understanding as a guide to our communication with others."

Tony Robbins



business

questioning assumptions

Direct Selling or Network Marketing (a.k.a. MLM), has globally impacted so many lives for the better. In fact many top business leaders and entrepreneurs including Warren Buffett, Robert Kiyosaki, and Donald Trump have hailed it as the business vehicle of choice. At its core, the business has allowed people to share and connect with others locally and on a grand scale. It was the original social network.

Overtime, unfortunately, a negative stigma became attached to the industry. For too long the standard practice for many in the industry has been to exclusively chase the “2%”—those people who for whatever reason have been wildly successful and built multi-million dollar businesses. This strategy has been the cause of rapid growth and even faster decline in the industry. It also has been the reason why the Network Marketing industry has suffered from such bad press.

Times are changing and Network Marketing will never be the same. The dream of being a millionaire overnight doesn't resonate with most people and it causes rejection. Additionally, when people hear “MLM” they often expect overpriced, crappy products; little or no training; an environment that creates failure; a lack of focus on building lasting customer value and relationships; unrealistic expectations; and a message of nothing but hype, hype, hype.

mynt is dedicated to changing all of that.



the mynt way

mynt strives to enhance the positives of Network Marketing, and has begun a movement within the industry to change the way things are done. **mynt** is inclusive of anyone wanting to be part of the brand and works with our community members to provide strong rewards, recognition, and personal growth. We also have a versatile opportunity that compensates people in a variety of ways for their time and financial investment. It's the type of opportunity that can produce economic empowerment so people can put food on the table, pay bills, or even enjoy a fulfilling lifestyle and build lasting success.

mynt as a company, is focused on doing the following:

- Create a large consumer base through high-quality, consumer-focused, market-priced products
- Increase the number of people in the community by lowering the entry barriers
- Recruit and retain people by setting realistic expectations, following through on commitments, and promising people something beyond money
- Create a "product addition culture" in order to increase consumer productivity over time
- Encourage devotion to **mynt's** intangible values
- Use humor and social media to share the **mynt** message
- Maintain a business opportunity focus to attract business builders



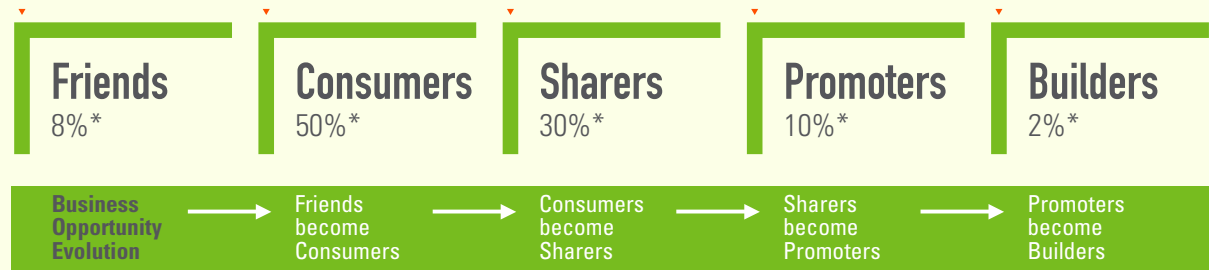
the community concept

This important principle is based on the premise that there are multiple reasons people join **mynt** and they each fit into a community. Some might want to get in to consume our products, some to build a business, and some will just want to be a friend to participate in our culture. At **mynt**, our doors are open to all those who want to be part of our brand and we open doors with a versatile business opportunity.

build mynt with balance

It is extremely important to understand that as we seek to bring new people to the **mynt** community there must be a balance of effort. **mynt** strives to create a culture that welcomes a variety of people.

mynt community entry points



*Order of Magnitude





members of the mynt community

People will join a **mynt** community at whatever place is appropriate to them. People will have different experiences, available resources, and levels of commitment. If a person is ready to be a Promoter or a Builder from the outset, then we encourage that. If they want to just want to be a Consumer or Sharer, then we want them on board as well. **mynt** doesn't dictate the dreams of its community members; we simply strive to facilitate those dreams at the appropriate level.

Friends (8%)

People that get interested in our intangible culture (**#myntmoments**). The idea is to open the door for them to get involved, taste our products, and experience our culture. We expect this group to rapidly evolve into Consumers or another **mynt** community.

Who they are:

- "Explorers" who are checking **mynt** out online and/or follow us on social media
- Friends, family members, and acquaintances
- Volunteers at a **mynt** moment event and have tried a product sample
- Are in contact with a consumer, sharer, promoter, or builder



Consumers (50%)

This includes the majority of the population. Some will love the product so much that they will naturally become Sharers. However, some will simply become loyal consumers. This is encouraged as an important element of the **mynt** business. This community will provide stability and a predictable base of sales.

Who they are:

- Purchase our products for personal consumption
- Seek ways to improve their health and fitness via high-quality products
- Respond to product promotions and love entering contests
- Are interested in recipes and health tips
- Not concerned about the compensation plan

Sharers (30%)

These community members evolved from the consumer base. Most of the time Sharers feel uncomfortable pitching the business opportunity, but they love building relationships, the company, and the products. They are the quintessence of viral marketing. Using personal connections fueled by social media and technology, they spread the word about the company and products. Intangibles are very important to this group.

Who they are:

- Passionate about the products and intangibles
- Love sharing experiences and results with others
- Partly rely on social media and technology to share and connect
- Motivated to earn free product, perks, or earn a small amount of extra income
- Focus on sharing the product first and know little about the opportunity side



Promoters (10%)

These are potential Builders who move at their own pace and are attracted to mynt's goal of creating 1 million thousandaires. They are not ready to take the immediate risk of being "all-in." They need realistic expectations, focused training, and clear growth objectives to be retained. When respected and well managed, they can become builders.

Who they are:

- Do the business part time
- Look to supplement their current income with an extra \$1,000 or more a month
- Enjoy making enough to consume product for free
- Seek tips, training, and motivation to grow as individuals
- Want to build at their own pace

Builders (2%)

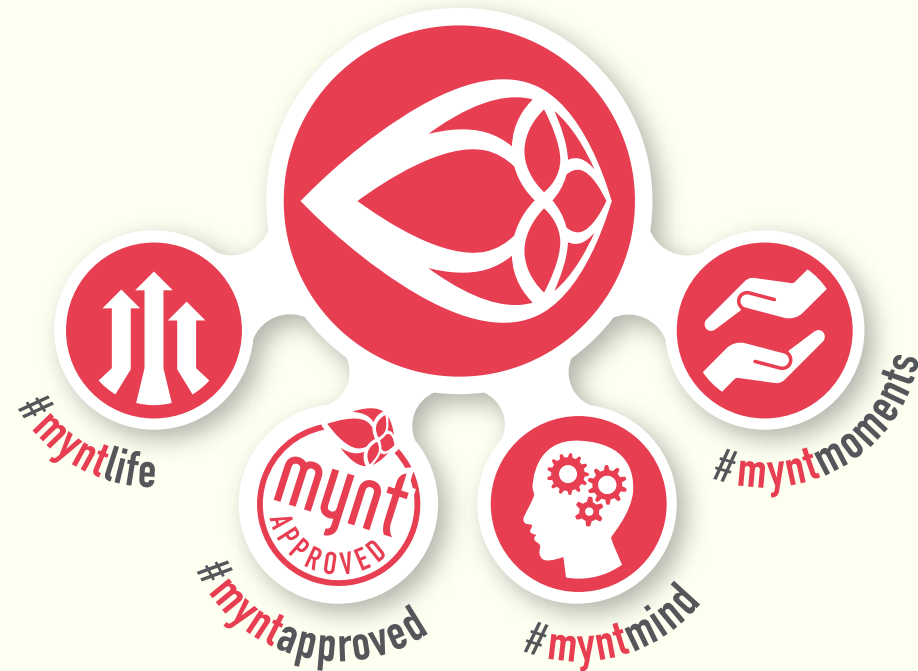
The Builder sets the tone and the expectations, and the Builder's attitude is crucial toward the implementation of the overall "inclusive" **mynt** strategy. The mynt goal of 1 million thousandaires paves the way for 1,000 millionaires! This is a rare industry feat! Builders understand that every community member has their own significance, and more importantly their own distinct interests. The traditional Builder that treats every prospect as a potential replica of him or herself is not effectively building for the long-term.

Who they are:

- Do the business full-time and are "all-in"
- Look for ways to share the products or opportunity with everyone they meet
- Adjust each conversation to meet each person's distinct set of needs and goals
- Purchase product to sell, share, consume, or hold their own events
- Build strategically to maximize the compensation plan and maintain status
- Encourages their downline to attend events and works with them to achieve their goals

the mynt promise

The **mynt** philosophy focuses on four main areas that are the backbone of our message, communications, and strategy.



#myntlif

Our versatile business model sets a clear and realistic road to success. Our goal is to create 1 million “thousandaires” in **mynt**. An extra \$1,000 a month can change people’s lives by helping them get out of bankruptcy, take a vacation they could never afford, make a car payment, bring a spouse home from their job, etc. This also paves the way for 1,000 millionaires.

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#myntapproved

Our high-quality, consumer-focused products help people feel great. These are everyday products developed with a purpose that bring results and leverage hot trends in the consumer industry such as fitness and energy.

Visit COREin8.com

Visit EMVenergy.com

#myntmind

We value personal development as a key benefit of being part of the community and we are dedicated to providing the right tools so each member can gain new skills in a wide array of areas including business, leadership, marketing, relationships, and entrepreneurship.

#myntmoments

Social responsibility is at the heart of **mynt**. We truly believe that where much is given, much is expected and we cultivate a spirit of giving back. **mynt** encourages and provides opportunities for this in both local communities and as a part of our **MORE Project** initiative.

Visit MOREproject.com

about mynt

mynt was developed and backed by the parent company MonaVie LLC, and works in partnership with them.

mynt operates interdependently in its product strategy, marketing, training, education, skill development, and in choosing the charitable causes.

