



# COMMIT TO GOING CORE

Going Core means practicing all 10 – not just the ones you like. Make the investment in yourself and commit to professionalism and empowering others. Create this culture on your team!

1. Use the products daily – correctly & consistently. *Be a Product of the Products!*
2. Develop a solid foundation of Customers and Distributors. *Get 30 people going ASAP!*
3. Follow and teach the AdvoCare Success System.
4. Attend all AdvoCare events. *Bring your Team & Prospects...and always yourself!*
5. Be a Student of the Profession. *Always be teachable, willing and coachable!*
6. Be Accountable. *Have AdvoCare relationships built on trust and high integrity.*
7. Practice edification of AdvoCare, your AdvoCare colleagues and the MLM business.
8. Commit to weekly number of new people you expose AdvoCare *and do it!*
9. Invest daily self-development time to grow personally and develop new skills.
10. Tell the truth, edify others, honor other team members' prospects, and do what you promise.

Charlie Ragus developed 10 principles that guide our direction and are the basis of our success.

- Honor God through our faith, family and friends.
- Respect and strengthen the family.
- Believe in the dignity and the importance of the individual.
- Create a standard of excellence recognized as superior by the direct sales industry.
- Believe that honor, integrity and principles are the foundation of a great life and company.
- Commit to mutual loyalty and trust between AdvoCare and its Distributors.
- Establish and continually improve the vehicle of opportunity and the pursuit of financial freedom for all AdvoCare Distributors.
- Commit to ongoing personal growth and development through professional training and educational programs.
- Build self-esteem by promoting a sense of personal worth among all people.
- Continually expand our market by providing the most effective and highest quality products and service available.