



Personal Commitment

In 2029, we will be celebrating Amway's 70th anniversary.

70 years of innovation, opportunities and empowerment.

But most importantly: 70 years of ABOs like you making Amway great.

A70 is YOUR celebration.

As we look ahead to A70, we want you to look ahead too: think about where you want to be by then, how you will get there and how you will celebrate your success.

No matter where you are in your Amway journey:

Drive. Rise. Celebrate.

Where I am in my Amway journey:



How will I **drive** my business:

To where will I **rise** through my effort:

How will I **celebrate** my achievements:

Name: _____



Have you set your goals for A70?

Here are some tools designed to support you at every stage

Sponsoring

- Sponsor like a champion with the **10 Champions' Tips**
- Help kickstart new success stories with the **Start Program**
- Foster loyalty with Gift Coupons and **Recurring Orders**
- Organise a beauty party with Amway Academy's **Artistry Experience**

Core Plus⁺

- Structure your business wisely with the Bronze Incentives⁺
- Go beyond Silver with the Performance Plus Incentive⁺
- Qualify and requalify with the Two-Time Cash Incentive⁺
- Strengthen your downline with the Leadership Plus Incentive⁺

Technology

- Set your goals with the Income Simulator
- See where you're at with MyBiz
- Unlock powerful multimedia content with the **Amway Xperience app**
- Manage your business and orders with the Amway+ app

Learning

- Become an Amway expert at Amway Academy
- Uncover every aspect of the Core Plus⁺ Incentives with the Core Plus⁺ Experience

Incentive Business Trips

- Walk into Leadership at the New Platinum Seminar
- Level up at the Leadership Training Seminar, then go further with the **A70 Master Leadership Development Program**
- Lead your future at the **Diamond Conference**
- Connect with what makes us Amway at the **A70 Experience Trip**

For more information, visit your local Amway website.

