



Fastest Millionaire in Isagenix History

by Kate Nash

Lynn believes if she can build her business from her hometown in Blair, Neb. — a place with more cows and cornfields than people — you can build a business anywhere.

Consistency, focus and discipline have propelled Lynn Hagedorn to the top quickly — “which has given others the illusion I’m an overnight success,” she says.

Lynn’s commitment to principles, along with asking the “Who do you know?” question, are truly the key tenets of her booming business.

Lynn shared the “Who do you know” idea at Isagenix’s 2013 New Year Kick Off event in Phoenix. The concept has since spread like wildfire throughout the company.

“It’s about asking yourself who you know that is into health and fitness, who already drinks protein drinks, who wants to make more money or who wants to change their life,” Lynn says. “Once you identify those people you can start the conversation. The question also helps you find referrals and expand your network.”

Once Lynn enrolls an Associate she focuses on helping them get their product paid for by earning commissions.

“People don’t stop building their business when they get that first commission,” Lynn

says. “They don’t stop their Autoship when it’s paid for.”

Another way Lynn helps new Associates jump into the business is through sharing the bicycle metaphor.

“You don’t need to read the manual, visit the manufacturing plant or watch the Tour de France before you learn to ride a bike,” Lynn says. “You simply get on the bike. You will wobble. You will fall off. But then you get back on and keep pedaling.”

Lynn likens the idea to direct sales in the sense that some people are continually getting ready to share the Isagenix story by attending trainings and listening to podcast after podcast before simply picking up the phone.

Lynn speaks with authority on the topic of dialing. The Nebraska native and mother of three has built her business primarily through phone calls and the Internet.

Roughly a third of Lynn’s new enrollments come from Facebook. She has team pages where Associates find camaraderie and encouragement. When rank advancements are announced at midnight she loves watching all the congratulatory comments roll in.



Lynn Hagedorn spends her free time cheering on her three children — Trevor, Bethany and Ben — at their various sporting events. She also loves photography, art and painting.

“It helps Associates see each other as a community, not competition,” Lynn says.

She also uses her personal Facebook page as a brand that attracts others. When they see

her success and travel, they seek her out. But when people ask questions via Facebook, she takes communication to the next level by picking up the phone. ■

▶ Show Me The Money

Lynn Hagedorn achieved Isagenix Millionaire status in only 14 months — faster than anyone else in the history of the company. Utilizing Isagenix’s simple business-building systems and generous compensation plan, Lynn earned more than \$190,000 in her first six months and became a top 10 income earner. And she has yet to slow down, earning more than \$2 million in her first two years.**

13

Lynn Hagedorn has had 13 six-figure income earners surface from her team.