

ASEA® REDOX Coaching Guide

Smart Start – Set It & Get It

11 July 1:59pm – 25 December 2:59pm AEST 2026

New Customers & New Brand Partners who

- Have a join date – 11 July 1:59pm AEST
- Start on a 150PV+ order/enrolment
- Set up a monthly 150+PV subscription at time of enrolment
- Place 1 (150PV+) subscription order monthly during the promotional period.
- Receive
- Month 1 – REDOX Gold
- Month 3 – 2 bottles
- Month 6 – 1 case of ASEA

*Last subscription date 25 June 2027.

ASEA ESSENTIALS BUNDLE



Shipping included



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New Consumer Follow-Up System

ASEA Start Smart 90 is a simple 90-day program designed to help your new customer/brand partner stay consistent with their ASEA products, making them part of their everyday routine – and creating good daily habits.

Your Role as an ASEA Brand Partner

During their first 90 days, you are their ‘REDOX’ Coach
Every new customer/Brand partner receives from you:

- A **Lifestyle Log** to track their journey
- A **weekly check-in** from you
- A **simple, guided conversation** (not overwhelming)
- Ongoing reinforcement of **consistency and expectations**

Principle: “We don’t leave results to chance — we coach consistency.”



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Why 90 days?

The 90-day journey is designed to give every customer the **best possible product experience**, while building the habits and consistency needed to see real, lasting results.

It's also where you, as the Brand Partner, build a **strong, trust-based relationship** with your customer—guiding them, supporting them, and setting them up for success.

Also supporting the evidence that has been shown when using ASEA Essentials over the 90 – 120 period results are proven.

90 days gives your new customer/Brand Partner the time, structure, and support to build real results—and gives you the opportunity to build trust, belief, and a lasting relationship

Your New Customer & Brand Partner can access their weekly routine at
<https://learn.aseaglobal.com/anz-start-smart-90-challenge-customers>



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What 90 Days Creates

For your new Customer/Brand Partner

Set your subscription. Build your habit. Get rewarded

- A consistent **daily routine** your new consumer can sustain
- A clear and structured **product experience**
- Stronger **belief through personal results**
- A trusted **connection between you and your new customer/Brand Partner**
- A natural pathway to **sharing and referrals**

For you, the Coaching Brand Partner

Coach consistency. Create results. Duplicate success.

- Build consistent personal product usage in your personal group and team.
- Develop strong follow-up habits
- Create momentum in your business from the very start.
- Consistency in your business PGV.

• Creates a Team Culture:

“We guide every new consumer for 90 days —this is where results, belief, and relationships are built.”



Their Journey in 8 Simple Steps

Coach your new Brand Partner/Customer through these actions to support their best product experience easy, visible, and consistent.

1

Purchase and subscribe to the Essentials Bundle of your choice.

2

Commit to the Smart Start 90 challenge with your ASEA Brand Partner

3

Fill in your lifestyle log so you are ready to go once your products arrive.

4

Calendar your weekly check in date with your ASEA Brand Partner. Download the daily routine chart.

5

Order Arrives!! Get started & let your ASEA Brand Partner know you are ready Remember to take a before picture.

6

Daily Routine Starts!

7

Weekly check in with your ASEA Brand Partner. Update your lifestyle log at week to notice the improvements.

8

Congratulations you completed your 90-day lifestyle challenge! Talk to your ASEA Brand Partner about what's next!

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5 steps to Set up for success:

1. Help Them Select the Right Essentials Bundle

Based on your initial conversation, guide your new customer to choose the Essentials Bundle that best aligns with their lifestyle and wellness goals. Position this as the foundation for achieving meaningful results.

2. Set the Expectation of a 90-Day Commitment

Reinforce that consistency is key. Educate them that a full 90-day commitment allows their body the time needed to respond, adapt, and experience the true benefits—this is where lasting change occurs.

3. Activate Their Essentials Subscription

Support them in setting up their Subscription Bundle to ensure uninterrupted use over the next 3+ months. Position this as a simple way to stay on track, eliminate gaps, and build momentum.

4. Coach Consistency and Daily Use

Once the order is placed, Share and take them through the Lifestyle Log and that you will be supporting them through the first 90 days with a quick 5 minute catch up weekly.

5. Set Follow-Up Expectations and Reinforce Support

Confirm that you will be in touch when their order arrives to guide their next steps. Check for any final questions and confidently congratulate them on investing in their wellbeing—this strengthens trust and commitment from day one.

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Once order is placed.

Brand Partner covers:

- Share the link to the 90 - day REDOX challenge
- <https://learn.aseaglobal.com/anz-start-smart-90-challenge-customers>
- Send your new customer/brand partner the Lifestyle Log
- Set up a time to cover the key points in the Lifestyle log prior to the order arriving.
- Discuss daily routine/dosage
- Identify **2-3 focus areas**
- Get baseline ratings (1–10)
- Send them the Link them to the Smart Start Customer challenge web page.

Delivery Day!!

Contact your new customer/Brand partner today

Brand Partner covers:

- Go over the daily routine
- Remind them of what it may taste like (this is normal)
- Revisit Lifestyle Log & determine their WHY
- Remind them to take a before image
- You keep a copy of their Lifestyle log for your own records

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Questions to use when working through the Lifestyle Log:

🌙 Sleep quality

How restful and restorative was your sleep this week?

Sleep is when your cells do their deepest repair work. Better signaling = deeper, more restorative sleep.

Scale: **1 (Low) – 10 (High)**

⚡ Sustained energy

How steady was your energy from morning to evening?

Energy crashes happen when cells can't efficiently convert fuel. Restored signaling means steadier energy all day.

Scale: **1 (Low) – 10 (High)**

💪 Recovery

How quickly did your body bounce back from exercise or effort?

Recovery speed is a direct measure of cellular communication — how fast your body coordinates repair.

Scale: **1 (Low) – 10 (High)**



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Questions to use when working through the Lifestyle Log:

🧠 Mental clarity

How sharp, focused and clear-headed did you feel?

Brain fog often reflects sluggish cellular signaling. Clearer signals = sharper thinking.

Scale: **1 (Low) – 10 (High)**

✨ Skin vitality

How healthy, hydrated and clear does your skin look?

Skin is your largest organ and often the first-place cellular renewal shows visible results.

Scale: **1 (Low) – 10 (High)**

🛡️ Resilience

How well did you handle stress, fatigue and daily demands?

Resilience reflects how well your entire system communicates under pressure. It's the big picture.

Scale: **1 (Low) – 10 (High)**





DAILY ROUTINE : Your reset routine from morning to night



AM

Start the day with intention:

- Drink ASEA (90ml.)
- Apply REDOXGold or RENU28
- Remember to follow the steps your ASEA Brand Partner shared with you.
- Set one intention for the day



During the Day

Support your body and mind:

- Stay hydrated
- Eat balanced meals

Optional Bonus Activity

- Add 30 minutes of movement or mindfulness (exercise, walking, stretching, or meditation)



PM

Close the day well:

- Drink ASEA (90 ml)
- Apply REDOXGold or RENU 28

Finish Your Day

- Take a moment for **reflection**
- Prioritise quality rest
- Notice your **energy and mindset**

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Brand Partner Coaching Training Framework

Great coaching starts with great conversations.

This simple coaching framework is designed to help you confidently support your new customers and Brand Partners throughout their product experience. By using curiosity, active listening, and thoughtful questions, you can help new consumers achieve better results, build stronger belief, and identify opportunities to share their experience with others.

The Coaching Steps will help you:

- Create meaningful customer connections
- Uncover customer goals and motivations
- Support product consistency and results
- Build confidence through positive experiences
- Open natural conversations around referrals and opportunity

Connect. Discover. Support. Empower. Share.

A simple coaching approach that turns customers into advocates.



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Simple Coaching System

- ✓ Keep calls to **3–5 minute**
- ✓ Ask **2 – 3 curiosity questions max**
- ✓ Focus on **consistency, not results**
- ✓ Celebrate **small wins every week**
- ✓ Keep language **simple and human**



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The Start Smart 90 Coaching Mindset

"My role is not to convince —
it's to support, celebrate progress, and help them stay consistent."

Master Coaching Phrases

1. "What's one positive thing you've noticed since we last spoke?"

A simple question that helps customers focus on progress and recognise small wins.

2. "Let's focus on what's working well and build from there."

Keeps conversations positive and helps customers gain confidence in their journey.

3. "You don't need to be perfect—just consistent."

Removes pressure and reinforces the importance of daily habits.

4. "How can I best support you this week?"

Shifts the conversation from coaching to partnership and shows genuine care.

5. "You're doing better than you think—let's look at how far you've come."

Encourages reflection and helps customers appreciate their progress.

COACHING Intention:

Support the person. Celebrate the progress. Strengthen the habit.



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Your weekly follow up framework:

Each week follows the same easy formula

1. Check - In

“Thinking back to the **2/3 focus areas** we identified on Day 0, which one felt the most ‘supported’ or different for you this week?”

Why it works: This moves away from a vague "fine" and forces them to reconnect with their original goals and the **Lifestyle Log** they started with.

2. Review Log

“Let’s look at your **Lifestyle Log**—is there a specific area where the ‘gap’ between your Day 0 baseline and today is starting to close?”

Why it works: It emphasizes **pattern recognition**. By comparing today's rating specifically to "Day 0" rather than just "last week," you help them see the compounding progress over the full 90 days.

3. Reinforce

“Remember, **internal changes often happen before visible ones**; your cells are doing the deep work of signaling and repair right now, even if you can’t ‘see’ it yet.”

Why it works: It uses the specific "Education" point from the Week 3 guide. It manages their expectations by explaining that "subtle shifts mean it’s working.

4. Educate (micro-dose info)

Examples:

On Sleep: “Did you know sleep is when your cells do their **deepest repair work**? Better signaling means more restorative rest.”

On Energy: “Energy crashes often happen when cells can’t efficiently convert fuel. We’re aiming for **steady energy** from morning to evening.”

On Recovery: “Recovery isn’t just for athletes; it’s a direct measure of how fast your body **coordinates repair** after any effort.”

Why it works: This establishes you as a knowledgeable guide who understands the **revolutionary technology** they are using.

5. Engage

“What is a ‘**subtle shift**’ or a ‘**small win**’ you noticed this week that you might have missed if we weren’t doing these weekly check-ins?”

Why it works: The sources repeatedly stress the importance of "**awareness**". This question validates that small changes are significant milestones on the path to a **90-day transformation**. This structured conversation is designed to **avoid overwhelm** for the customer while building **strong follow-up habits** for the Brand Partner. It’s about creating a "trusted connection" that leads to long-term retention and referrals.

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Curious Questions

As you coach through weeks 1-4 you want to expand and focus your questions on the key areas they identified in their lifestyle log.

To enhance your role as a **REDOX coach**, you can reframe the questions to move beyond basic ratings and help your customers identify the "**subtle shifts**" that indicate the product is working.

Here are more insightful ways to frame the conversation openers from the sources:



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🌙 Sleep Quality: Focus on the "Repair Window"

sleep is when cells do their **deepest repair work**.

The "Snooze" Test: "When your alarm went off this morning, did you feel your brain 'click' into gear faster than usual, or did you still feel like you needed to hit snooze?"

The Morning Feeling: "Instead of just asking how you slept, tell me about how you felt 15 minutes *after* waking up—did you feel 'restored' or just 'awake'?"

The "Deepness" Question: "Did you notice if you were less restless or if you woke up in the same position you fell asleep in?"

⚡ Sustained Energy: Identifying the "Absence" of Crashes

Since energy crashes happen when cells can't **efficiently convert fuel**, focus on the moments when they usually feel "depleted".

The 3 PM Check-in: "Think about your typical mid-afternoon slump. Did you still feel the need for that extra coffee or sugar hit this week, or did you find you just kept sailing through?"

The "After-Work" Tank: "When you walked through the front door after work, how much 'fuel' did you feel you had left for your family or your hobbies?"

Consistency Check: "Was your energy a 'rollercoaster' this week, or did it feel like a steady, calm stream from morning to night?"



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💪 Recovery: Measuring "Cellular Communication"

Recovery is a direct measure of how fast your body **coordinates repair**.

The Next-Day Test: "After your most strenuous activity this week, how did your body feel the *following* morning compared to how it used to feel?"

The "Bounce Back": "If you had a particularly long or stressful day, did you notice your body 'bouncing back' and feeling ready to go again sooner than expected?"

🧠 Mental Clarity: Clearing the "Brain Fog"

Brain fog reflects **sluggish signaling**, so look for signs of "sharper thinking".

The Focus Factor: "When you were multi-tasking or handling a complex task, did you find it easier to stay 'locked in' without getting distracted or overwhelmed?"

The "Tip of the Tongue" Test: "Did you notice yourself searching for words less often, or did your thoughts feel more 'accessible' and clearer?"

End-of-Day Sharpness: "By 5:00 PM, did your brain still feel 'sharp and clear-headed,' or was the 'fog' starting to roll in?"



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✦. Skin Vitality: Noticing the "First Place" for Results

Since the skin is often the **first place** cellular renewal shows visible results, encourage them to look closer.

The "Glow" Observation: "When you looked in the mirror this morning, did your skin look 'rested' and hydrated, even if you had a busy day yesterday?"

The Texture Shift: "Beyond just how it looks, have you noticed a change in how your skin *feels* when you apply your RENU28—does it feel more 'resilient'?"

🛡️ Resilience: The "Big Picture" of System Stress

Resilience reflects how the **entire system communicates** under pressure.

The Stress Buffer: "When something unexpected or stressful happened this week, did you feel you had a bit more 'patience' or 'buffer' to handle it before feeling overwhelmed?"

The "Daily Demands" Check: "Looking at your 'to-do' list, did the daily demands feel more manageable this week compared to Day 0?"

*Your goal as their coach is **pattern recognition**. If they say, "I don't know" or "Nothing yet," use these specific examples to help them **reflect and notice** the changes they might otherwise miss. This builds the "**stronger belief**" needed to sustain their 90-day journey*



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Weeks 5-12 Expanding Curious Questions

As you coach through weeks 5-12 you can expand your questions and start to open their mind to further possibilities with your new customer and Brand Partner.

The following are some examples of how to ask questions to build on the relationship with both types of new consumers in your business.



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Coaching Mindset

The Power of Curious Questions

The following examples of questions are effective because they move through a natural progression:

1. **Experience** → What happened?
2. **Value** → Why does it matter?
3. **Sharing** → Who else has noticed?
4. **Possibility** → Could this help others?
5. **Opportunity** → Would it be worth exploring?

That creates a much more authentic pathway to referrals and opportunity conversations because the idea comes from their own reflection rather than from a sales request.



New Customer : Expanding Curious Questioning

1. Start With Their Personal Experience

Question:

"Since you started using the product, what differences have you noticed in your energy or day-to-day routine?"

Customer:

"I don't get that afternoon slump anymore, and I seem to recover better after exercise."

Why This Works

- Gets the customer talking about outcomes they have personally experienced.
- People trust their own stories more than product claims.
- Creates emotional ownership of the results.

Follow-up:

"That's interesting. What has that allowed you to do differently?"

This deepens the impact beyond the product itself.

2. Explore What They Value Most

Question:

"What have you personally valued most about using the product?"

Customer:

"Honestly, having consistent energy throughout the day."

Why This Works

- Identifies the benefit they care about most.
- Moves from features to personal meaning.
- Helps uncover who else in their life may have similar challenges.

Follow-up:

"Why has that been important for you?"

Now they're connecting the product to their lifestyle, family, work, or goals.

New Customer : Expanding Curious Questioning

3. Open the Referral Door Naturally

Question:

"Have you found yourself talking about your experience with anyone else?"

Customer:

"Actually, yes. My sister was asking what I've been doing differently."

Why This Works

- Easier than directly asking for referrals.
- People are usually more comfortable sharing who they've already spoken to.
- Identifies existing conversations rather than creating pressure.

Follow-up:

"What was it about your experience that caught her attention?"

Now the customer is thinking about how their results could be relevant to others

4. Create Possibility Thinking

Question:

"Has your experience with the product ever made you think about it as more than just something you use personally?"

Customer:

"Maybe. A few friends have asked me about it."

Why This Works

- Encourages them to consider influence rather than selling.
- Doesn't assume interest.
- Allows them to arrive at the idea themselves.

Follow-up:

"What do you think those friends were most curious about?"

This shifts the focus toward helping others rather than promoting a product.

New Customer : Expanding Curious Questioning

5. Explore Opportunity Without Pressure

Question:

"If something you already believe in could also support your lifestyle or income, would you be open to exploring that?"

Customer:

"Possibly, I'd want to know more."

Why This Works

- It's permission-based.
- Focuses on exploration rather than commitment.
- Connects belief in the product with a potential opportunity.

Follow-up:

"What would you want to understand before deciding whether it's worth a closer look?"

This invites dialogue rather than defensiveness.

When you lead with curiosity, you create a safe space for customers to reflect on their experiences, recognize the value they've gained, and consider who else might benefit from the same outcome. Rather than directing the conversation, you guide it. Rather than persuading, you help people uncover possibilities for themselves.

As you use these questions, focus less on finding the "right answer" and more on understanding the person's story. Listen deeply, ask thoughtful follow-up questions, and remain genuinely interested in what matters most to them.

Remember:

Curiosity creates connection. Connection builds trust. Trust opens the door to referrals, recommendations, and opportunities.

When customers feel heard and valued, they are far more likely to share their experiences, introduce others who may benefit, and explore possibilities they may never have considered before.

So, stay curious, listen carefully, and let the conversation reveal the opportunity. The best referrals and business conversations often begin not with a presentation, but with a great question.

Stay curious. Listen for the story. Let the opportunity emerge naturally.

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New Brand Partner Business Coaching Conversations:

These questions help your new Brand Partners move beyond *what they are doing* and explore *why they are building*. The goal is to help them create a bigger vision, stronger belief, and greater commitment to their ASEA business.

Lifestyle & Energy Goals

Question:

"What originally excited you most about starting this business?"

Why It Works

- Reconnects them to their original motivation.
- Helps reignite enthusiasm and purpose.
- Creates clarity around what they are working toward.

Question:

"If this really worked for you, what would your ideal lifestyle look like in 12–24 months?"

Why It Works

- Moves them from today's activity to future possibilities.
- Helps create an emotional connection to their goals.
- Gives a compelling vision to work toward..





New Brand Partner Business Coaching Conversations:

Income & Security

Question:

"What income goal would make this feel truly life-changing for you?"

Why It Works

- Helps define what success looks like personally.
- Creates a meaningful target rather than a vague hope.
- Allows coaching to be aligned with their goals.

Question:

"Are you more focused on creating income now, or building something long-term?"

Why It Works

- Reveals their current priorities.
- Helps identify the right strategy and expectations.
- Opens conversations about sustainable growth

Impact & Helping Others

Question:

"Who do you feel most drawn to helping through this business?"

Why It Works

- Connects business building with purpose.
- Shifts focus from selling to serving.
- Helps identify their ideal customer or future team members.

Question:

"How would it feel to help others create results like the ones you're aiming for?"

Why It Works

- Introduces leadership thinking.
- Encourages them to see the value of duplication.
- Builds belief in helping others succeed.



New Brand Partner Business Coaching Conversations:

Time Freedom & Sustainability

Question:

"What would time freedom look like for you as this grows?"

Why It Works

- Helps them define their personal version of success.
- Creates motivation beyond income.
- Encourages thinking about leverage and flexibility.

Question:

"How do you see your role evolving as your business expands?"

Why It Works

- Encourages a leadership mindset.
- Helps them think beyond doing everything themselves.
- Opens conversations around systems and duplication.

Scaling & Growth

Question:

"How big are you open to building this if the pathway was clear?"

Why It Works

- Expands their vision without pressure.
- Uncovers their true level of ambition.
- Creates opportunities for bigger goal setting.

Question:

"What do you think is currently holding you back from going to the next level?"

Why It Works

- Identifies obstacles and limiting beliefs.
- Creates awareness of growth opportunities.
- Allows coaches to provide targeted support.



Business Coaching Conversations: The Power of Curious Questions

Values & Purpose

Question:

"What's your biggest 'why' behind building this business?"

Why It Works

- Connects daily actions to deeper purpose.
- Strengthens commitment during challenges.
- Creates long-term motivation.

Question:

"What kind of legacy or impact would you love this to create for your family?"

Why It Works

- Elevates the conversation from income to significance.
- Creates emotional ownership of the vision.
- Inspires long-term thinking and action.

Coaching Mindset:

Great coaches don't tell people what to think—they help them discover what's possible.

Through curious questions, Brand Partners can help others clarify their vision, strengthen their belief, and take ownership of building a business that supports their goals, lifestyle, and future.

Now you are ready to start your week 1-4 coaching with your new customer/brand partner – have fun.