

FIELD COMMUNICATION PLAN FOR ENTREPRENEURS

Transforming Entrepreneur Communication
Into a Business Growth Strategy



Business Need

As more Entrepreneurs joined the Royal Prestige® Opportunity (*Oportunidad Royal*) across multiple international markets, Hy Cite identified a key business challenge: many Entrepreneurs disengaged early due to inconsistent onboarding, limited follow-up, and lack of timely guidance during their first stages of development. Not all new Entrepreneurs start with the same experience, or resources. This initiative is design to provide a solid base to increase the likelihood of early success

Because onboarding and support depended heavily on individual communication practices across different networks and markets, this impacted retention, Entrepreneur-to-Junior Distributor progression, long-term field growth, and consistency across the field.

Hy Cite also identified that many Entrepreneurs were not lacking motivation, but clarity, as information was often delivered inconsistently, too late, or without a structured learning path.

The Solution

To address this challenge, a Cross-Functional team, represented by key areas of the company led the Field Communication Plan for Entrepreneurs, a behavioral-based communication and onboarding strategy designed to provide Entrepreneurs with timely guidance, business education, and ongoing support throughout their development journey.



Improving **retention and engagement**



Simplifying **onboarding**



Supporting Sponsor (**Independent Authorized Distributor**) accompaniment



Delivering scalable communication
through messaging orchestration



Strengthening **long-term field development**

Strategic Approach

Rather than relying on traditional training methods, the program utilized WhatsApp journeys, email campaigns, welcome calls, trigger-based follow-up, educational content, and Sponsor communication designed to reinforce Entrepreneur support.

To improve engagement and readability, all communications were developed using concise communication principles and human-centered behavioral design.

The initiative at large developed compliant content, with a consistent two tier delivery including initial core messages, and supported by enhanced content, videos, support materials, and digital assets.

How the Program Worked

The Field Communication Plan for Entrepreneurs was designed as a guided communication ecosystem that supported Entrepreneurs through onboarding, activation, retention, and progression within the Entrepreneurial Opportunity (*Oportunidad Royal*).

Instead of delivering large amounts of information at once, the program provided structured communication at key stages of the Entrepreneur journey, focused on three actions: nudge, to encourage action; assist, to provide support; and enhance, to reinforce engagement through recognition and celebration.



A Structured Entrepreneur Journey

At the center of the ecosystem was *La Ruta del Emprendedor Exitoso* (The Successful Entrepreneur Guide), designed to help Entrepreneurs navigate their first stages of development.

The program delivered milestone-based communication focused on onboarding, product education, prospecting, demos, financing, customer support, business-building resources, progression reminders, inactivity follow-up, and Sponsor alerts tied to Entrepreneur milestones and roadblocks.

This communication structure allowed Hy Cite to deliver the right message at the right moment, creating a more personalized and scalable onboarding experience.

Multi-Market Implementation

During 2025 and 2026, the proof of concept included eight of our top Distributor networks across the United States, Mexico, Colombia, and Argentina. The initiative reached 1,553 entrepreneurs in 2025 and has reached 1,222 entrepreneurs so far in 2026.



USA



Mexico



Colombia



Argentina

1,553

Entrepreneurs
in 2025

1,222

Entrepreneurs
so far in 2026.

Measurable Business Impact

The plan delivered measurable improvements across retention, engagement, and business performance.

Entrepreneurs who participated in the program achieved:
40% RETENTION RATE



21% GLOBAL RETENTION
Nearly **doubling retention** performance versus the broader Entrepreneur population globally.

Business Growth Results

To evaluate business impact, Hy Cite compared participating networks against other networks with similar business scale that were not included in the pilot program.

Demonstrating the impact of consistent communication, structured onboarding, and ongoing behavioral support on Entrepreneur engagement and business development.

Participating networks generated:
\$1 MILLION MORE IN SALES

A FOUNDATION FOR GLOBAL EXPANSION

Following the success of the initiative's proof of concept, Hy Cite plans to scale the Field Communication Plan for Entrepreneurs across additional international markets and broader field audiences.

The initiative demonstrated that strategic, behavior-based communication can improve retention, strengthen engagement, support field development, and contribute directly to business growth. While the ultimate goal was to drive behavior change, technology enabled the orchestration, consistency, and scale required to support Entrepreneurs across multiple markets.

