

## **TRIAL MARKETING CAMPAIGN – Retailing To Recruit**

### **Why?**

- **Duplication!** It's **YOU plus two** – one on your left and one on your right doing this together. Get out of your comfort zone and get 30 names in 30 days. Ask yourself and your team members, “If this would create a six-figure income in the next year, would I (you) do it?”
- All businesses need customers to survive and our business requires a minimum of 2 customers purchasing at least \$200 retail per quarter to meet our requirements (Form 1000)
- For our business to grow, we each need at minimum 10 customers.

### **30 people in 30 days - Trial Marketing Campaign**

- **THIS SYSTEM IS ABOUT RETAILING TO RECRUIT.** Remember Retailing is #3 in the Basic 5, and #3 comes before #4 which is Prospecting, Recruiting, Sponsoring.
- Begin by ordering 3 Daily Essential packet kits and 6 Ultimate Aloe packet boxes to use over the next 30 days. Learn to place an order every week if you want to get paid every week.
- Also be certain that you have at least 30 of the Isotonix cups on hand – order if needed.
- Print off the Daily Essentials and Ultimate Aloe Education Flyers along with the Health Survey. This outline and the flyers for this campaign are available on: <http://www.gonowresource.com/basic-5/retailing/wellness-101/> They can also be found at the bottom of this outline.
- Purchase thank you cards (be certain you include your phone # on the card), small bags and a small notebook (size that easily fits in a pocket or a handbag, since you will always have this with you).
- **You are looking for someone to bless on a daily basis! Don't think you are going out to look for someone, you will find someone while you are out doing daily activities.**

**Day 1** – Go out on purpose with a bag filled with an Isotonix cup, Product Education Flyers, Health Survey, 3 Ultimate Aloe Packets, 3 Daily Essentials packets, a thank you card pre-written, signed with your phone number and Your Notebook for names.

**Pay attention to people, give people compliments, start a conversation. Ask questions:**

**“Where are you from?” “What do you do?” LISTEN!**

Gently move the conversation with a sincere compliment and the question:

“I'm curious, would you be open to helping me out?”

“Sure, how?”

“I just started a trial marketing campaign to help people with nutrients that every person needs on a daily basis.

“I can only do this trial with one person a day. Would you be willing to try a couple of products for 3 days?”

“Yes.”

Take the Aloe packets products out of the bag and briefly tell them about Ultimate Aloe. This is great for your immune system, digestion and elimination. You can put it in your water bottle or a glass of water for the next 3 days.

“If you are willing to be part of my trial marketing campaign, it's important that I get your name, email address and phone number so that I can email you 2 short videos and call you. You will receive links to two videos in your email about these products tomorrow and again I'll call you in 2 days.”

Hand them your notebook, ask them the when is the best time is to call. As you get their information, ask them to read the Product Education Flyers that are in the bag.

“Tomorrow you will receive two videos about these products in an email. The first video is about Ultimate Aloe Juice and is only 2 minutes long.”

( <https://www.youtube.com/watch?v=MwyAetimYY>

The second video is about the Isotonix Daily Essentials kit is just 5 minutes long.

( <https://youtu.be/u59YbChFJr0> )” (Nutrametrix version <https://www.youtube.com/watch?v=dOp1oF5gzK8> )

“The next day I’ll call you to review your experience with the Aloe, answer questions and give you more information. When is a good time to call?” (Day/Time: \_\_\_\_\_)

**Day 2** – email them the links to the videos listed above.

**Day 3** – make the call with enthusiasm and start by thanking them for being a part of your Trial Marketing Campaign and ask them what they like about the Aloe.

“What did you learn from the video?” (Review benefits of Aloe )

Next ask: “Did you watch the Daily Essentials video?”

If yes “What did you learn from the video?” (Review the benefits of the products and tell them how mix the Daily Essentials.

Finally, complete the Health Survey. Note: don’t be concerned if they mention health challenges you aren’t familiar with – you have the wellness “Supplements in your House” document to refer to. The Health Survey will help you identify their needs(s).

Schedule a phone call for following up on the Daily Essentials experience. Ask them the best time to call. (on Day 6) Optional: Text them a copy of their completed Health Survey.

**Day 4 and 5** – Send a text and ask if they have any questions about the products. Remind them you will call them in 3 days (Day 6)

**Day 6** – Make the call with enthusiasm and thank them again for completing the Trial Marketing Campaign. (**THE FORTUNE IS IN THE FOLLOW UP.**) Refer to special pricing on the Trial Marketing Campaign Product Education Flyers. Aloe \$25.00, Daily Essentials \$71.95.

### **Close the Sale:**

Refer back to their Health Survey – **BE SINCERE** - Review their needs and concerns.

Ask: “**Is there any reason you would not be willing to use a product that would address these concerns?**”

(Get comfortable with discussing this and know your numbers for example, it would cost them only \$3.25 per day for both Ultimate Aloe and Daily Essentials)

**Schedule delivery for when you have the product.**

Optional: Schedule a Wellness 101 (When you deliver product)

“You indicated on your Health Survey you have family or friends that have health concerns. We do Wellness presentations to educate on health solutions. If you host one of these, your first 30-day supply of the Ultimate Aloe/Daily Essentials would be at cost. There is even a way to get your products for **FREE!** Let’s talk about it when I deliver you your product.”

### **Additional notes:**

- When someone has a major health challenges or additional questions set up a 3-way call with your senior partner.
- “Your road to wellness is paved with healthy intestines.” Dr. Deedra Mason.