

Warm Market (people you know) ~ *Fast and Free!*

1. **Post on Facebook** (Examples: using the Herbalife products, drinking a shake, tea, ect.; your product results; personal development/motivational posts; client results; others before/after photos; attending nutrition club or business events)
2. **Message Likes on Facebook** (examples below)
 - When Someone Likes Your Post on Facebook:
Hey (their name)! Thank you for supporting me on my Facebook page! I am very excited about my health results and look forward to my continued progress! Are you interested in learning more about my nutrition plan? I am not sure if you “liked” my photo to be supportive (which if that is the case thank you for your support) or if you are interested in learning more! If you are interested, I would love to give you more information! ☺ Either way, I hope to catch up soon!
 - When Someone Likes Your CLIENTS Results on Facebook:
Susan (or their name)!! Thank you for cheering for Cari (your clients name) on her Health Journey! Your support is Uplifting! Was not sure if you are interested in learning more or simply supporting her, but if you have questions, I'd be more than happy to tell you about it! Let me know a time that works for you! Or if messenger is better... that works too!
Thanks again!
3. **Guinea Pig Message to family & friends** ~ Sending a message to family and friends asking to practice a Wellness Evaluation on them. Examples:
 - Hi (Insert Name)!
How are you? I hope you're doing well! [L T L]
[SEP SEP]
I have just started a new job at a nutrition club in the area. I am being trained to become a Health Coach to help people achieve their health goals!
In this training program to become a Health Coach, I have to conduct at least 10 “practice” wellness evaluations! Can you help me out and be one of my practice people? We can chat by phone briefly (about 15 min) or we can meet in person at my nutrition club in Gaithersburg, MD. It would really mean A LOT to me. When would be a GOOD time for you to chat? Let me know what you think! I hope to hear from you soon! [L T L]
[SEP SEP]
Thanks so much!
4. **Direct Message to Friends and Family.**
 - Example: "Hey ____! I hope you are doing well. I just wanted to let you know that my amazing nutrition company is offering their awesome three day trial for only \$20! It comes with 6 shakes - cookies and cream flavor (so good!)- and 6 energy boosting tablets. I have been using these products for almost a year and it has seriously changed my life. I have so much energy, my digestive issues have been under control and my skin has improved as well! (Insert your own Results). The trial also comes with

your very own health coach (ME!) and a free wellness profile/consult. Let me know if you or someone you know is interested in losing weight, gaining energy or gaining muscle!! I can drop it in the mail tomorrow!"

- Example2: "Hey _____! I hope all has been well! I have recently decided to get in the Best Shape of My Life and I am looking for any friends and family that want to join me on my journey!! (Share your results) Example: 'I am currently down 20 lbs on my personalized nutrition plan, my energy is increased and my cravings are under control! I feel AMAZING!!' Let me know if you or anyone you know would be interested!! Thanks! ☺

5. Grand Opening Announcement / Shake Party

6. Spa Party

Cold Market (people you do not know)

- 1. Business to Business Flyers** (for In-services, WLC, Fit Club)
- 2. Flyers to People** (for a Wellness Evaluation, WLC, Fit Club)
- 3. Flyers on Cars** (Get Paid to Lose Weight, WLC, Get Healthy)
- 4. Join Networking Groups, Chamber and Community Groups**
- 5. Scavenger Hunt**