

Trial Size Marketing -

Using Market America health products to create new customers, and increase share of customer

You have available to you many of MA's health products in small single-use packets. Some refer to them as sample sizes, or trial sizes. You should view these trial packs as powerful, easy to use, TOOLS to create new customers, sell your existing customers more products and build your business.

We will explain Trial Size Marketing using Isotonix Daily Essentials Packets as a business building tool. Almost every person in your world; young, old, men, women, can benefit from the added nutrients in the Daily Essentials packets. Many health professionals believe that most people do not get enough nutrition from their diet to achieve or maintain optimal health. The Isotonix Daily Essentials Packets contain four key Market America health products and literally hundreds of nutritional components that can provide them what they are not getting from the foods they eat each and every day.

When recommending Isotonix Daily Essentials it is not uncommon to hear; I am not sure I will like the taste, I already take supplements, it sounds expensive and more. Why not do what so many other companies do to create new customers, simply let them try it for FREE! You may have heard at some point in the past "there's no value in free," but think of the car dealers that offer free test drives, the mattress companies that let you sleep on a new mattress for 3 months before deciding whether or not to purchase it, the hotel chains that offer a free weekend if you simply attend a one hour presentation, and many other stores and vendors who offer free things. The reason they all do this because FREE WORKS! If the car dealer can get you into the car to experience it, the chances of selling you the car goes WAY UP. If you can get people to try Isotonix and experience it, your chances for a sale go up as well.

This FREE Trial Size Marketing System can be easily followed by any UnFranchise Owner.

A recorded video can be found at <https://www.youtube.com/watch?v=0zcOCP9ogMQ> and a complete PowerPoint can be downloaded from www.unfranchisetraining.com.

BRIEF SUMMARY

Each individual can customize this program to fit how fast or slow they want to create customers. In the following example we will use the scenario in which the UnFranchise Owner consistently hands out ten free trials per month.

1. First step- order two boxes of Isotonix Daily Essentials Packets (one for your own personal use... you have to be a "product of the product," and a second box to give away as free trials. We suggest adding the two boxes of Daily Essentials packets to our monthly auto ship.
2. Next, start asking people in your world if they will HELP YOU OUT by being part of a SURVEY you are doing (Do NOT describe it as a "marketing campaign"). The survey is simple; you can allow people to try an amazing health product called Isotonix Daily Essentials FOR FREE as long as they answer one or two questions after they try it. (Note: Always reinforce with your own personal story or testimonial about the benefits you receive when taking Isotonix) You can do this with ANYONE; a friend, neighbor, co-worker, relative, cab driver, store owner, barista, repair person, someone on line at the bank or store, another parent in the neighborhood, your waiter or waitress, ANYONE). If offering to a "cold market person" make sure you only offer the free trial after first saying hello, having a conversation, and making a friend.

3. Give them three (3) trial sizes to take over the next three days.
 - a. Place three packets of Isotonix Daily Essentials into a small clear plastic bag, and place the brochure (download from www.unfranchisetraining.com) in to the bag as well.
 - b. Always have several packages (each containing 3 Daily Essentials packets) with you at all times.
 - c. Example of what to say: “Maybe you can help me with something. I’m helping my company with a survey. I can give FREE trials of Isotonix to 10 people this month. It’s an amazing nutritional product (supplement) that I take it myself. I absolutely love it, and wouldn’t go a day without it. Can you help me out and give it a try?” (or- “Can you try it for me and give me some feedback for my survey?”). You can add- “It’s FREE and there’s no obligation to buy anything!”
 - d. As you ask for their help, reach out and hand them the package containing the 3 packets of Daily Essentials and the brochure. (Note: this is an important step - put it in their hands as you offer the free trial).
 - e. If they say YES, ““GREAT! There are three packets in there. You just tear a packet each day and mix with 8 ounces of water and drink. Don’t eat anything for 15 or 20 minutes. There’s also a brochure that explains more, and I’m going to send you an email with a very short video with a little more information.”
 - f. You MUST be able to explain, in your own words, the simple explanation of “ISOTONIC” Example: Powder, mixed with water, forms a naturally flavored, pleasant tasting, effervescent nutritional cocktail. Same tone and pressure as your body fluids. Delivers a very high percentage of the nutrition in the product to your body within 5 to 10 minutes.
 - g. Now that they have said yes and agreed to try the product, tell them what else you want them to do. “Text me your email address so I can send you the short video. It’s less than 5 minutes. After you complete the free trial I have to take a minute or two to ask you one or two questions about your thoughts on the product and a question about the video.”
4. Now you just text them the first day, and again the second day, and then call the third day.
 - a. TEXT: The first day we text them to make sure they got started.
Example: “Joe, I just got my day started with my Isotonix Daily Essentials. I’m checking in to see if you took your Isotonix today. Phil”
 - b. TEXT or EMAIL: The second day we text or email them a short video on the Isotonix Daily Essentials (<https://youtu.be/u59YbChFJr0>) and ask them to please take 4 minutes to watch it. When you tell them to watch the video, make sure you reinforce the fact that the video is part of the survey. We are surveying to see what they think of the product, and to see if our video does a good job of explaining the product. Finish the text with “Thanks again for helping me out with the survey!”
 - c. PHONE CALL: The third day we call them to finish the survey by asking them one or two questions about the Isotonix Daily Essentials, and one question about the video.
 - i. Here’s an example of what we say on the call: “Mary- Thank you for trying Isotonix and helping me out with the survey. I only have a minute and I just have a few quick questions (to put on my survey report).”
 - ii. “Did you drink your Isotonix each day as I instructed?”

- iii. “Did you watch the video?” (If they didn’t watch the video, remind them it’s only 4 minutes, and it’s part of the survey, ask them to watch it today and call back.
- iv. “Was the video clear in explaining why isotonic solutions deliver more nutrition to your body than tablet and capsule supplements, and that’s why most people FEEL the difference?” (You can read that question – remember you are on the phone)
- v. KEY QUESTION “What benefits did you experience?” (now remain quiet and wait for a response)

If they liked it, are enthusiastic about it, gave you positive feedback, or told you their positive results **ASSUME THEY WANT THE PRODUCT** and respond by saying; “GREAT! You’re off to a fantastic start and you have only taken it for 3 days! **Wait till you see how you feel after 90 days!!!**

Q: How much does it cost?

A: Less than a cup of coffee, about \$2 and change per day.

Q: That sounds like a lot of money!

A: I guess that depends on what price you put on your health!

There is another option, I like the convenience of the packets, but you can purchase Isotonix in a “bundled kit” that includes all four 4 key products in separate bottles.

Would you prefer the packets or would you rather save a little money and get the kit?

A: Another way to answer the price question- You: “I guess it depends on what price you put on your health. I can’t put into words how much better I feel since taking my Isotonix. There is one more thing I can do for you. I have a coupon code that expires this Friday that I can apply to your order for an additional 10% (or 15%).”

What if it’s a “NO”?

If the customer declines and decides not to order the Daily Essentials, make one final effort to recommend a product-

“Well, ok, thank you for being part of my survey. This really helped me out. I appreciate it.”

“Can I ask you one more question? What is your number one health concern?” (or- “Do you have any health concerns?”)

Depending on the answer, it might open the door for you to recommend another one of our products

“I have something that can help you with that”

to help with their joint pain, or heart health, or high blood pressure, sleep problems, digestive issues, skin problems, anxiety, weight problem etc.

Do this consistently and you will create new customers week in and week out. You will get your share of “no’s” but you should not be concerned with them. Simply thank them for helping you out with the survey. There are plenty of people out there who will LOVE Isotonix, and who will enthusiastically order it, over and over again and again. This entire process is about finding those people.

The more no's you get the closer you are to your next "YES!" The small cost of the Daily Essentials Packets that you purchase to give away, will more than be covered by the additional retail profits you generate as you take orders each week for the Isotonix Daily Essentials Packets or Kits.

Watch the video <https://www.youtube.com/watch?v=0zcOCP9ogMQ> for more details and give it a try.

Download the PowerPoint on www.unfranchisetraining.com to learn how to create add-on sales to your repeat re-order customers and how to Retail-to-recruit.