



TRAINING GUIDE

Holidays with Purium

The holiday season is made for giving, and so are Gift Cards. Here are a few ideas to help inspire you to spread the holiday cheer with the gift of health.

WRITE A HOLIDAY LETTER AND SHARE YOUR PURIUM STORY

Everyone loves getting holiday cards. Share your journey and joy in a holiday letter. Close the letter with an invitation. What is the BEST thing that you have experienced this year with Purium?

Example:

Happy holidays Jane!

I hope this season has brought you lots of joy.

(Make it personal and about them) I'm so glad we were able to catch up at Katie's wedding in August! I hope Charlie's new job is working out well and the new house is coming along.

This year has certainly brought a lot of transformation into my life as well.

(INSERT YOUR STORY)

I'd love to share this health and joy with you! Check out ishopPurium.com/puriumcbd.com and use my Gift Card code for \$50 off your first order! Let's definitely find time in 2019 to see each other more!

Happy holidays,
Melissa

TOOLS: It's all about the details. Here are a few ways to make your letter meaningful.

- Evite.com
- Hand written card

Invite 10 new people to do a 40-Day Ultimate with you in the New Year

Rising to a challenge is much more fun when we have people around us. Organize your very own Group Transformation.

1: Make a date.

2: Make a list of people you know who also have friends/family that might want to join.

3: Send them an "invite" (a social image) and the date and ask "Are you in?" or "Let's start 2019 with a bang!!"

4: Create a theme and share the 40-Day Ultimate options: Nutrition, Weight Loss, Athlete and Parasite Cleanse with your Gift Card code.



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TOOLS: You don't need to be a professional designer to send a meaningful card.

- **Canva.com:** Canva is an E-A-S-Y way to design your own social posts, posters, invitations, flyers, emails and...so much MORE!
- **Facebook Tribe:** FB Tribe is home to new social squares that can be used for digital invitations, emails and social posts.

CREATE A HEALTH-INSPIRED CARE PACKAGE

Do you have friends or family looking to turn a new, healthy leaf in 2019? Give them a head start with a token of inspiration for their healthy journey and add your card to the mix. Include your Gift Card to let them know there are products that can come in handy. Be sure to leave a warm message as well.

Example gifts:

- Stainless steel water bottle or Shaker Bottle
- Running shoes
- Workout/yoga clothes
- Cookbook

Example message: "Happy Holidays! I hope you love your new shoes! I just had to get them when you told me you wanted to be more active in 2019. I also included a gift card for this awesome company that sells products I love. Maybe you can find something you like? Happy Holidays!"

GIFT YOUR FAVORITE PURIUM PRODUCT WITH THE CARD

If you feel comfortable, gift someone your favorite product, with a card attached. Give someone better sleep with Apothe-Cherry, give CHILL vibes or let them see what all the CBD rage is about. Leave a personalized message wishing them well, too.

Example message:

"I remember you were interested in CBD, so I thought I would get it for you. I love this brand. If you're up for it, feel free to look around their website and get \$50 off courtesy of me. Well wishes!"



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ADD YOUR GIFT CARD AS A GIFT SWEETENER

Don't be afraid to add your card to any gift. It fits perfectly in card-holders and can be slid under ribbons on a boxed gift. Just don't forget to add a personalized message on why you're gifting the card.

Example message:

"Happy Holidays! I just thought I would give you this gift card for a company I loved this year. Take a look at their website and enjoy \$50 off any product you're interested in. Think of it as a bonus gift"

GIFT CARDS ADD VALUE TO A GREETING CARD.

Gift Cards are perfect for: teachers, coaches, hair stylists, dog groomers, baristas, sanitation truck drivers, newspaper delivery people, and anyone who provides a regular service for you. Simply include one inside a folder greeting card. Be sure to write a nice message.

So, make your lists and check 'em twice! Who's getting the gift of health this year?

WE'RE GIVING A HOLIDAY GIFT TO ALL OF YOUR INACTIVE CUSTOMERS AND BRAND PARTNERS

From December 1 - December 31, all "less active" Customers and Brand Partners will receive 25% off all of their purchases! So look through your downline team on puriumbackoffice.com and see who hasn't ordered in awhile and share the good news. It doesn't matter who's been naughty or nice in 2018, we want 2019 to be a great new year for everyone!