10-Day Transformation / 100-Day Reset Message Map

#ItStartswith10Days

**Target Audience Resolution makers. Dieters. Women ages 29-49.**

**Emotional Points Pessimistic –** Constant struggle. Other programs have failed (they haven’t failed). Unhappy with current self.

 **No time** / **Too expensive** / **Too hard** to eat right or work out.

 **Optimistic –** This year will be **different**. This time will be **different**.Show me **HOW/WHY this is different**.

**Instant Weight Loss** **The fastest, healthiest, simplest, least expensive way to lose weight.**

**Take a 10 day vacation from processed foods.**

**Long Term Wt Loss Amazing new discovery! Increase adiponectin. Train the body to use fat as energy for 100 days. Metabolic re-set. Break addictions to processed foods. Complete your resolution, win a vacation!**

**Beyond Weight Loss Weight loss is a healthy side effect. Detox. Cleanse. Plant-powered, clean energy lifestyle.**

**Proof Points** **Faster** Lose 5-20 pounds in just 10 days! (Average = 11 pounds / 8 inches) You can do anything for 10 days.

 **Healthier** Detox your body, re-set your metabolism, break your addiction to food.Super Low Cal / High Nutrient

 **Simpler** Everything is spelled out. Support Guide. Live support calls. Text messages. Free Naturopath.

 **Inexpensive** $23 per day. TRANSFER SPENDING … food budget. Cost of daily meals or 1 restaurant meal.

 **Adiponectin Clinically proven -** direct correlation between weight loss and higher adiponectin levels.

 **Clinically proven** – lean people have 44% more adiponectin than obese people.

 **Clinically proven** – our program can deliver a 40% increase in adiponectin in 84 days

 **Have the metabolic profile of a lean person in 100 days. Re-teach your body to burn fat. RESET!**

**Message Pillars Food Crisis** Food is “poisoned” – over-processed, irradiated and genetically-modified … artificial everything.

Chemicals are causing people to become overweight/obese and even experience health challenges.

 **10-Day Plan** 10-Day vacation from processed foods. Lose 5-20 pounds. Detox. Fast. Simple. Healthy. Jump start!

 **100-Day Plan** Increaseadiponectin. Metabolic profile of a lean person. Re-teach your body to burn fat. Reset!

**The Plans 10-Day Plan** **Lose 5-20 pounds**. Transfer spending … you already pay this much for food. 5 products. $23 per day.

Save $50 when you try it! 5 Gift Cards to get it for FREE!

 **100-Day Plan** Have the metabolic profile of a lean person. **Re-teach your body to burn fat.** 2 products.

**Just $3 per day** (about the price of a cup of coffee).

 You could win a Transformation/Resolution Vacation! (1 winner every month from Jan-March)

**Support Points More than 100,000 people** have successfully completed Transformations.Before/After photos and stories.

 **Clinically-proven** weight loss program. Adiponectin research. Vegan. Gluten-free. Chemical-free.

 **We are the manufacturer.** Farm to family. No middlemen. 24 years. Dave Sandoval - The Green Foods Bible.

 **You can** **win a vacation to \_\_\_\_\_\_\_\_\_\_, \_\_\_\_\_\_\_\_\_\_\_, \_\_\_\_\_\_\_\_\_\_\_\_ or \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**.

Income Opportunity Message Map

#GoBigin2017

**Target Audience Resolution makers. Entrepreneurs. People looking for secondary income or replacement income.**

**Emotional Points Pessimistic – Stress!** Constant struggle. Having trouble paying the bills. Not earning what I deserve.

 **Optimistic –** This year will be **different**. This time will be **different**.Show me **HOW/WHY this is different**.

**Opportunity** **Everybody eats, every day. The market is HUGE!**

**Make money with a fast-growing company that’s in front of the food trends.**

 **Perfect timing.**

 **Simple system.**

**Win a 5 day vacation for completing your financial resolution.**

**Proof Points** **Fast growth** Inc 5000 list the last 3 years.

 **Trends** Organic, non-GMO superfoods.

 **Timing** Resolution season. Everyone wants what we have.

 **System** Gift Card marketing. Give $50 / Get $50. Get paid to help people lose weight and get healthy.

 **Stories** Lots of compelling financial success stories.

**Message Pillars Food crisis** Food is “poisoned” – over-processed, irradiated and genetically-modified … artificial everything.

Chemicals are causing people to become overweight/obese and even experience health challenges.

 **Solution** Own asuperfood super store … or … Partner directly with the manufacturer.

Simple programs for weight loss, athletic performance, healthy aging, and more.

 **System Viral Marketing Program.** Give $50 / Get $50. Get paid to help people lose weight & get healthy. Business in a box. Social media, phone app + everything you need to get going. Automated. Training.

 **Perfect Storm** 24 year old business (no start up risk) … **Inc 5000** fast growing company no one has ever hear of

**The Plans Platinum** 50 Gift Cards ($2500 in marketing value) plus more than 1 month of products to get you started.

 30 days of Phone App included. $499 (with Gift Card).

 **Launch** Unlimited Gift Cards! ($5000+ in marketing value) plus even more products to get you started.

 1 Year of Phone App included. $999 (with Gift Card).

**Support Points** A product experience so good you would tell other people even if you didn’t get paid. **But you do get paid to share!**

**Pays up to 10 levels.** Some people use a Gift Card for the products and some get products + their own Gift Cards.

 **Enroll 3 and yours is free!** If just 3 of your 50+ Gift Cards goes to a Promoter, you are in profit.

 **Join the movement!** The Million Mom Movement. We’re looking for 1000 women in 100 communities who want to

 help 10 families each eat cleaner and greener, while minimizing their processed food consumption.

 **Most efficient delivery system of food ever!** Moving towards biodegradable packaging. Beyond recycleable.

 **You can** **win a vacation to \_\_\_\_\_\_\_\_\_\_, \_\_\_\_\_\_\_\_\_\_\_, \_\_\_\_\_\_\_\_\_\_\_\_ or \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**.