



\$1 MEMBERSHIP PROMOTION

It has never been this easy to enroll new members! In June and July, our \$25 membership is now \$1! So, give someone a \$50 Gift Card, tell them about the \$1 Membership (stressing that it's a limited-time offer) and watch them buy MORE products and options. This is your opportunity to really go BIG towards our Convention in Dallas. Extra incentive: Convention Tickets only \$199 for new Members! This promotion might get you to enroll your next Diamond, or better yet, Crown!

WHO TO REACH OUT TO

\$1 enrollment + a \$50 Gift Card seems like a great deal for anyone, right? Yes, it's always great to enroll a new Member, but it's even better when you enroll someone who is ready to commit and build a health business.

- Athletes/active people wanting to ACTIVATE their summer AWESOME (Athlete's Pack)
- Anyone wanting to lose weight for summer (Transformation + Reset)
- Parents who want to keep their kids healthy during summer chaos (Core3, Kid's Pack)
- De-activated Members in your downline (Re-join for a \$1 by calling Customer Service!)
- Anyone you know who is interested in earning extra summer cash (college students, part-time employees, teachers, stay-at-home parents, etc.)

TOOLS TO USE

The Back Office (Resources Library) has a ton of FREE marketing materials that can help educate, motivate and inspire! Plus, countless videos that can easily be texted or posted to anyone you want! These tools below were made for YOU!

Social Media Guide

Social Squares

Vimeo.com/puriumhealthproducts

Phone App

Brag Book

ItStartsWith10Days.com

ActivateToAwesome.com

Athlete's Brochure/Schedule/Video

Product Samples

Healthy Happy Hour Kit

HOW TO ENGAGE

How you connect with someone depends on who you're trying to connect with. Is it someone you've known for a long time? Is it an acquaintance you see at the gym? No matter who it is, remember to listen for the opportunity to share your Purium experience. Remember, you want to help and share this incredible \$1 offer AND a \$50 Gift Card!

- **Social Media Posting:** Use the social media guide and our pre-made social media posts to share on Facebook, Instagram or Twitter. Generate intrigue by personalizing the captions to reflect your health or business success.
- **Live Streaming Parties:** These are all the rage right now because they can reach so many people and you don't have to pay a penny! This is a great way to gain interest and find out who wants to learn more and sample the products. You can do this by clicking the "Go Live" feature on Facebook or Instagram.
- **Healthy Happy Hours:** Our cornerstone HHH's are still the best way to get someone to sample the products, hear some impactful stories and learn how easy it is to start building their own business. If you're a parent, host a play date with Purium refreshments. If you're an athlete, check with your gym to see if you could set up a table with the samples and info. If you love to socialize, invite friends over to sample and learn more!
- **Individual Messages:** Text, private messages and emails are an easy way to follow-up personally. Do they have any questions? Can one of our videos or websites answer it? Our Phone App makes it easy to share materials and manage multiple conversations at once!
- **Be open to meeting new people:** Do you ever chat with people waiting in line at the store? Keep a few samples and Gift Cards in your wallet or purse so you can share on-the-go!

A great thing to remind health-conscious people:

"Enjoy unlimited access to your own discounted superfood superstore where every product is natural, healthy and non-GMO. Every time you invite someone into that store, YOU earn referral bonuses every time THEY buy!"