

# Purium Message Map – The Core 3 + 10-Day Transformation Presentation

## Purpose

### Retention! Retention! Retention!

Get people committed to “core nutrition” as an essential part of their daily routines, so once they try Purium products they never want to stop. Plus, offer the 10-Day Transformation as an accelerated option for more dramatic results.

## Message Pillars

### 1. The Problem: Processed Foods (Get people nodding their heads, on our side ... and maybe a bit “fired up”)

100 years ago all food was organic. Today, there is a **food crisis** in North America because our diet is no longer natural. We live on food-like substances that are over-processed, irradiated and genetically-modified ... artificial everything. Processed food companies use chemicals because they're cheap, last longer on shelves and are more addictive than natural. These processed food chemicals can cause serious “dis-ease” ... plus 2 of every 3 Americans is overweight or obese. Similar to the lies told by the tobacco industry 40 years ago - except you don't have to smoke, but you *do* have to eat.

### 2. The Reality: Crazy Lifestyle (Relate to people and make a deep emotional connection)

We live in fast forward mode. 24-7. Maxed out and stressed out by technology. Texts, emails, social media. It keeps getting worse. Our lifestyle is slowly depleting us. And the people who may have it the toughest are **busy moms**. They care for the family and never seem to have the time to care for themselves ... for days, months, years, even decades! And when it comes to eating, the entire family is forced to make “**compromises of convenience**.” The food that is the fastest and cheapest is almost always filled with chemicals and devoid of real nutrition.

### 3. The Solution: The Core 3 – Protein, Fruits & Vegetables (Sell people on a DAILY routine upfront)

Purium makes it fast, easy and inexpensive to get the core nutrition you need **EVERY DAY!** It's like a daily insurance policy. **The Core 3** is PROTEIN, FRUITS & VEGETABLES. The real food pyramid. Plain and simple, what your body needs to thrive. Purium goes beyond what you can find in a grocery store or health food store because we are an organic-certified manufacturer. You get the **MAXIMUM for the MINIMUM** – max nutrient density & convenience with minimum cost & environmental impact.

**Protein** – for building muscles ...

Super Amino 23: Patented, vegan, 99% net nitrogen utilization and goes directly to the muscles in 23 minutes or less

**Fruits** – for repairing damage ...

Apothe-Cherry: ORAC of 10 servings of fruits & vegetables per ounce plus only natural source of melatonin for sleep

**Vegetables** – for fueling cells ...

Power Shake: Energy, endurance, strength and appetite suppression - spirulina, wheatgrass, oat grass & rice bran

**Close #1 - THE CORE 3: Complete 30 day program ... 60 day guarantee ... only ~\$5/day ... can be used as 30 meals ... + 5 \$50 Gift Cards**

### 4. Accelerate The Results: 10-Day Transformation (Jump in with both feet to see what is possible)

PLUS, you can **ACCELERATE RESULTS** of the Core 3 with a **special plan** that's a 10 day vacation from processed food.

**It's the Core 3 TIMES 3.** You take the Core 3, 3 times a day for maximum results in the minimum amount of time.

David Sandoval's 10-Day Transformation is the fastest, healthiest, simplest, least expensive way to lose weight.

Lose 5-20 pounds in just 10 days using Core 3 products ... and, believe it or not, the weight loss is just a healthy side effect.

Detox. Metabolic re-set. Break addictions to processed foods. This 10-day program can change the trajectory of your health.

Everything is spelled out. Support Guide. Live support calls 5 days a week. Motivational text messages. Free Naturopath.

This is “transfer spending.” Your food budget goes almost to zero. Similar to cost of 3 daily meals or 1 restaurant meal.

**Close #2 - 10-DAY TRANSFORMATION: 10-day accelerated program ... Core 3 TIMES 3 ... 60 day guarantee ... only \$23/day ... + 5 \$50 GC**

**Wrap Up - Core 3 is your every day program. Do you ALSO want to try the accelerated 10-Day Transformation (Core 3 TIMES 3) to start?**

# Purium Message Map – Business Opportunity Presentation

<b>Business Transition</b>	And we're so confident in these product programs, we'll give you a \$50 Gift Card just to try them!
<b>Power Statement</b>	The key to a great business is the product works so well you'd tell others <b>EVEN IF YOU DIDN'T GET PAID!</b> But you DO get paid!
<b>System</b>	<b>Gift Card Marketing System: Get paid to help people get healthy (So simple anyone can do it)</b> Get PAID to GIVE AWAY \$50 Gift Cards! We call the program " <b>Give \$50 / Get \$50</b> " and it is totally unique to Purium! People like to share but they don't like to sell. This is simply a SHARING program. You give out \$50 Gift Cards and Purium pays you a \$50 bill every time a Gift Card is redeemed for a Core 3 or 10-Day Transformation "Get Started Pack." Simple, simple, simple. Sample, sample, sample. Anyone can be successful. You choose your Gift Card code. Your code triggers the system. So you can email, text or post it on Facebook. The automated system helps with presentation & follow-up ... saves time, simplifies duplication, multiplies leverage. The visible "before and after" results and life-changing health benefits are perfect for sharing on Social Media. Great-tasting products are perfect for sharing at a Healthy Happy Hour.
<b>Money</b>	<b>Partner with the Manufacturer: Earn money ... faster (Earn serious income when other people eat)</b> We manufacture the products so we make a better product at a lower price ... and pay out more. We pay monthly AND we pay weekly – 64 pay periods a year. Plus, we pay up to 10 levels. Some people use a Gift Card to for a Transformation and get 5 Gift Cards ... others get 20/50/100 Gift Cards. This is a <b>VIRAL marketing program</b> that gives you an opportunity to earn income on people you don't even know. We were on the <b>Inc 5000</b> list of fastest-growing, privately-held companies in 2013 and 2014. We will be again in 2015! We are just getting warmed up. Everyone eats every day. Looking for people to share this important message. A 23 year old manufacturer new to the network marketing business model is the "perfect storm" for making money.
<b>Mission</b> (Depending on audience)	<b>The company's mission goes beyond health and beyond income (Tap into the "nurturer" mindset)</b> Now you can make money AND make a difference! We are looking for <b>1000 women in 100 communities</b> who want to help <b>10 families</b> each eat cleaner and greener. This is our mission and we call it " <b>The Million Mom Movement.</b> " It is lead by one of our owners, Amy Venner, as she rallies woman (and men) to take a stand against processed food.
<b>Re-Cap</b>	Everyone eats every day. <b>Food is not a fad.</b> And almost all of the food we are being offered is filled with chemicals. You and your family can buy all-natural, non-GMO products direct from the manufacturer and tell others about it. The Core 3 (Protein, Fruits & Vegetables) is what your body needs to thrive every day. Plus, we have a 10 day vacation from processed foods (10-Day Transformation) that will help you lose weight & detox. The Gift Card System and the Give \$50 / Get \$50 program makes it easy and lucrative to share.
<b>Business Close</b>	<b>Chances are you know more than 5 people ... that's why we recommend a Platinum Pack or Launch Pack</b> ** <b>Platinum Pack</b> is the most popular way to join: Core 3 + Transformation and \$2500 in Gift Cards for under \$500! ** ** <b>Launch Pack</b> is perfect for people of high influence who really want to make money ... The Core 3 + Transformation + more high-impact, all-natural products + 100 Gift Cards worth \$5000 for just \$999!**