



# PROMOTING TRANSFORMATIONS IN 2019

## IT'S RESOLUTION SEASON

The Washington Post reports around 40% of Americans make New Year's resolutions each year -- that's around 130 million people. Yet, we know that a majority of these people make similar goals. We hear them every year:

- Health goals (lose weight, eat healthier and exercise)
- Earn more money
- Find more “free” time for family, friends and personal interests

These goals can be hard to accomplish, but Purium can lend a helping hand.

Enter the Purium *resolution solution* - the Transformation!

## HEALTH RESOLUTIONS

Our 40-Day Ultimate Transformation can encourage people to meet their health goals. It incorporates a 10-Day Transformation (intermittent fasting and plant-based nutrition) and a 30-Day Core 4 experience (healthy lifestyle support). There are 4 different pathways:

1. Nutriton
2. Weight Loss
3. Cleansing
4. Athletic Performance

Just match the program with your new Customers' primary goal. Ease into the 40-Day experience with Core 4, take it up a notch with a 10-Day, then flow back into a Core 4 for the best results. This sets up perfectly for a “*lifestyle decision*” that will go beyond 40 days.

[Lifestyle Guide](#) to provide the road map.

- Support Calls, Text Platform and Facebook Pages to foster encouragement and community
- Purium Blog for recipe ideas and lifestyle suggestions
- Purium Rewards Points program to provide the incentive for a consistent Core 4 Smart Order

Each new person that purchases a 40-Day Program and stays on Core 4 for 2019 will generate nearly \$500 in commissions! This means 10 new 40-Day / Core 4 Customers is a \$5,000 “raise” for you in 2019! And 20 new 40-Day / Core 4 Customers? You guessed it - \$10,000! **And who couldn't use a nice \$10,000 raise?**

Need help gathering a group of “Transformers?” Host a series of Group Transformations!



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## INCOME RESOLUTIONS

The more people you help, the more money you earn. It's that simple. So "playing big" is good for the impact you can have on your community of friends as well as the impact you can have on your own financial situation. Want to achieve your own financial resolution goal? Help others reach their goal, too!

First, reach out to people to join you as fellow promoters (also known as Brand Partners) of Transformation Season. Be direct:

"I thought of you because I plan on earning some significant income in 2019 by promoting Weight Loss Transformations (Fitness Transformations, Superfood Nutrition Transformations) in January, February and March. Are you interested in earning some extra money to start out 2019?"

Once you gather 3, 5, or even 10 new Brand Partners, you will have the makings of a really fun, an exciting and motivational Transformation group. Each Brand Partner can invite their own contacts and your fun team can expand its reach. Successful Transformers can become long-term Customers (potentially bringing in \$500 in annual value). Brand Partners can increase Customer AND Brand Partner bases, potentially adding up to residual income.

## HOSTING A SERIES OF GROUP TRANSFORMATIONS

Decide the starting dates of your Group Transformations. We recommend encouraging one Transformation in January, one in February, and one in March. Use this promotion planning schedule as a guide:

- **10-15 Days to PROMOTE** (Count it down and close it down)
- **5 Days to PREP** (The Magic Question: When this works, are you open to sharing?)
- **10 Days to EXECUTE** (Help people achieve – and document - great before/after results)
- **5 Days to UPGRADE** from Customer to Brand Partner or LOCK IN as a Smart Order Customer
- **REPEAT** – All of the successful Transformers and new Upgraded Brand Partners Promote (with a 40-Day Flow – just focus on when the 10-Day Transformations will be starting)

Example:

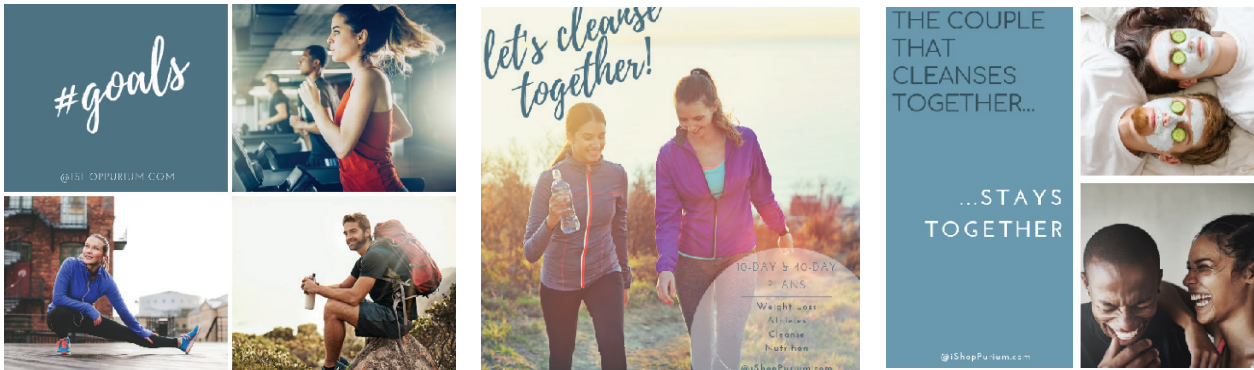
- PROMOTE                      December 28 (or sooner) – January 7
- PREP                             January 8 – January 13
- EXECUTE                        January 14 – January 23
- UPGRADE                        January 23 – January 28
- REPEAT                         Begin Promoting for February 18 Transformation



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## USING SOCIAL MEDIA TO PROMOTE YOUR GROUP TRANSFORMATION

Use the social squares provided by the company or create your own. Go LIVE on Facebook. Let people know that 2019 is going to be AWESOME if they start it out with a vacation from processed foods. Make it fun. Make it engaging.. Make it authentic.



## THEN “CHASE THE LIKES!!”

What does that mean? It means that many people will like and comment on your post or LIVE video about your Group Transformation, but only a very few will actually declare they are joining. This means you need to private message, text or call the people who “like” and comment on your posts. Chase the likes to fill up your group.

## POST SUCCESSFUL STORIES

Share some before/after images. For your first Group Transformation you may need to borrow some before and after photos from the company or your upline (the person who enrolled you). Once you have completed your first run, these photos will fuel the promotion of your next group!



Share the building excitement, the arrival of products, and the progress of your group to keep engagement.



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## USING HEALTHY HAPPY HOURS TO PROMOTE YOUR GROUP TRANSFORMATION

The holiday season is a time to gather together. So this is the perfect time for a Healthy Happy Hour (HHH), a Superfood Social or whatever you want to call your event.

### INVITATION

The size of your HHH determines its su!

Invite hundreds if you want dozens.

Invite dozens if you want several.

Invite several if you want to be disappointed.

In other words, ***over-invite!***

Don't be afraid to reach out with phone calls or text messages.

Don't count on social media posts unless you are going to "chase the likes."

(see social media section on previous page)

Then make sure you send confirmation emails a few days before your HHH and the afternoon of your event.

### TIPS AND TRICKS

- Keep the music light and upbeat
- Provide drinks to sample (Power Shake and Can't Beet This! are great)
- (Share the new 40-Day Transformation video)
- (Show the new Lifestyle Guide so people understand the program options)
- (Tell people why you are doing the Transformation, what is required and your success)
- (Ask people to join as Brand Partner promoters of the Transformation or as Participants)