

Scripts for Building a Customer Base

Test Market / Research Project Approach (For New Brand Partners)



EXAMPLE #1: Hi _____. This is _____. How's it going? (**F.O.R.M.**) I was wondering if you would be willing to help me out with something. So I'm not sure if I ever told you but I've been looking for a way to (CHOOSE ONE: Have more energy, lose a few pounds, etc) and I think I've found something. I just started using a new product and there a lot of people that are having AMAZING results like (more energy, more focus, curbing appetite, lose weight, help with health issues, relief from pain, etc.). We are doing a test market with a few friends & family we trust will give us an honest assessment. So would you be willing to help me out and try the product and give me your honest feedback? It would really mean a lot. (Schedule a time to stop by and give a sample, mail a sample or send them to the website).



EXAMPLE #2: Hi _____. How are you? I have something really cool I want to share with you that I think you will love. I am marketing a brand-new product that (*describe a benefit*). I have been using it for _____ and it has (*describe your experience*). I am building a business with this and would absolutely LOVE to have you as one of my FIRST customers. There is a 30-day 100% money back guarantee so there is absolutely nothing to risk, plus you will be doing me a big FAVOR in helping me get my business going and I definitely would love to get your feedback. You would want to help me out if you could, wouldn't you?



EXAMPLE #3: Hi _____. I have something that I know you are absolutely going to love. I found a product that has helped me to (*describe your experience*). _____, I think this will totally help you with (*the need that they have*). If you knew you could (*specific need*), you would want to know about it, wouldn't you?

Other Product Approaches



- Do you keep yourself open to natural approaches to better health? Weight loss? Energy? Pain management (joint)? Anti-aging?
- Hey _____! You have a quick sec? Let me ask you a question. Who do you know off the top of your head that has ever mentioned that they drink energy drinks? Want to lose weight? Take supplements? Have arthritis or joint discomfort? Take pain medication? Love skincare products?
- Hi _____. Am I catching you at a good time? Ok great! I just wanted to give you a quick call and let you know that I ran across a new health supplement that is being introduced and I immediately thought about you. I know you previously shared with me that you have suffered for a long time from (*choose a health concern*). It's helping a lot of people that have similar concerns. I don't know if it would work for you or not, but it sure is helping a lot of other people (*describe results*). Would you be open to looking at some information about it?

- Hey _____. How's it going? I need your help with something. I hope you don't mind me being direct, but I am working on something very important and I have been assigned to find people who are just like me that would like to have more energy, shed a few pounds along the way and just increase their overall health the natural way, without having to take drugs. Do you know of anyone like that?
- Hey _____! How are you? Hey listen, I know you shared with me that (*health challenge*) runs in your family. Has anyone told you about (*product*)? I don't know if it would be for you, but it is helping lots of others with (weight loss, increased energy, inflammation and pain, etc.). Would you like some information about it? (Send them to the link to www.ProductsWithImpact.com (Password: EPICIMPACT) and add them to the 100% EPIC FB Group.)
- Hey _____! How are you? I have a quick question for you. I would like you to participate in my company's research project and give me your feedback on how this product works for you. I'm collecting testimonials and I'd love to get your personal feedback on it. Would you do that for me? Great!! The product that I want you to try is...