

HOW TO SAMPLE YOUR WAY TO SUCCESS

This is a **SIMPLE** and **DUPLICATABLE** activity for anyone to do and will create a great BUZZ in your local market. The purpose of giving away FREE samples is to allow the prospect to TRY the product, RISK FREE, without the price barrier or commitment to buy. Getting a customer to even TRY a product is oftentimes one of the most difficult barriers to overcome; however, people are more likely to try something they normally wouldn't try if it is FREE.

We also create a positive association with our B-Epic brand because customers remember how special they felt when you gave them something for nothing, so they tend to think highly of you.

Statistics have shown that FREE samples can be MORE powerful and even cheaper than traditional advertising. In an article in Time magazine, researchers explained that shoppers who've received freebies are more likely to buy the products given away, and even to become loyal customers down the road.

The B-Epic products have instant gratification and instant IMPACT, so it's important that you get them into the hands of as many people as possible – and follow up and collect a decision. The goal is a minimum of 2 FREE SAMPLES per day.

ACTIVITY FORMULA

What if you had on your TEAM...

- 2 SERIOUS people + YOU x 2 samples per day = 6 samples (EXPOSURES) per day.
- 6 samples per day x 30 days = 180 samples per month.
- 180 samples per month x 12 months = 2,160 EXPOSURES TO PROSPECTS within your team per year!

That would yield for the YEAR about...

- 648 NEW CUSTOMERS (3 out of 10 prospects typically purchase the product or 30% or 2,160 which equals approx. 648.)
- 216 NEW BUSINESS PARTNERS (1 out of 10 prospects typically join the business or 10% of 2,160 which equals approx. 216.)
- 324 NEW SALES FROM REFERRALS (Get 5 referrals from 648 customers each which equals a total of 3,240. 10% (rule of 10) of 3,240 equals 324 NEW customers from referrals.

What would happen to your B-Epic business if THIS HAPPENED?

KABOOOOOM! BAM!! MOMENTUM!!!!

Write this formula down and put it on your WALL or MIRROR and READ it DAILY!!!

SAMPLE QUESTIONS

Step 1: Approach & Invite

1. *Do you or someone you know drink energy drinks or coffee at least occasionally?*
2. *What's your favorite brand?*
3. *Have you ever gotten a check for drinking or sharing their product?*
4. *Let me introduce you to the drink that **PAYS!!***
5. *If I could show you a healthier and better tasting option to what you are currently drinking, would you be open to trying a **FREE** sample?*
6. *If I could show you a way to get paid every time you or someone you know drinks our brand of energy drink, would you want to know more?*
7. *If you could have invested in **Red Bull, Vitamin Water, Starbucks or Five Hour Energy** 10 years ago, would you have done it? Yeah, me too! Where do you think we would be financially now, right?*

Then say "in your own words"...

"I'd like to show you how to profit from the next MAJOR wave (boom) in the energy drink market, the HEALTHY energy drink and beverage segment. You could have your own home-based business in this rapidly growing market without the crazy start-up fees of a franchise or a traditional business and you will have the opportunity to capitalize on timing, and be one of the first in the area to help launch our brand of healthy energy drinks."

*"This is all you have to do - **DRINK** the product (like you would a Red Bull or cup of coffee), **PROMOTE** it by posting on social media or texting a video or link to a sample from an app (like you probably already do on Facebook) and if someone buys using your affiliate code (because you **SHARED** it with them like an AMAZON affiliate) you get **PAID!!** It's like Facebook meets Amazon meets Red Bull!!*

Step 2: Qualify

"What I would like to do is give you a FREE sample of our product that you can actually get PAID to drink and share. It tastes GREAT and it's even healthy for you! If I give you a FREE sample, would you be willing to try it within the next 24 hours and tell me three things: How you like the taste, how it made you feel and if you could see yourself sharing it with others?"

If YES ... *"Great!! I will call you tomorrow at 5:30 p.m. You will have tried it by then, right? Thanks so much again!"*

IMPORTANT NOTE: If they do NOT commit to trying the sample within 24 hours, DO NOT give them the sample. The samples are GOLD, so place value on them. Let them know you can sell them the sample at your cost (\$2) if they won't commit to trying it within 24 hrs.

Step 3: Follow Up / Collect a Decision

"Hi (Prospect name)! This is (your name), I'm the person that gave you the sample of the NutriNRG Energy Drink and you promised to give me some feedback. How are you?"

"Great!! So did you have a chance to try the product?"

If YES ... *"Cool! How did you like the TASTE? How did you FEEL after you drank it? Awesome! Let me ask you a question...would you prefer to drink healthy or unhealthy energy drinks? (The bad stuff?) (Pause and wait for a response.) Okay and last question, would you refer people you know to try it, if you got a check OR even FREE product for anyone that orders?"*

If they say YES ... Enroll them as a Customer or Brand Partner.

TYPICAL RESULTS

THREE out of **TEN** will become customers and **ONE** out of **TEN** will become brand partners.

WARM MARKET SIMPLE SAMPLE SCRIPT

"Hey (Prospect's name)! What's up? Can you do me a favor? I am working on a project in the healthy beverage arena and I am doing a test market with a few exclusive products that we recently launched. I am handing out FREE samples to a select group of people that I respect such as yourself. I really need your feedback on the taste and how it makes you feel, but I want to make sure you will be willing to try it out first, okay?"

IMPACT 10,000 PROJECT SIMPLE SCRIPT

"I am working with a group of entrepreneurs that have recently launched a project called IMPACT 10,000. The goal is to give away 10,000 FREE samples of our new delicious healthy energy drink and get feedback on it. Our mission is to make a serious impact on the community by sharing healthier beverage alternatives than what people are already drinking, so we can help decrease the percentage of people suffering from diseases that are directly related to too much sugar and caffeine in many of the drinks on the market. These include an increased risk for obesity, type 2 diabetes, heart disease, kidney diseases, non-alcoholic liver disease, tooth decay, and gout. Unfortunately even drinks like Red Bull are also known as "cancer in a can" because of the high sugar and caffeine content and the dangerous ingredient TAURINE that's in there."

"This product, NUTRINRG (ELEV8), has just recently hit the (city) marketplace and we are getting amazing testimonials from people of all ages and backgrounds that have decided to MAKE THE SHIFT!! (Share a personal testimonial.)"

"I would love to give you a FREE sample so that you can try it for yourself and decide if you would like to participate in our IMPACT 10,000 project. Now (Prospect's name), I will give you this sample at no cost to you. However, I want to get your permission to follow up with you within the next 24 hours and ask you three important questions: How you like the taste, how it made you feel and if you would refer others to it."

OPTIONAL TALKING POINTS

"Our team has created a MOVEMENT to bring awareness to the problem of diabetes and obesity in our local communities, and we feel we can be a big part of the solution by showing people healthier alternatives to beverages that they already consume on a daily basis, like unhealthy coffee, sugar-filled energy drinks and sodas. Unfortunately even drinks like Red Bull are also known as "cancer in a can" because of the high sugar and caffeine content and the dangerous ingredient TAURINE that's in there."

"We have also partnered with RETHINK THE DRINK (https://www.heart.org/HEARTORG/Affiliate/ReThink-Your-Drink_UCM_484504_SubHomePage.jsp) and KICK THE CAN (<http://www.kickthecan.info/fact-sheets>), which are nationwide initiatives to get people to reconsider the sodas and sugary drinks they are putting in their bodies. We are going to make a SERIOUS IMPACT on 10,000 families' health in all major cities this year!!"

"These products just recently hit the (city) marketplace and we are already hearing amazing testimonials of people that love the taste, even though it's healthy, and they say the products are giving them more energy, improving their mood, etc. so I would like to give you a sample (mail you a sample) and ask if you would participate in our IMPACT 10,000 project?" (Pause. Wait for a response.)"

“Cool! I’m going to call you within 24 hours after you get it, and I would like you to tell me how you like the taste, how it made you feel and if you would actually feel comfortable recommending it to others and possibly getting it for FREE or getting paid to do it. Would you do that for me as a favor? Great! You do drink energy drinks, Gatorade, sodas, juice or coffee right?”

IMPORTANT PRODUCT FACTS

ENERGY DRINK INDUSTRY FACTS

In the U.S., the 15-billion-dollar energy drink market is expected to grow 52% by 2019 and global energy drink sales are expected to reach \$86 billion by 2026.

64% of people between the ages of 27 and 37 consume energy drinks. There have been 40 illnesses and 5 deaths linked to Monster Energy, and 13 illnesses and two lasting disabilities linked to Rockstar Energy.

It’s a less than \$2 per day decision...

THINK ABOUT THIS...

“Think about this ... It takes 5 cents to make the can for your most popular soda or energy drink. It takes another 2-3 cents to fill the can. The remaining money goes to the retailers, celebrities and rockstars that advertise and promote those products. Sooooo if you would like to continue to put money in THEIR pockets - keep drinking Red Bull, Rockstar, Five Hour Energy, Coca-Cola, or Refreshers from Starbucks! On the other hand, If you think WE should all share in some of that money, then drink our “healthy energy drink,” share them with a few of your friends, and if they decide to buy, the company will pay you 50% retail on EVERY order and we can all share in the wealth. Instead of paying these other big companies, pay YOUR household. How does that sound?”

HOW TO SAMPLE THE ELEV8 CAPSULE

“Do you or anyone you know want to burn fat and have more energy at the same time?”

“If I gave you a FREE 3 day experience of a brand-new, all-natural supplement that will help give you more energy and burn fat, would you be willing to try it out?”

“Ok (Prospect name), if I give you this for FREE, I need you to commit to answering two questions. How did it make you feel? Would you recommend it to others?”

THE 1,000 SAMPLE CHALLENGE

What if YOU and 5 brand partners on your team each take the challenge?

6 x 1,000 = 6,000 samples

3 out of 10 purchase = 1,800 NEW customers

X average order of 14 CV points = 25,000 in customer volume

= \$2,500 to \$5,000 if done on your "pay leg"

AND 300 Personal customers x \$50 = \$15,000

E = Elev8
BP = Brand Partner

N = NutriNRG
C = Customer

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