

5 Ways to Reactivate Your Downline

Monday June 21, 2010

Atlantis Incentive: Understand What to be doing NOW to win
Book of the Month for June: "How to Change the World" David Bornstein
New Mannatech Brochure "REAL [4] for Life Brochure
www.mannatech.com/en/US/Shopping/Products/1289301

1. The Opening Of Mexico...a Once in a Lifetime Opportunity
 - a. Use the sheet attached: Why we think this is such an opportunity
 - b. Compare to South Africa Opening
 - c. Why this is so much better:
 - Statistics on South Africa versus Mexico
 - Mannatech's commitment to grand opening (use attached)
 - d. What do you have to lose? Commit to 9 months/1 yearwhat else in your life right now gives you this opportunity?
2. The New Study on AO
 - a. Use the attached article
 - b. I have also attached an email as sample to use
 - c. Follow up with personal call
 - d. Suggestion is 1 Family AO per month
3. Our new "Give for Real" Program
 - a. Sam's call on June 7 on Mannatrain.net
 - b. Use Dallas Weekly
 - c. I have also attached a suggested email
 - d. Can also attach the Phytoburst Chew description attached
 - e. Mission driven...so easy to work with people on Mission
4. Founding Member of the Direct Giving Association
 - a. Doing the business in a whole new way
 - b. Description of Craig Hill's New Program
 - c. Talk about the "programs", "belief systems" we have holding people back from "selling"
Never found a person who had hang-ups about GIVING
5. We are Back

- a. Regain profitability
- b. New programs to drive the business
- c. New focus on social entrepreneurship
- d. New leadership with Rob, Steve and Sam

Strategy:

1. Develop a Plan...2,5,10 per day
2. Pick a technique(s) that you feel will work best for each individual
3. Use materials to support your communication
4. Direct contact is always best
5. You need to be sold first...for if you don't believe, they never will either
6. "Be with" them...listen to what they have to say and do you best but honor them in their decisions.
7. Goal: first and foremost is to re-establish them as consumers so approach them for who they were in the past (business builders or consumers) but even if they can not see the business or are not committed, then reignite their energy to taking the products again.

Mannatech's Plans for Opening Mexico

1. U.S. Hispanic Market Expansion Period: May-September 2010

Current Info available in Spanish:

- a. www.mexicomannatech.com
- b. Every Wednesday Toll Free call: 8:00-9:00 p.m. CDT
Phone number: (800) 846-4481; 1ST 30 min Spanish, 2nd 30 min bilingual
- c. Trainings every two weeks (bilingual) on Monday evenings posted on
<http://map.mannatech.com/mexico>
- d. Webcast every month live from Mannatech headquarters on last Tuesday night of month
Can watch live at www.mannatechlive.com
- e. Video on the financial opportunity with Spanish subtitles
<http://www.mannatecheconomicstimulus.com/es/video-spn-YES-Plan-Wellness.html>
- f. Overview of our products in Spanish
<http://www.exploremannatech.com/sp/index.htm>
- g. Videos: Salud Optimal, Calidad de Vida, Acerca de la Compania:
http://www.exploremannatech.com/sp/optimalhealth_sp.htm
- h. Hispanic Customer Support: (800) 472-0149

Materials coming soon:

- "Disruptive Technology" John Rollins from Duplipack in Spanish
- "Estamos Buscando personas que no quiren un trabajo" trifold from Duplipack
- "Let's Go Natural" Cd and DVD in Spanish
- Trifold brochure for approaching Hispanics in U.S.

Thrust of May-August Efforts: to grow exponentially the Hispanic market in the U.S.

Weekly opportunity calls, biweekly training webinars, monthly webcasts and Super Saturdays (training)

McAllen: has been chosen as major target city

Bilingual Opportunity Meetings every two weeks

Super Saturday Training every month

2. Pre-Launch Period: September-December 2010

Huge kick off in Las Vegas on September 16-18

Begin doing Medical seminars throughout Mexico

Begin doing Opportunity Meetings throughout Mexico Focus on 3-7 Largest Cities including:

Mexico City

Monterrey

Guadalajara

Offer "lock-in" procedure for Mexico residents.

3. Launch Period: January 24, 2011 and 6 months thereafter in 3-7 cities

Grand opening will be in multiple cities

For one entire week:

Schedule 3-4 daily opportunity meetings in same hotel as opening

Schedule 1-2 daily trainings in same hotel as opening

(Purpose: to allow people to bring leads, sign them up then get them trained so they can come back same day with their friends: **build incredible momentum**)

For 6 months following the Grand Opening:

Schedule weekly opportunity meetings in the same hotel as opening

Schedule monthly Super Saturday trainings in the same hotel as opening

What do we know about Mexico to make us believe this is a "golden" opportunity?

2008 Data:

- ❖ Mexico is the 7th largest market for direct sales
- ❖ Over 110 million in population
- ❖ Over \$4 billion in sales in direct selling industry
- ❖ Over 2 million people involved in direct sales
- ❖ As a culture they appreciate direct sales
- ❖ As a culture they are committed to wellness natural products (especially Aloe)
- ❖ Over 40 million Hispanics in the US (as of July, 2009, est. 46.9 million)
 - Repatriation of income to Mexico is the 3rd leading industry creating cash for Mexico
- ❖ High percentage of work force has two sources of income (job & entrepreneur)
- ❖ Entrepreneurship is a way of life

Other:

- ❖ Compared to South Africa, where 49 mil in total population and less than 10% white (which is where all the Presidentials are coming from)
- ❖ Latinos are the fastest growing segment of the US population
- ❖ By 2020, 1 in 5 Americans will claim Hispanic heritage
- ❖ By 2011, the spending power of the Hispanic market is expected to reach \$1.2 trillion

Mannatech plans to use Mexico as the spring board to all of Latin America (so huge opportunity for those who get in on ground floor)

Seamless global downline (in other words, no need to set up new business in each country; all your partners/associates are part of one global business)

The cross border sponsoring between Mexico and the US will be overwhelming with family members supporting each other cross borders.

Mannatech's technology is patented (43 patents to date issued worldwide including Mexico in March, 2003) so not an issue that any competitor will show up selling "the same thing"

It is critical to recognize that the greatest issue our neighbor Mexico struggles with is economic transformation of their country into a middle class society. Without such a transformation, the continuing issues of illegal immigration, gun trafficking, drug cartels, etc. will inevitably continue. Mannatech is a true vehicle to support economically uplifting the Mexican population because it is a genuine equal opportunity business for all (see Kiyosaki "The Business of the 21st Century").

Human study hails "most promising" antioxidant

By Michael Stones, 11-Jun-2010

"The most promising antioxidant supplement investigated to date," is the bold claim made by US supplement developer Mannatech for its antioxidant product Ambrotose AO after reviewing the results of its own independent human study.

Researchers searched the literature for human studies investigating the impact of dietary supplementation on serum ORAC (oxygen radical absorbance capacity). Serum ORAC is widely regarded as the gold standard method for testing the antioxidant capacity of human blood.

The company's co-CEO and chief science officer, Dr. Robert Sinnott's told NutraIngredientsUSA.com that two open-label studies have shown that intake of Ambrotose AO capsules increases serum ORAC more than high-dose vitamin C and more than adding five servings of fruit and vegetables to the daily diet.

Human serum

"All of the other supplements studied thus far have had no impact on human serum ORAC, including an antioxidant supplement with high-dose vitamin ... a multivitamin with high-doses of vitamin A and selenium a multivitamin with 250 mg vitamin C ... high-dose vitamin E, high-dose fish oil with or without high-dose carotenoids..., pycnogenol ... quercetin ..., or MonaVie Active drink," he said.

In significantly increasing serum ORAC, the product lifts the capacity of the blood to effectively cope with oxidative stress. Many studies have shown that high levels of oxidative stress can negatively impact health and longevity.

"Many factors in our daily lives may negatively affect our body's antioxidant status, such as diet and stress (environmental, physical, emotional and oxidative)," said Sinnott. "Oxidative stress, or an imbalance favoring oxidation, can damage cells, tissues and DNA. Antioxidant supplements are designed to inhibit oxidation and protect the body from the effects of free radicals."

Market value

Mannatech claimed that many companies quote ORAC values of their supplements, but most are referring to a test tube ORAC number for the pills. But Mannatech claimed that it focuses on the effects of product consumption on human beings.

The product is targeted at the wellness consumer who purchases quality supplements in an overall US market valued by the company at about \$5bn/year.

Ambrotose AO capsules are NSF Certified, gluten-free and suitable for vegetarians.

The findings of the study are published in *BMC Complementary and Alternative Medicine*.

In addition to the current study, a double-blind, placebo controlled human clinical study of Ambrotose AO capsules is being reviewed for publication

The studies to which Sinnott referred were:

- Boyd S, Gary K, Koepke CM, McAnalley S, Ford CR, Horn E et al.: An open-label pilot study of the antioxidant effect in healthy people of Ambrotose AO . *GlycoScience & Nutrition* 2003, 4: 1-6.
- Myers SP, Stevenson L, Cheras PA, O'Connor J, Brooks L, Rolfe M et al.: A forced titration study of the antioxidant and immunomodulatory effects of Ambrotose AO supplement. *BMC Comp Alt Med* 2010, 10. doi: 10.1186/1472-6882-10-16.

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Email For AO Reactivation

I wanted to reconnect to update you on some really exciting scientific news on one of Mannatech's premier products, understanding you are no longer ordering but hoping you are still open to the newest science. Attached is a recent article on AO that truly suggests Ambrotose AO is the one of the best if not the best anti-oxidants in the market place. Critical is the ORAC in serum results that have been verified in two separate independent studies now, and clearly tells us the exact amount of anti-oxidant power of this supplement. No one else in the industry supplies this kind of information, nor shows these results which is why I thought you would be interested.

Enjoy reading the attached and I will contact you in the next two days. If you choose to add this product to your diet, the cost per month is around \$1 per day, and with almost 3 times the impact of adding 5-6 servings of fruits and vegetables to your diet, this is an incredible savings to alternative ways to help protect your cells and support anti-aging. Our foods are not getting any better, so greater is the need to get serious about taking products that work.

Email For Give for Real Program

I want to take 10 minutes of your time for something so big it shook my conscience. Yes, we have been through a lot over the past few years around legal restrictions on our ability to share truth about the Mannatech products. Many perhaps like you became discouraged. Well, Mannatech has just announced a brand new program: GIVE FOR REAL. You are already familiar perhaps with the work of Linda and Sam Caster and MannaRelief whereby they have supplied these nutritional products to over 82 countries and impacted over 90,000 orphans. Well, Sam looked at the world statistics showing over 5 million children die every year around this world due to malnutrition. So, to take this company, Mannatech, and truly make a significant difference, Sam convinced the Board of Directors to contribute the Phytoburst and Ambrotose nutrition to one malnourished child for a month for **every automatic** order placed for any of Mannatech's core technology.

Do you realize what this means? Every person who gets on the Mannatech products is now supporting the life of one child every month! With multiple orders, you will touch multiple children. By sharing the Mannatech mission, everyone you get started represents your contribution to this startling international social issue.

Please review the attached and let me know if you want to be a part of this movement.

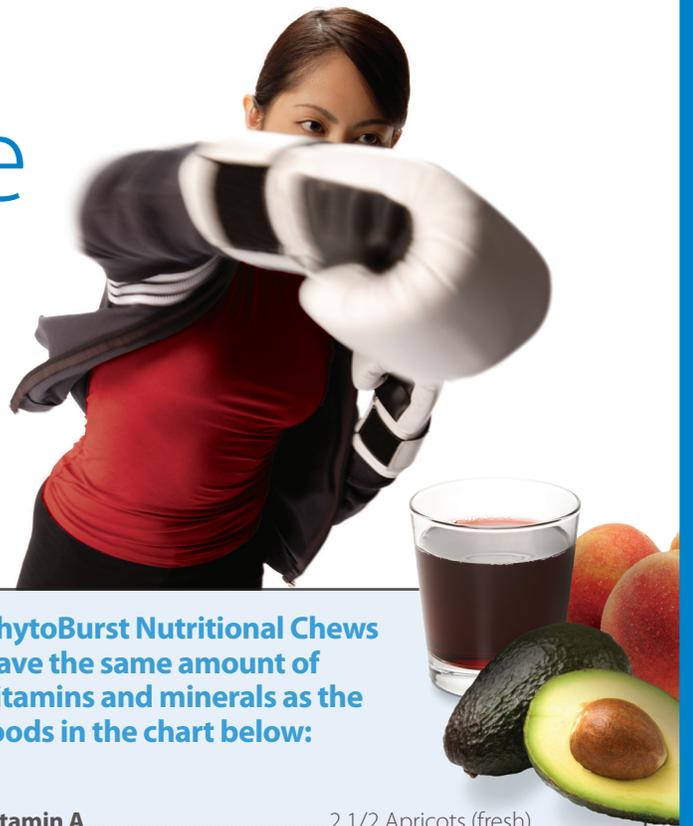
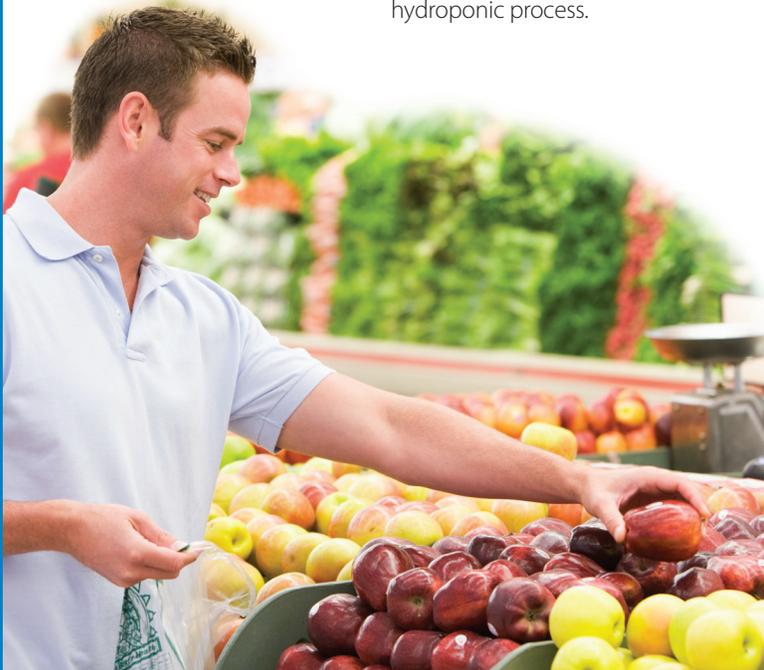
The little chew that packs a huge wellness punch.

Giving your body the nutrients it needs is no small feat, which is why PhytoBurst Nutritional Chews are the perfect way to keep your diet in balance. Loaded with vitamins, minerals and phytonutrients that pack a powerful antioxidant punch—they're not only good for the whole family, they're delicious too!

Great tasting and really good for you.

What makes PhytoBurst Nutritional Chews so good for you? They are based on **Real Food Technology™** solutions, which means we take nutrients from foods, so you get the biggest burst of naturally sourced nutrition possible from every single chew.

And in addition to tasting great, PhytoBurst soft chews incorporate the advanced technologies that Mannatech has become known for. In fact, each chew contains **plant-sourced minerals** that are concentrated using a proprietary hydroponic process.



PhytoBurst Nutritional Chews have the same amount of vitamins and minerals as the foods in the chart below:

Vitamin A	2 1/2 Apricots (fresh)
Niacin	5 Carrots (medium)
Vitamin C	1/2 Lemon (fresh)
Thiamin	1 2/3 cups of Peanuts
Vitamin D	4 cups of Milk (vitamin D fortified)
Riboflavin	6 tbsp. of Wheat Germ
Vitamin B₁₂60 oz. of Chicken
Biotin	4 1/2 Avocados
Vitamin B₆	1 cup of Brussels Sprouts
Selenium	2 1/3 cups of Walnuts
Vitamin E	10 3/4 Kiwi (medium)
Pantothenic Acid	4 3/4 cups of Strawberries
Vanadium	4 Pears (small)
Folic Acid	1 1/2 cups of Spinach (fresh)
Boron	1 1/2 Bananas (medium)
Zinc	1/3 cup of Almonds
Chromium	5 3/4 cups of Grape Juice
Iodine	1 1/2 oz. of Cheddar Cheese
Molybdenum	1 1/3 cups of Cottage Cheese
Standardized Phytonutrients	7.64 mg (Organic Acids from Cranberry, Glucosinolates from Broccoli, and Polyphenols from Grape Pomace and Rutin)

[Based on one 2-chew serving]

Health

PhytoBurst™



Mannatech
Enriching quality of life™