

# Marketing Plans for Your Business

Monday, April 30, 2007

1. Why must you have a marketing plan?
  - a. Analyzing the mind of the prospect  
Every prospect has the thought “Can I do it?”  
They need a road map
  - b. For professional people, they have to see it...how it works
  - c. Learning the ropes of the products/science is time consuming enough; do not leave the whole process to the new associate/prospect
  - c. Self development is where you want the attention: building beliefs
  - d. For you, a plan is the only way to success...**failure to plan is a plan to fail**; otherwise you build your business on energy alone, and when you stop the energy, the business dies with it. This is a duplicatable business, so build one to last.
  
2. Marketing Plan
  - a. What are the goals?
    - (1) Marketing mix
    - (2) What offers greatest reach...massive people; increase exposures
    - (3) Plan: must have a 3-6 month plan (subject to revamping)
    - (4) Go where you are most comfortable...that’s where you will be most successful in marketing
  
3. Marketing Plans Available
  - a. Wellness 101: two booklets available from Glycotools on How to Share and How to sign up and build downline
  - b. Kremer plan: Basic nuts and bolts plan (see [www.kremergrouptrainings.com](http://www.kremergrouptrainings.com) under Bus. Training..New Associates)
  - c. Ian Harvey’s Presidential Express: Find 6 consumers and 3 business builders (see outline attached)
  - d. Cellular Health Plan: see website, [www.mannareultssuccess.com](http://www.mannareultssuccess.com)
  - e. Marshall Howard, Wellness For Life: see attached form, DVD at Glycotools
  - f. Mark Teal “Back Pack” with scripts: materials at Glycotools “Putting Others First”

- g. Skin Care: Home Parties (Olivetto CD), salons, spas, special events (Mother's Day, Father's Day), use Skin Care back Packs, hand out trial packs
- h. How to Approach Chiropractors: materials available at Glycotools
- i. Life Style Marketing (we all do this one)
- j. Many others out there, just find ones that work for you and with which you feel confident you can lead, guide and direct others

Use one or a combination of the above.

- 4. Need commitments on a Business Plan as well
  - How many new prospects per week?
  - How many sign ups per week?
  - (see attached for example)

## Review of Ian Harvey's "Presidential Express" Mannafest 2007

### 6 Months to Presidential!

This program is based on 9 people.

**Step 1:** register with Mannatech as an All Star (Ian builds the All Star back as a custom pack, meeting the needs of the 6 people the person plans on approaching as consumers)

**Step 2:** Immediately (Ian does not take on new Partner without getting the List of 6 before he signs them up) write up a list of 6 people who you love and care about who you want to share this with (Ian also gets a 6 person fall back list so total of 12)

Send by email (glycosystems) CD's/DVD's to 6 potential product users...set up 3 way call the next day (24 hours) with each individually

He uses Willen 10 minute because most Brits have ADD

Others: Outside the Box, MJH, but must be available through glycosys

These 6 could either want

To lose weight

To improve health

To maintain health

To work out at gym

(Now to get better skin/maintain)

**Step 3:** Follow up with 3 way call with upline

Put value on your time! If they can not do it in 24 hours move on

Tell customer:

1. Your first month is at retail (you sell from your All Star kit)  
How much? Ususally \$200-250 He says a Starbucks Latte and sandwich a day (standard Optimal Health: Ambrotose, Phytomatrix, Plus, AO)
2. Sign them up as an Associate (\$39): language is to get them tied into the company and get a free product, so they will see an 18-20% discount on future orders. Never use a free product as one they are taking daily so the system is duplicable and they can compare the retail price with their future wholesale price.
3. Fill out auto order form with 21 days to next auto order (so

make sure there in time)

Explain benefits of next auto order. Free product here is suggested Sport.

NOW, you have your TEAM and will be getting your TEAM  
BONUS...\$100 guaranteed monthly

**Step 4:** Keep in touch with these customers (4-5 touches the first month)

If you keep in touch with people somewhere in the cycle they will tell you they feel better

Mention the “Referral Program”

Step 1: When they ask what it means, tell them it is the program to get their products for free.

Get in the Art of doing this with each one.

Step 2: Ask them if they know anyone...then take notes; they could go on for ages!

Get the details on the people (name, number address)

Step 3: Then have them tell the referral that they will be receiving a DVD.

Step 4: You call them up after emailing the DVD's and get them started

(build 2 who get 2 under each of the original 6. Just keep repeating this referral stuff for each and every person you sign up as a referral. This is continuous. Build teams for all who refer...\_)

**Step 5:** Find 3 people who will buy the All Star Pack...tell them they can not be a business builder if you can not come up with 6 people (Ian says these 3 must be located in the first week...so it is truly a “Just Get 9” and use the first week to really go after it).

“You were referred to me by X. I am looking for 3 people who want to build a business...mine is growing so fast I need help!”

At this level, Ian uses lots of validation, and materials to bring them on board.

Have you heard about glyconutrients? (a lot of people lie in that they want to be know it alls. Then ask well, what do you know about it?)

Then offer the DVD. “If it’s not for you then maybe you can share it with someone who wants to make 25,000 to 40,000 in residual income.”

DO not make it hard.

Everyone can come in at All Star level because after you sell the first 6 people their products at retail, you get all your money back.

What if they have no money?

Come in at \$99 (no auto order)

Find your 6 and only then get on auto order

Build to 1500 in GPV then upgrade to Master ( to upgrade, just find 2 people in the few days before the end of that Period who buy the two sets of Optimal Health in the MA pack, thus paying for your entire pack).

Build to 6000 in GPV then upgrade to All Star (find 4-5 to buy the sets before you upgrade so that pack is paid for as well)

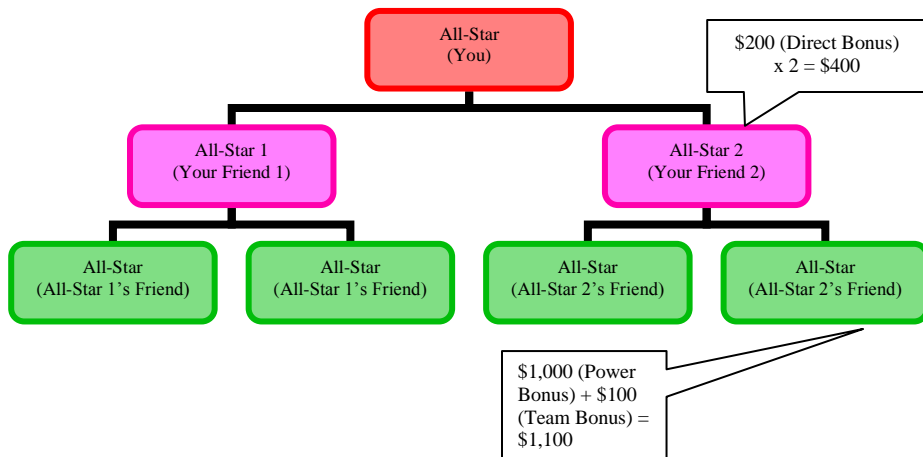
Only one thing holding people back...FEAR

False Evidence Appearing Real

# Wellness for Life Program

**(973) 854-1231, 24hr. Line**

(\*Please call this phone message before going over this document!)



All-Star Family Kit : \$ 1,099 plus Shipping & Tax (approx. \$ 1,220 in CA)

For 2 people a 6 months supply!!!

- \*1 150g Ambrotose powder
- \*12 PLUS
- \*12 PhytoMatrix
- \*3 Ambrotose AO Family Size
- \*2 MannaCleanse

**Total Value : \$1442.45**

**\*With automatic monthly order : 1 Bulk 150g Advanced Ambrotose powder Approx. \$120/a month**

**\$ 400.00 (\$200 Direct Bonus X 2)**  
**\$ 1,000.00 (Power Bonus)**  
**\$ 100.00 (Team Bonus, guaranteed a minimum of \$100 / month)**  
**\$ 1,500.00**

**\*\$ 100.00 (Team Bonus) covers the auto order every month!**

## Optimal Health System

MANNATECH



**Advanced Ambrotose® complex Bulk : Take 2-4 scoops / day with juice or water**

No combination of vitamins, minerals, amino acids or herbals can replace the saccharides found in this product.

In August 1996, researchers at Mannatech took a giant step in securing a proprietary position in the rapidly changing, constantly expanding nutritional supplement industry with the filing of a new set of composition and use patent claims for a unique, nutritional supplement—Ambrotose® complex. This nutritional supplement provides raw materials for the body to use to promote optimal cellular communication.\* It is a glyconutritional, a blend of specific plant saccharides that provides support for the immune system. These saccharides are necessary for the body's creation of glycoforms, the structures on cell surfaces used to "talk" to other cells.

**Advanced Ambrotose® Complex Bulk (150 grams) #376 / (75 grams) #375**  
**Associate price: \$125.95 USD / \$69.25 USD**  
**Retail price : \$ 150.00 USD / \$ 85.00 USC (Includes tax & shipping)**



**Ambrotose AO : Take 2 capsules / day with water**

Ambrotose AO™- the proven revolutionary, pacesetter new supplement. Ambrotose AO™ offers a unique mix of water and fat-soluble antioxidants to protect the entire cell. Mannatech developed, validated and filed the patent for the test method that measures the synergistic potential of water and fat-soluble antioxidant combinations. Mannatech believes this ORACO test method will become the new "gold standard" of measurement for antioxidant activity.

**Ambrotose AO™ (60 capsules) #127 / (240 capsules) #130**  
**Associate price : \$39.95 USD / \$129.00 USD**  
**Retail price : \$50.00 USD / \$ 150.00 USD (Includes tax & shipping)**



**PLUS : Take 3 caplets / day with water**

A balance that nature invented. PLUS leads the market with one of the highest concentrations of natural plant-based phytosterols and steroidal saponins derived from Dioscorea villosa, or Mexican wild yam. Because the naturally occurring levels of these ingredients vary greatly from plant to plant, standardization ensures that the wild yam used contains optimal levels of the beneficial ingredients.

**PLUS (90 Caplets) #111**  
**Associate price : \$32.15 USD**  
**Retail price : \$40.00 USD (Includes tax & shipping)**

**PhytoMatrix: Take 2 caplets, twice / day with water**



Formulated to deliver complete vitamin and mineral support as well as phytochemicals—all in highly bioavailable form. It is the only 100% plant digested vitamin/mineral complex in the marketplace. PhytoMatrix™ furnishes both antioxidant and immune system support with:

- All-natural, real-food multivitamins for maximum absorption in the most effective quantities.
- 12 highly concentrated, plant-sourced minerals derived from healthful, hydroponically grown mustard sprouts.
- Standardized phytochemicals including glucosinolates from broccoli.

**PhytoMatrix™ (120 tablets) # 11201**  
**Associate price : \$39.95 USD**  
**Retail price : \$50.00 USD**

# Business Plan

My Vision: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**A. My Commitment for Minimum daily/weekly activity (fill in numbers) for Prospecting: (70% of your time)**

1. Number of hours doing Mannatech: \_\_\_\_\_/day
2. Add new names to my warm list: \_\_\_\_\_/wk
3. Calls to prospects: \_\_\_\_\_/day
4. One on One interviews: \_\_\_\_\_/wk
5. Three way calls: \_\_\_\_\_/wk
6. Attend Opportunity Meetings: \_\_\_\_\_/wk
7. Number of enrollments: \_\_\_\_\_/wk

**B. My commitment to my existing/future downline:**

8. Calls to help with Business: \_\_\_\_\_/day
9. Contacts regarding use of product: \_\_\_\_\_/day
10. Contacts to get out to meetings: \_\_\_\_\_/wk
11. Schedule meetings/3 ways with: \_\_\_\_\_/wk

**C. My commitment to Education:**

12. Minutes listening to tapes: \_\_\_\_\_/day
13. Minutes reading books: \_\_\_\_\_/wk
14. Minutes reading Mtech materials: \_\_\_\_\_/wk