

## Sleep Product: How to Market?

### Monday, October 7, 2019

- Next TNL, October 8th at Mannatech Corp offices or [www.allaboutmannatech.com](http://www.allaboutmannatech.com)  
You do not want to miss this one
- Did you see all the Sleep Support Materials in the library
- New free version of Mannatech + see document in library of click here.  
<https://cloud.mannatech.com/mtlibrary/44634315351125.pdf>
- Sleep special are still available until the 10<sup>th</sup>... a great opportunity to grow your business.  
See the doc in library: <https://cloud.mannatech.com/mtlibrary/74983088941932.pdf>

1. Sleep Product: What Is it?
  - a. In marketing a product, it is always good to examine what are competitive products, ingredients and pricing.  
(see attached)
  - b. What **DISTINCTIVES** do we have?  
Fall Asleep Blend  
Deep Sleep Blend  
Glyconutrient Blend
2. Why are the 4 Levels of Sleep so important?
  - 1) Level 1: to support us to fall asleep, light sleep  
slow eye movements, drowsy so can readily be awakened
  - 2) Level 2: comprises 40-60% of regular sleep
  - 3) Level 3: restorative stage (deep sleep) lasting between 5-15% of sleep time
  - 4) Level 4: REM sleep (rapid eye movement), deep sleep like stage 3  
most healing takes place at this stageTypically, this cycle repeats every 90-110 minutes.
3. "How sleep Strengthens your Immune System" (Elizabeth Pratt, 2/20/2019)
  - a. Researchers say adequate sleep helps T cells in your body fight off infection.
  - b. Sleep helps the immune system
  - c. Our body during sleep actually enters a healing process
    - 1) Another reason why the importance of the Glyconutrient Blend
  - e. Kimberley Hardin, MD, "People underestimate the importance of sleep, and less than 7 hours per night on a regular basis has negative effects. It essentially creates a fight-or-flight state, with increased stress hormones and release of adrenaline."
  - f. Less than 5 hours per night on a regular basis is associate with higher mortality.
  - g. "Poor sleep can increase inflammation, blood pressure, insulin resistance, cortisol, weight gain, and cardiovascular disease as well as decrease blood sugar regulation."
4. "Lack of Sleep Increases your Risk of Some Cancers" [www.sleepfoundation.org](http://www.sleepfoundation.org)

- a. Remember these are articles published on the internet. We do not represent that taking our sleep product does any of these things...it just will help support you to get greater sleep, and more restful.
5. Using words in your marketing piece
    - a. "DREAM ON!" Get the Sleep You've Always Dreamed About!
    - b. Supports Cardiovascular Health
    - c. Helps to maintain deep sleep
    - d. Supports a good night's sleep
    - e. "With 100% money back guarantee, nothing to lose but sleep!"
    - f. All the "may" statements on the Product Sheet
  3. Additionally, Why is Sleep so Important to our Immune System?
    - a. Critical for us to realize it is important for us to fully function emotionally, psychologically and physically.
    - b. Critical as it supports a healthy Immune System