

## Being a Sponsor at a "Jason Lester" Event Monday Call, August 25, 2014

- Mission Live Stream Monday at 8 PM EST, 9 PM EST, 10 PM EST, 11 PM EST [www.m5mlive.tv](http://www.m5mlive.tv). Dial 800-768-2983, Access Code 4712222# or 24/7 [www.m5mlive.com](http://www.m5mlive.com)
- Mannatech Now – Tuesday 7:30 Pm CT Presidentials Kevin Robbins and Merri-jo Hillaker at Mannatech Corp Offices or [www.mannatechlive.com](http://www.mannatechlive.com)
- Building Champions Call – Saturday 10 AM CT - 800-768-2983 – Access code 4717417#
- Mannatech Leadership Event – November 7-10 - Frisco, TX... You need to be there. Registration is open... don't wait to register. [www.events.mannatech.com](http://www.events.mannatech.com)
- Are you filling out your 100 Day Challenge Tracker? It is not to late to start...START TODAY!

### 1. Pick the Event

- a. Look at all upcoming sports events in your area (Google works!)
  - 1) how big that geographic area is...
  - 2) minimum number of participants
  - 3) booth or no booth
  - 4) potential real time and residual advertising
- b. Choose the event (s)
  - 1) Connect with event coordinators (no reason they can't get interested)
  - 2) Understand the relationship with Jason Lester...don't allow it to be a stretch
  - 3) Make sure enough lead time to prepare

### 2. Establish your TEAM

- a. Downline...maybe all in one tap root
- b. Crossline: If not enough downline then share leads (see below)
- c. Family members can be great recruits
- d. How many do I really need?
  - 1) Booth?
  - 2) Time frame of event

### 3. Advertising

- a. Advance advertising in local paper
- b. Advertising in the Event Flyer/news insert
- c. Advertising in the "competitor's bags"
- d. Website for event?

- e. What is on my advertising?  
Your own website:
  - 1) establish domain
  - 2) shop.mannatech.com
  - 3) build website (see intlnutra.com for example)
 This is what you attach to all your materials at the event.
  
- 4. Clothing for Booth/no booth
  - a. m5mstore.com
    - T-shirts
    - caps
    - Head bands
  - b. Athletic wear on bottoms (biking shorts, exercise leggings, etc)
  - c. Be consistent with TEAM (be identifiable because it adds professionalism)
  
- 5. Drawing
  - a. Best way to collect leads
  - b. Keep information SHORT on cards
    - i.e. name, phone, email
  - c. Take notes on the back of every card...so you can recall the person
  - d. Raffle products that you are promoting (check Jason list)
  
- 6. Booth Decor (picture attached of "Hotter'n Hell")
  - a. Banner hanging behind table...see example; emphasize Jason Lester
  - b. Floor banner (8 ft )
  - c. 11 by 17 table poster (use pictures off Jason's site on actual run)
  - d. Product display of all Jason's products/list with anti-doping statement  
(see example "Get the Edge")
  - e. Laptop with Jason talk running on a loop
  - f. Empact display
    - separate servings in dixie cups
    - display on ingredients
  - g. Raffle Bowl with forms and pens (in two places on table)
  - h. Handouts (1/2 sheet color flyers to give out with website and contact info)  
\*this is critical for those events where you have NO BOOTH  
(see attached copy – they are available for \$25 for packs of 100 flyers at [www.mannatrain.net](http://www.mannatrain.net) - click on Order Materials)
  - i. Business Cards \*critical where NO BOOTH as well
  - j. Jolly Roger candy...just as an option? Good sugars versus bad sugars?
  
- 7. Behavior at Event
  - a. Don't sit behind booth...interact/connect
  - b. Once someone makes eye contact with booth...start a conversation
    - e.g. "have you ever heard of Jason Lester?"
  - c. If enough TEAM, spend some time visiting other booths  
Great prospects there...terrific opportunities.

8. Follow up of Leads

- a. End of day, text them and thank them for coming by the booth  
Example: our language texted each evening (before 10 p.m.)
- b. Follow up with each one within 3-4 days!
  - 1) Call them...this is a relationship business
    - (a) Great meeting them this weekend
    - (b) Bring up something personal you learned
    - (c) Ask if they had a chance to look at your website?
    - (d) How can I help you learn more about glyconutrients?
  - 2) Follow the 3 Point Plan format like with any lead
    - (a) Get them more information on what their interest is
    - (b) Get to meeting if possible
    - (c) More information if needed/3 way with uplineDon't ever leave off the possibility of business.
  - 3) Divide out the Leads based on the information you know

**HAVE FUN! BUILD RELATIONSHIPS!!!**





**"Run With Jason"**

ESPY Award 2009

Best Male Athlete



# F I G H T M A L N U T R I T I O N

***"Get the Edge"***

***and at the same  
time help us end  
Global Malnutrition  
in Children!***

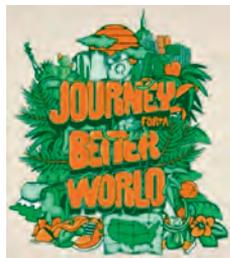
**MILES FOR  
MALNUTRITION**

**"We make a living by what we get,  
but we make a life by what we give."**

**-Winston Churchill**

## Who is Jason Lester?

He is an EPIC ultra-endurance athlete, who has a paralyzed right arm from being hit by a car at 12 years old. Jason decided to overcome all odds (physical, mental and emotional) and use running as his vehicle to help others. Just a few of his accomplishments besides his ESPY *"Best Male Athlete"* Award of 2009:



**2007:** Founded NEVER STOP foundation dedicated to using athletics to encourage youth to achieve their full potential

**2008:** First challenged athlete to complete the Ultra-man World Championships

**2012:** Ran 1000 miles and biked 4000 miles across the US for "NIKE's Journey for a Better World"

**2013:** Ran 2,550 miles across the US becoming the 4th fastest runner to go from San Francisco to New York City

## Why is He Running the Wall?

August 1 → November 1, 2014 (≈1 marathon a day)

M5M stands for Mission 5 Million. It is an international charitable cause aimed at ending global malnutrition in children. One child dies every 6 seconds under the age of 5... through Mannatech's "Donation by Consumption" program, each one of us can help end this travesty. Jason is running the Great Wall of China to bring awareness to the world about M5M with the goal to truly end childhood malnutrition.



## How do I Participate?

*"Mannatech's Ambrotose® product has been a secret weapon for me in competitions and training. It has played a huge role in my training, recovery, endurance and overall quality of life."*

*-Jason Lester*

*"Get The Edge"* in your athletic performance and in your life as health and endurance are for everyone. By taking these *"Real Food"* nutrients that Jason has used for years every month you provide sustainable nourishment to children dying from malnutrition around this world.

*Buy Now:*

*For More Information:*

***Yes, each one of us CAN Make A Difference***

# Get the Edge!



**Jason Lester, ultra endurance athlete,** won the Espy Award "Best Male Athlete" 2009. For 7 years, he never told his "Secret" With his commitment to run the Great Wall of China, he's now ready to tell the world so we all can help end global malnutrition in children.

**"Ambrotose allows me to do the impossible! It has been a secret weapon for me in competitions and training. It has played a huge role in my training, recovery, endurance and overall quality of life."**

Here is a complete list of Jason's nutritional regimen...and during competitions, he takes "AMBRO BOMBS!" (mega quantity of Ambrotose!)

Ambrotose  
Optimal Support Packets  
Omega 3's with Vitamin D<sub>3</sub>  
Cardio Balance  
Ambrostart  
Bounceback  
Empact

**Mannatech aggressively supports anti-doping principles. "Our products are formulated without any substance banned from major worldwide anti-doping agencies. We support the same rigorous standards top athletics rely on."**

