





Strategy # 1

Advertising = 25 Participants

- What makes a team?
- Football Team (22 people)
- TV Show the Biggest Loser (22 to 24 people)
- Not too little, not too big
- 2,000 FLYERS with Start Date ONLY
- 100 POSTERS with Start Date, Time and Location
- Newspaper
- ***And you keep repeating until you got 25***



Strategy # 2

Personal Appointments one on one

- High Conversions from one on one
- 85% to 95% use Herbalife immediately
- 30 Minutes Within 72 hours
- Get them started on “the Program” the Advanced Program
- Building Personal Relationships from the beginning
- You give them recommendations
- Book the appointments at the first WLC



Strategy # 3 Follow Up

- 3 parts to Follow Up = 3 parts to Promotion
- Equally Important
- The day before, the WLC and the day after
- **Outcomes:**
- Day before: Attendance, What to bring, Testimonials
- WLC: Most exciting show, you put on the show
- Day after: Refine and debrief and promote NEXT EVENT (Healthy Breakfast upcoming **Saturday**)



Strategy # 4 Healthy Breakfast

- Healthy Breakfast for the rest of their lives.....
- This is why to create customers for life...
- Herbalife Conversation My Ultimate Outcome: Everybody using product
- Mark Hughes: Saturday is PAY DAY \$\$\$
- Saturday 10 am to 11 am
- Use: Aloe, Tea and Shake
- **This is where DUPLICATION HAPPENS...**



Strategy # 5 Marketing Plan

- Introduce all Participants to the Marketing Plan
- Everybody is clear on the MP by the end of the 12 weeks
- Easy Pitch Ask for Help and you sign them up so that they can be part of your vision of changing your local area...and oh by the way you can make some money as well!
- We need 40 supervisors to change 2,000 people's lives...
- Don't hide the Marketing Plan
- Don't be afraid of sharing the MP



Strategy # 6

The Herbalife Conversation

- Explain Herbalife and WLC's
- All participants know the basics of Herbalife
- Fill in the gap between HL and WLC
- Be proud of who we are and how we are changing the World
- Let them know that they can do what we are doing



Strategy # 7 WLC Quick start

- Every Saturday following Healthy Breakfast
- Who is ready to start a WLC and make money?
- One hour with basics on how to start a training
- So you have 2 to 3 times local training
- Then once a month regional training (in the US statewide)
- How could distributors start their own WLC?
- **If we don't train them** (NC trainings all the time)



Strategy # 8 Your Vision

- 20 WLC Coaches to a 6 figure Income
- 40 WLC Coaches to Pres. Team
- Mission 2000 People in the community utilizing the WLC's



Strategy # 9 Start Date

- You will never get the perfect date.
- April 23 or May 1st 2011 (Do you own training on yourself)
- There are distributors in my group still waiting...



Strategy # 9 Your Start Date

This is the Beast and the challenge for most people, there isn't the PERFECT START DATE...

Most people wait and wait, and waiting isn't a form of advertising...



The real thing in the WLC is DUPLICATION and if you lack vision you cannot get the DUPLICATION...

Mark Hughes had a vision to change the world and we have the vision to take responsibility for our LOCAL AREA...

AND TEACH OTHERS... TO GET THEIR AREA GOING...



Call to Action

- 1 Get a WLC Started
- 2 Own the Vision of what is possible
- 3 Understand the Matrix
- 4 Post them Everywhere you do a WLC
- 5 Cast the Vision Early, Often and Wide!



The End