



TOTAL LIFE CHANGES®

Presents

U.L.E.A.R.N

Leadership, Earning, Attraction, Retention, & Networking

5
TEXTS A DAY

THE
15DAY
CHALLENGE™

taste
&talk
PARTEA

REFERRALS

25X
SYSTEM

SOCIAL MEDIA ATM-
ATTRACTION MARKETING
DIGITAL AD'S

SAMPLING

**POP-UP SHOPS/
VENDING EVENTS**

Video and additional tools are available at: TotalLifeChanges.com/Training

 **TOTAL LIFE CHANGES®**

5 Texts a Day

- Connect with 5 people daily
- Offer a one week supply of Iaso Brew Tea for \$25
- Follow up with your 25X customers

Instant Teas for \$25



Mix & Match



\$25



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Referrals

A great source of new customers because they come from a reliable source.

- Current customers
- Friends and family
- Social media



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Sampling

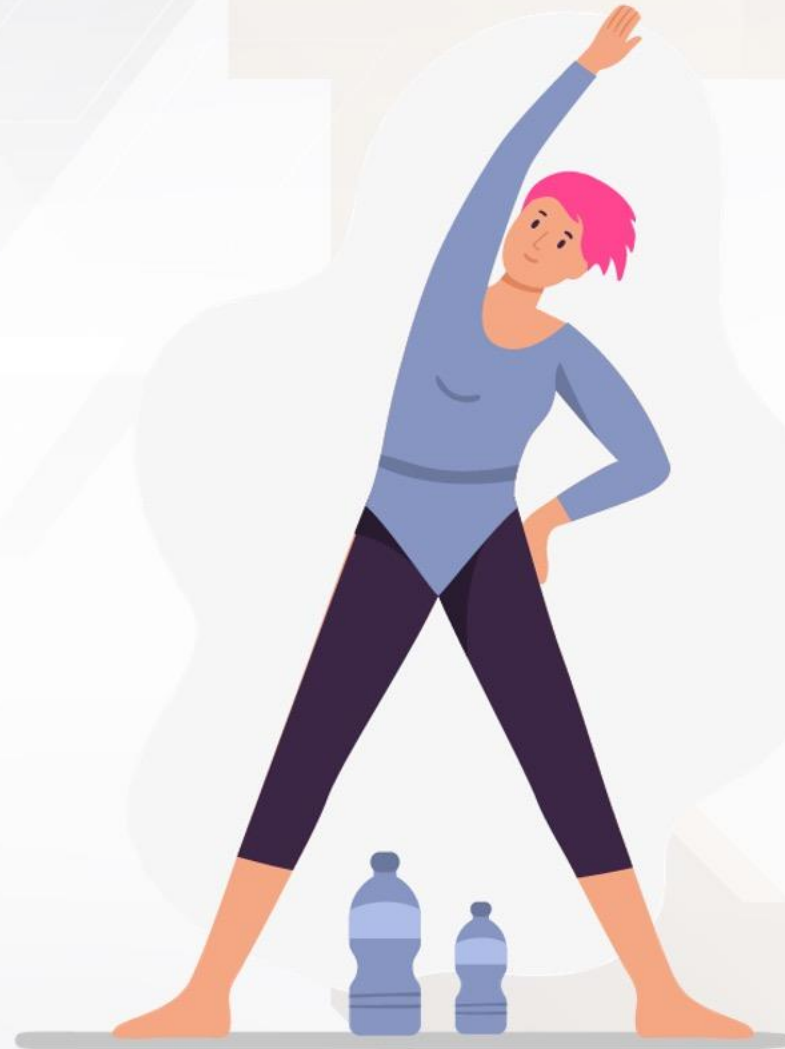
- In person
- Embrace face-to-face interactions with customers, answer questions, and build relationships



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15 Day Challenge

- **Stay hydrated! Drink a sufficient amount of water every day**
- **Consider healthier food choices! Small changes can make a huge difference**
- **Move for at least 30 minutes per day! Add consistent exercise to your routine**



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Taste & Talk ParTea

What you need:

- Select a location
- A host
- An MC
- Products

What to do:

- Keep the meeting short and to the point
- Pre-planned testimonials
- Allow guest to make a decision



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Pop-up Shops/Vending Events

- Showcase products
- Effective, low-cost way to reach new customers
- Build brand awareness
- Provide an opportunity to interact with customers face-to-face, answer questions, and build relationships with them



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Social Media

A platform that provides an opportunity to connect with people, share content, and access a wide range of information.

- Brand recognition
- Audience engagement
- Increased website traffic



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Attraction Marketing

A strategy where customers are attracted to purchase something without being told to do so

- Memorable customer experience
- Building relationships with customers
- Create loyal customers
- Resources to help businesses measure the success



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