



TOTAL LIFE CHANGES®

Presents

**U**

**L.E.A.R.N**

Leadership, Earning, Attraction, Retention, & Networking



## Step 1

### Invest in Your Business

The 25X Business Builder Pack  
\$299.95 + FREE Digital Starter Kit (a \$60 value)

Get to work on your warm & cold market list of 100 contacts.



## Step 2

### Offer the Tea

Begin working your list. You do not need to write down 100 before you begin pre-selling the tea.

Ask your contacts for a favor and wait for a response.

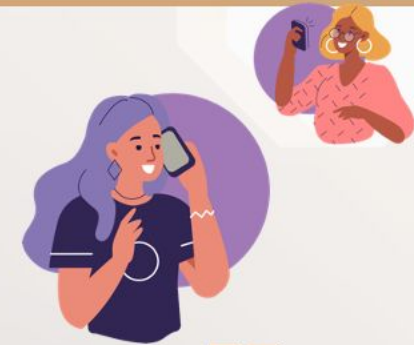


## Step 3

### Deliver & Follow Up

Transfer the names of contacts that agreed to buy one or more brew teas to the 25X Customer list.

Follow up 4 days after delivery & offer more tea.





**Invest**  
**\$299.95**



**Sell**  
**25 for \$25**



**Earn**  
**\$625**

**REPEAT**



# Existing Life Changers Kits & Packs

# 25X

## Business Builder Pack



Category -

- Shop All
- Kits & Packs
- Sales
- Weight Management
- Energy & Fitness
- Full Body Nutrition
- Hair & Skincare



25X Business  
Builder Pack  
\$299.95 USD



Add to Cart



The 15 Day  
Challenge Kit  
\$99.95 USD



Add to Cart



laso@ Original  
Tea - 25 Pack  
\$274.95 USD



Add to Cart



NutraBurst@  
30 count Rip  
& Sip Retailers  
Pack  
\$250.00 USD



Add to Cart



laso@ Original  
Tea Retailers  
pack - 50  
Pack  
\$399.95 USD



Add to Cart



NRG Tear &  
Share Box  
Retailer's  
Pack  
\$225.00 USD



Add to Cart

# New Life Changer Enrollment

# 25X

## Business Builder Pack



**25X Business Builder Pack** [Ver Detalles](#)

¡Libere el potencial de su negocio con el Pack 25X Business Builder! Este pack contiene 25 paquetes de laso® Original Instant Tea, el suave té limpiador que adoran clientes de todo el mundo. ADEMÁS, dale a sus clientes una muestra inmediata de lo que está por venir con un paquete de laso® Instant Tea Original. Tómese la delantera con este producto tan vendido.

**INCLUDES FREE DIGITAL STARTER KIT**  
(¡Solo disponible al checkout!)

• Seleccione el idioma de su Kit Life Changer®

Subtotal: \$359.90 USD

[Añadir a la Cesta](#)

**laso® Original Tea - 10 Pack** [Ver Detalles](#)

Amado en todo el mundo, el té laso® Original es una mezcla poderosa que trabaja para recompensar a tu cuerpo con una limpieza suave para ayudar a alcanzar tus objetivos de gestión del peso. ¡Simplemente prepara dos tazas y mézclalas día y distribúelas!

• Seleccione el idioma de su Kit Life Changer®

Subtotal: \$169.90 USD

[Añadir a la Cesta](#)

**Kit de Inicio Rápido**

¡Creado para que empieces de forma sencilla y fácil, nuestro Pack de Inicio Rápido TLC te ofrece la comodidad de seleccionar uno de nuestros cinco mejores productos! ¡También puedes elegir entre un Kit Life Changer Digital o Físico para ponerte en marcha!

laso® Original Tea - 10 Pack

laso® Instant Tea - 50 Sachets

Resolution Drops

NRG

Nutreburst® 16 Fl. oz.

• Seleccione el idioma de su Kit Life Changer®

Subtotal: \$54.95 USD

[Añadir a la Cesta](#)



2-3 Pre-Paid

Collect  
\$50-\$75

Purchase a 5-pack \$55



Sell remaining



**\$70** Profit



4-5 Pre-Paid

Collect  
\$100-\$125

Purchase a 10-pack \$110



Sell remaining



**\$140** Profit



12 Pre-Paid

Collect  
**\$300**

Purchase **25X** pack \$300



Sell remaining



**\$325** Profit

When you get customers to pre-pay for the one-week supply of tea, make sure you place an order for a 5-pack within two days of receiving payment to ensure timely delivery of the products.

# The 25X Customer Journey



Prospects



Anyone you could reach out to about the tea, including the contacts on your warm and cold market list!



## 25X MY FIRST 100 CONTACTS

COMPLETE THE LIST OF 100 PEOPLE FROM YOUR PHONE OR SOCIAL MEDIA THAT YOU WILL CONTACT ABOUT THE IASO™ TEA.

Name	Phone #	Email or Social Handle	Date Contacted	Interested(Y/N)	Date of Follow-Up	Notes
1. Steve Roge	586-547-2589	SteRo@gmail	01/05/23	Y	01/08/23	
2. John Toker	314-487-6781	JohnTk@gmail	01/15/23	N	01/18/23	Loves the tea
3. Pennie Washington	486-784-3312	PenWash@gmail	02/03/23	N	02/06/23	
4. Tony Strum	268-431-1134	TonyS@gmail	02/11/23	Y	02/14/23	Wants to become Life Changer
5. Nick Rodriguez	784-148-2256	NickR@gmail	02/17/23	Y	02/20/23	
6. Melly Johns	717-204-0870	MellyJo@gmail	02/22/23	Y	02/25/23	
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# Work on My First 100 Contact list

- Work your warm & cold contact list
- Talk to new people!

*“Would you or anyone you know be interested in losing an extra five pounds?”*

- Promote through calls, texts, or social media!
- Tell people about the product and your results.
- Ask if they are interested in trying it out or learning about how you earn from promoting it.

**25<sup>th</sup> MY FIRST 100 CONTACTS**

COMPLETE THE LIST OF 100 PEOPLE FROM YOUR PHONE OR SOCIAL MEDIA THAT YOU WILL CONTACT ABOUT THE IASO™ TEA.

Rank	Name	Phone #	Email or Social Handle	Date Contacted	Interested? (Y/N)	Date of Follow-Up	Notes
1.	Steve Rige	586-547-2589	Stefko@gmail	01/05/23	Y	01/08/23	Loves the tea
2.	John Tucker	314-487-6781	JohnTK@gmail	01/15/23	N	01/18/23	
3.	Pennie Washington	486-784-3312	PenWash@gmail	02/03/23	N	02/06/23	Wants to become Life Changer
4.	Tony Strum	268-431-1134	TonyS@gmail	02/11/23	Y	02/14/23	
5.	Nick Rodriguez	284-148-2256	NickR@gmail	02/17/23	Y	02/20/23	
6.	Melby Johns	717-204-0870	MelbyJ@gmail	02/22/23	Y	02/25/23	
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# The 25X Customer Journey



**One-Week Supply**  
Repeat Customers



*People who have bought one or more packs of tea using cash or cash apps*



**\$25**



# Repeat Customers

- Sell tea samples for \$25
- Offer samples of other products!
  - Sample packs for \$3-5.



# The 25X Customer Journey



## Referrals



**Contacts given to you by your existing customers**

(If someone has provided you with multiple successful referrals, let them know they can earn commissions as a Life Changer!)



**"If you fail to find referrals, your business will ultimately fail."**

# Customer Referral System

- **Ask new and repeat customers for referrals**
- **Offer creative incentives**  
(savings, free products to try, etc.)
- **Give free samples so customers can experience the benefits of other products**
- **Builds trust and rewards the customers for offering referrals!**



# Benefits of Referrals

- Increased sales & commissions
  - New relationships
  - Opportunity for more referrals
- More online customers
- Discuss opportunity for customers who provided referrals to share the products and earn



# Bigger & Better Deals

- One-week supply for \$25
- Two-week supply for \$45
- Save \$50 as a preferred customer!
  - One-month supply for \$54.95
  - Online subscription for < \$50 with 10% SmartShip savings

**\$25**  
One-week Supply



**\$45**  
Two-week Supply

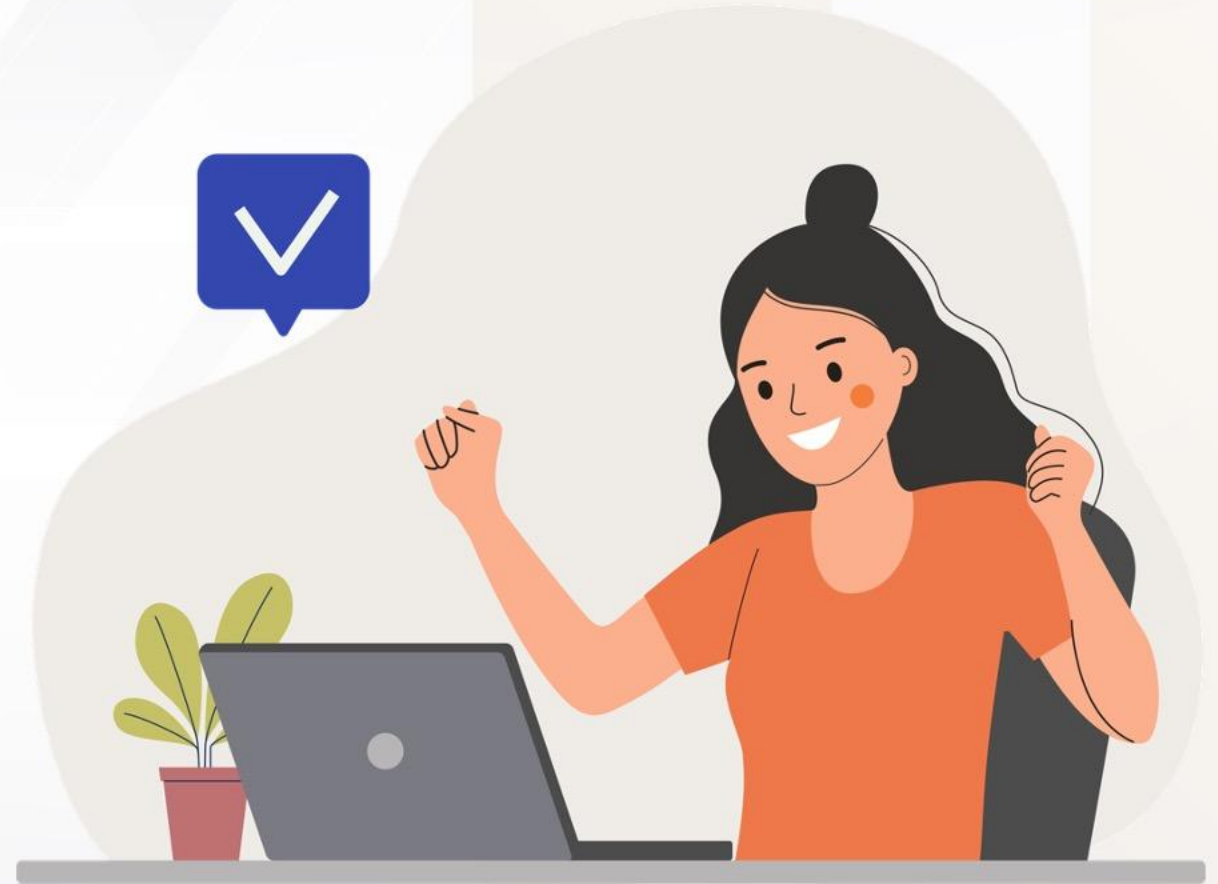


**\$54.95**  
One-Month Supply



# Why the Big Savings?

- Immediately receiving the product
- Convenience for customer
- No additional delivery fees
- Simple, easy sales
- No Credit Card or account registration necessary



# The Customer Journey

## Benefits of a Preferred Customer

- Flash sales, special offers, and seasonal promotions
- Timely monthly shipments and 10% savings with SmartShip Savings
- Personal retail website for enhanced shopping experience





# Sign up for

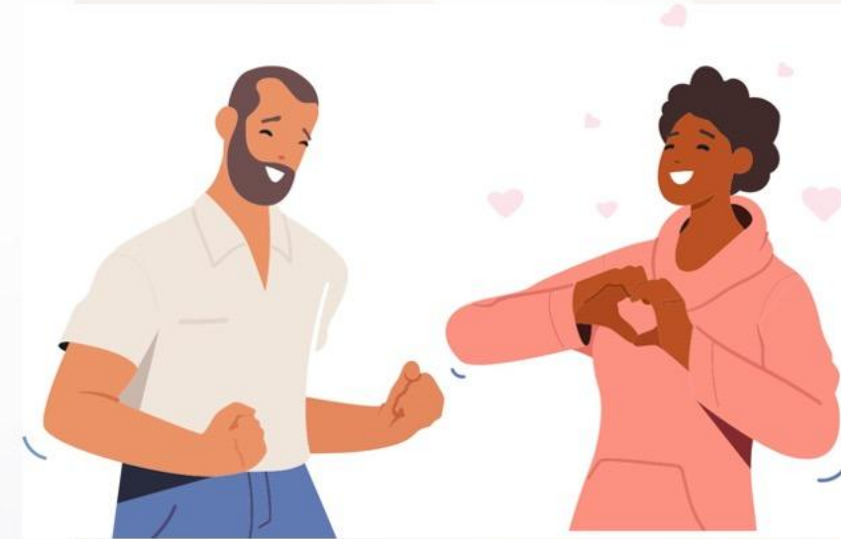


## Online Preferred Customers

***People who purchase product through your shop site***

(If someone is a regular customer, let them know about SmartShip. Their product will automatically ship with quick delivery every month, and they'll save 10%!)

Offer repeat cash & cash app customers a huge savings by becoming a preferred Online customer.



# The 25X Customer Journey



Many of your customers may become interested in promoting the product to help others and earn some extra money, too.

**Personally Sponsored LCs**



***Anyone who joins your team as a Life Changer***

(If someone has seen results from the tea and become a product of the product, or if they have sent you multiple referrals, they could earn by following the same simple system you did. Help them help others!)

# Success Requires Frequent & Intentional Communication

- Do your potential customers know you are open for business?
- Do your new/repeat customers know they have the opportunity to earn money?

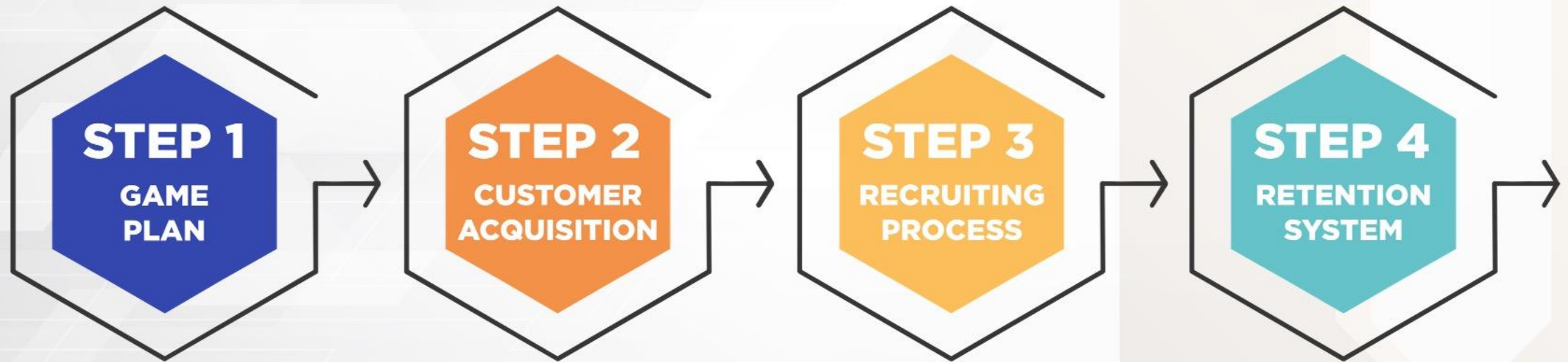


# The Sales Cycle

- **Cash & Cash App Customers:** Consume the product, create new testimonies, inspire new customers
- **Repeat Customers:** Believe in the products and trust you
- **Referrals:** More likely to consider joining your team if they've provided successful referrals
- **New Life Changers:** May see more success if they've naturally followed this cycle



# Customer & Life Changer Retention System Master Lead Generation





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