



Introducing the AdvoCare Opportunity: 5 Simple Steps

Step 1: Introduction (telephone)

“Hi _____, I’m calling you for a *specific* reason...but first what’s going on with you these days?”
(after small talk) “I’m calling to share an opportunity that *might* interest you...have you ever heard of AdvoCare?”

Step 2: AdvoCare Unified Message

“AdvoCare is a nutrition supplement company...they make products for weight loss, energy, wellness, and sport performance...[and they offer a financial opportunity for independent distributors like myself]-or-[and they operate on the direct-sales model, so their products aren’t sold in stores but rather through independent distributors like myself]”

Step 3: Your 30-Second Story

Brand New Distributor (No Business Story Yet/Focus on Product Results)

- Where I was...(I was introduced to AdvoCare...)
- What I saw/did...(First day on products...)
- My results...
- Where I’m going...

...and because of my results I am now sharing the products with my family and friends and earning extra income

Newer Distributor (Product Results AND New Business Story)

- Your product story
...and because of my results I have been sharing the products with family and friends and I’m currently earning \$ _____ per month and on track to earn \$ _____ per month by _____.

Veteran Distributor (Product Results AND Established Business Story)

- Your product story
...and because of my results I started sharing the products with family and friends
- My first check was \$ _____
- My first month I earned \$ _____
- My first year I earned \$ _____
- I currently earn \$ _____ per month and on track to earn \$ _____ per month by _____

Step 4: Disclaimer + Video Clips

“This may or may not be for YOU...but I’d like to email you a link to 2 quick video clips to take a look at. I’ll follow up with you and you can let me know if any of this interests you ok!” (Email message text)

Hi _____!

As I mentioned, I wanted to send you the link to the brief AdvoCare opportunity videos (about 3 mins. in length). You can view them both at: _____

www.championseekers.biz (under the Business Opportunity tab)

Again, this may or may not be for you, but the videos will give you a good “feel” for what the opportunity offers. I’ll follow up with you tomorrow!

Step 5: (the next day) Follow-Up

“Have you had a chance to watch the videos I sent you? Does anything that you saw interest you?”

(Interest in Business) “Great! Since I’m still learning I’d like to arrange a meeting [or 3-way-call] with the person who’s helping me along with my business...he/she knows more than I do about AdvoCare and can better show you the opportunity and answer your questions!” (setup 2-on-1 mtg or 3-way-call immediately)

(Not Interested in Business) “That’s ok...the business isn’t for everyone. But the products are! Let me tell you a little about them and get you some samples (Spark!) to try ok!”

Key Point to Remember:

The OBJECTIVE of the initial call is NOT to *sell* or *convince* them on AdvoCare. ..that is way too much pressure! Rather, it is to simply (1) let them know what YOU are doing, and (2) compel them to watch the video clips.