**LOSE 5 LBS IN 5 DAYS FOR $5**

**BUSINESS BUILDING SYSTEM**

*Lose 5 lbs in 5 Days for $5* is a powerful business building system designed to create new Customers, increase retail product sales, and build a growing team of FirstFitness Nutrition Distributors.

With the *Lose 5 lbs in 5 Days for $5 Business Building System* you have pre-designed marketing tools to help generate new Prospects that you can convert into XanoLean Supreme Weight Loss Customers. Interested Prospects will call you via phone only. If a Prospect contacts you through social media, it is best to get their phone number so that you can call them directly.

The purpose of the *Lose 5 lbs in 5 Days for $5* system is NOT to sell the $5 weight loss program, which is a 5 day supply of XanoLean Supreme, a menu guide, and a XanoLean Supreme brochure. This business building system is designed so that your Prospects can purchase one of the four XanoLean Supreme Weight Loss Programs. If after presenting the four programs, your prospect decides they want only the $5 program, it is available.

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**STEP 1**

**GETTING STARTED**

- Watch the training webinar.
- Download, print and/or order your marketing tools from Office2Office.
- Customize your voicemail. See below.

“Thank you for calling about the *Lose 5 lbs in 5 Days for $5* program. Please leave your name and phone number and we will call you back as soon as possible.”

**STEP 2**

**DISTRIBUTE MARKETING TOOLS**

- Using social media outlets, start posting your pre-designed *Lose 5 lbs in 5 Days for $5* ads.
- Distribute your *Lose 5 lbs in 5 Days for $5* traditional marketing tools.
- Be open for business every day! Wear your button, post on social media, and distribute your marketing tools.

**STEP 3**

**RESPOND IMMEDIATELY TO ALL PROSPECTS**

- Prospect responds to your button:
  YOU: This is a powerful new weight loss product. I’d love to tell you about it, but I’m on my way to an appointment. May I have your name and number so I can call you back later?
- The Response Script is your sales tool for ALL Prospect communication—whether a button hit “call back,” social media, or traditional ad. Use the Script to tell your Prospects about the 4 XanoLean Supreme Weight Loss Programs.

**STEP 4**

**FOLLOW UP**

“Your Fortune is in the Follow-Up”

- Once your Customer receives their weight loss program, follow up with them using *Retail to Enroll* found in the Training Vault in Office2Office.
- *Retail to Enroll* is the follow-up process in which you convert your Retail Customer into a FFN Distributor.

To access more information on the *Lose 5 lbs in 5 Days for $5 System*, log into Office2Office - Marketing Tools.
Listed below are some examples of the social media and traditional marketing methods for posting and distributing ads and information for the Lose 5 lbs in 5 Days for $5 Business Building System. Some will be more effective than others.

**Popular Social Media and Online Resources include:**
- Facebook
- Twitter
- Instagram
- LinkedIn
- Google+
- Pinterest
- Blogs, newsletters, email, and other forms of online marketing.

You can access information on social media resources by searching online. Each of the provider’s sites listed above have their own specific tutorial to learn more. The social media learning curve is an individual process.

**Traditional Distribution:**
For many years FirstFitness Nutrition has used traditional methods for prospecting. FFN’s focus on a “high touch” approach is based on building one-on-one, long-term relationships. Although using today’s social media methods is a fast and extremely efficient way to reach large numbers of people, building relationships through the traditional methods also provides very effective business building results.

The Lose 5 lbs in 5 Days for $5 Marketing Tools will generate interest from Prospects by using the pre-designed social media and traditional marketing materials located in Office 2 Office.

**Traditional Venues for Distributing the Lose 5 lbs in 5 Days for $5 include:**
College campuses, community bulletin boards, grocery stores, gyms/health clubs, recreation centers, restaurants, counter-top displays, apartment complexes, neighborhoods, small retail establishments, malls and shopping centers, and more.

**BE OPEN FOR BUSINESS EVERY DAY!**
- Wear your button
- Post on social media
- Distribute your traditional marketing tools

**Samples of Pre-Designed Marketing Tools...**
- Facebook Timeline Cover Photo
- Flyer
- Tear-Off Flyer
- Facebook Ad #1
- Facebook Ad #2
- 4” x 6” Postcard
- 3.5” x 6.5” Door Hanger

See Office 2 Office, Marketing Tools.
New Prospects will contact you as a result of your Lose 5 lbs in 5 Days for $5 customized marketing tools. This script has been created to help you easily talk about the Lose 5 lbs in 5 Days for $5 program so that your Prospects can choose and purchase one of the four XanoLean Supreme Weight Loss Programs. It's always a good idea to practice this script and personalize it so that you sound natural and feel comfortable when talking with your Prospects.

YOUR CUSTOMER CALLS TO INQUIRE:
“Hello, I’m calling about the Lose 5 lbs in 5 Days for $5 program. I’d like to know more about it.”

QUESTION #1
YOU: Great, my name is __________________, and may I have your name please?
CUSTOMER: (Gives their NAME) __________________________________________

QUESTION #2
YOU: Thanks NAME, good to meet you. Let me ask you, how did you hear about us?
CUSTOMER: I saw your ad/post on _____ (Facebook, Twitter, business card, ad, etc.)

QUESTION #3
YOU: OK Great. If you don’t mind me asking, how much weight would you like to lose, NAME?
CUSTOMER: ______ lbs

YOU: NAME, I know I’ll be able to help you lose that ______ lbs, and keep it off.

YOU: I’m with a company based in Dallas, Texas that has been a leader in the weight loss industry for over two decades. All of our products are all-natural, doctor recommended, and come with a 100% 30-Day Money Back Guarantee!

So you’ve got nothing to lose…but the weight!

YOU: NAME, let me tell you what happened to me. (Tell your story, be brief)
Example: “I lost ___ lbs and ____ inches, and have kept it off.”

If you don’t yet have a story, then say:

“We have a lot of people who have lost 10, 20, 30 lbs, and some who have even lost over 50 and 100 lbs. And the best part is they have been able to keep the weight off!”

YOU: So, NAME, let me tell you about four options we have to help you achieve your weight loss goal:

The FIRST option is our new weight loss product, XanoLean Supreme, which is designed to:
• Help curb appetite*
• Support fat-burning process*
• Help reduce belly fat*
• Increase energy*
• Elevate mood*

You simply take 1 caplet 3 times a day, 45 minutes before meals.

This is a 30 day program for about $2 a day.
The **SECOND** option is our **BOOST** program, which includes the new weight loss product I just mentioned and a colon cleanse, which will cleanse and detoxify your body and help boost your weight loss results.

**And this 30 day program is only about $3 a day.**

Our **THIRD** option is our most popular weight loss program called the **ACCELERATE** program. It includes the new weight loss product, a colon cleanse product, and also includes 14 delicious meal replacement protein shakes—used just once a day, that will help you “accelerate” your weight loss results even more!

**This 30 day program, which replaces 14 meals, is only about $4 a day!**

And our **FOURTH** option is the **TRANSFORMATION** weight loss program. It includes the new weight loss product, a colon cleanse product, 28 meal replacement protein shakes, **AND** our exclusive fat and cellulite fighter, which supports lean muscle tissue and reduces cellulite as you lose weight.

**This 30 day program, which replaces 28 meals, is only about $6 a day!**

**YOU:** So based on these four options:
- A bottle of Xanolean Supreme for only....................... $2 a day. ($59.95)
- The **Boost program** for about.......................... $3 a day. ($89.95)
- The **Accelerate program** for about...................... $4 a day. ($124.95)
- **OR** the **Transformation program** for about......... $6 a day. ($189.95)

**NAME**…let’s get you started! Which one these four programs will work best for you?

(Should they still want to stay with the $5 program, see **IMPORTANT!** section on page 3.)

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**LOSE 5 LBS IN 5 DAYS FOR $5 RESPONSE SCRIPT…ACTION STEPS!**

**ACTION STEP #1**

As soon as your Prospect decides which program they want—with them on the phone, YOU should immediately go online to your FFN website and complete the retail purchase for them. Fill out the information on your website, or place a 3-way call to the FFN Order Department at 800.621.4348 to complete the transaction. (Mon-Fri, 8am - 5pm CST)

After completing ACTION STEP #1...

**YOU:** I’m very excited about you starting this program **NAME**, and I want to help you maximize your weight loss results. As soon as you receive your products, please text or call me at **(your phone number)**, and I will walk you through the entire program. **Note:** To be proactive, you can track their order in Office2Office in the **Order History** section and when they receive it, you contact them.

**ACTION STEP #2**

When your Prospect receives their product, follow the **Retail to Enroll** Customer Follow-Up process found in Office2Office inside the Training Vault.
If the customer responds with “I think I would just like to do the Lose 5 lbs in 5 Days for $5 program.”

YOU: NAME, you told me you wanted to lose ______ lbs, and I really want to help you do that. To accomplish your desired weight loss, I do recommend one of the four programs because you won’t lose ______ lbs in 5 days.

YOU: Remember, if you’re not satisfied, we have a 100% money-back guarantee. I really believe one of the four programs is the best way for you to lose that ______ lbs. Can we get you started today?

NOTE: If the PROSPECT still wants the $5 program, the program can only be ordered by YOU calling the FFN Order Department (800.621.4348), or YOU can log in to Office2Office and in the Shop Now section, click on Enroll a $5 Customer and complete the Customer checkout process. Let your Prospect know it will cost $5 for a 5 day supply of XanoLean Supreme, which also comes with a menu guide and a XanoLean Supreme brochure, and that there will be a $5 charge for shipping.

If they choose not to order, you have only spent a minimum amount of time and can move on to your next Prospect.

NOTE: The $5 program is limited to 1 per Customer. The $5 program is a Sales Tool with no volume credited to the Distributor. However, commissions will be paid to the Distributor and their Upline.

*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent disease.