

Microbiome Marketing Strategy

How to Create Cash Flow



<http://www.oursynergyfamily.com/1010club/>



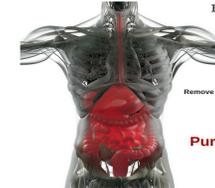
<http://www.oursynergyfamily.com/microbiomeresearchstrategy/>



The Purify Kit \$179 / 150 CV

7, 10 or 14 Day Program

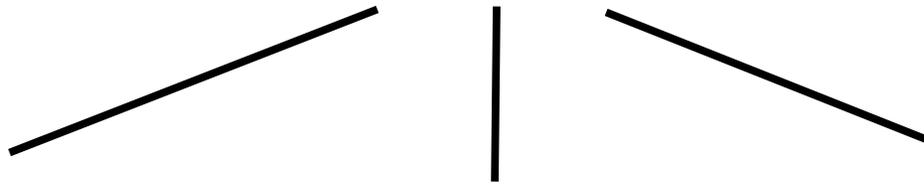
The 3 E's and 4 R's to Gut Health
 Helping You Learn How to Naturally Reset Your Microbiome



Eliminate Dysbiosis
 Eliminate Inflammation
 Eliminate Leaky Gut
 Remove Foods and Factors That Damage Your Gut
 Replace With Healing Foods
 Repair With Specific Supplements
 Rebalance With Prebiotics and Probiotics

Purify - Fortify - Protect
Purify Manual
 Elite Wellness Centers

The Purify Manual



The Fortify Kit \$289 / 200 CV

Weight Management



Biome Protect Kit \$189 / 150 CV

Leaky Gut – Detoxification



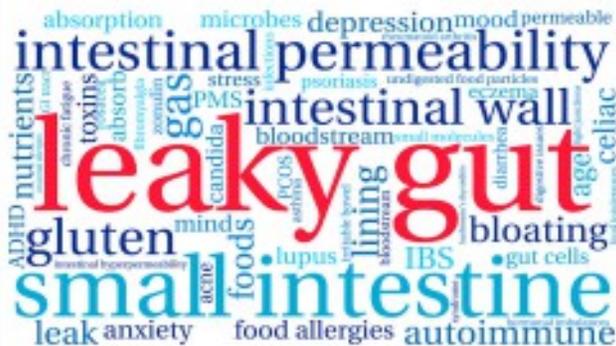
Monthly Kit \$160 / 120 CV

Monthly Maintenance

Triggers

Please check all that apply:

- Dietary Protein
Especially Dairy and Meat
- Infections
- Use of Antibiotics
- Sugar Consumption
- Low Stomach Acid and Enzymes
- Stress
- Pregnancy
- Menopause
- Toxins
- Poor Diet
- Processed Food
- Bacterial Imbalance
- Lectins Red Kidney Beans, Soybeans, Peanuts, Tomatoes, White Potatoes
- Alcohol Consumption
- Consumption of Wheat Products



While the medical community does not recognize this as a major contributing factor to all sorts of health issues, there is a growing body of science showing **how a leaky gut, or what is called intestinal permeability, is wreaking havoc on people's health.**

This health concern is not new. In fact, Hippocrates recognized it when he stated,

“All Disease Begins In The Gut.”

While not everyone has this, the following checklist will help you understand your increased probability for this issue. There are two columns: **Triggers and Symptoms.** The more you check off, the more likely you are to have some level of leaky gut.

Symptoms

Please check all that apply:

- Bloating
- Food Allergies
- Food Sensitivities
- Headaches
- Joint Pain
- Low Energy / Fatigue
- Thyroid Conditions
- Digestive Issues
- Indigestion
- Acid Reflux
- Diarrhea
- Constipation
- Weight Gain
- Mood Issues
- Skin Issues like Rosacea and Acne



First 10 of the 10 10 Club represents 10 Customer Orders per month:

Acquire 10 Customers
Repeat
Acquire 10 Customers
Repeat
Acquire 10 Customers
Repeat

Until you have 10 Customer Orders Per Month

Everything starts with The Purify Kit



Option One

Buy 4 Get 1 Free

\$716.00 600 CV

5 Clients x \$179 = \$895 - \$716 =

\$179 Net Profit

600 CV – 150 CV = 450 CV x 25% =

\$112.50 Elite Rebates

\$179 + \$112.50 = \$291.50 Total Net Profit

Option Two

Have your 5 Clients buy directly from Synergy Worldwide

\$179.00 150 CV

150 CV x 5 = 750 CV

750 CV – 150 CV = 600 CV x 25% =

\$150.00 Elite Rebates

\$150.00 Total Net Profit

Items to Consider:

- 1. Shipping Costs**
- 2. Make it easy for your client to buy by sending them your URL for that product. For example:**

<https://747349.synergyworldwide.com/shop/product/Purify%20Kit>

If you have your replicated customer website from Synergy Worldwide, then it has your Synergy ID# at the beginning of the URL.

Just click on the product you would like your customer to order and then copy and paste the URL into an email. Or text them the URL.

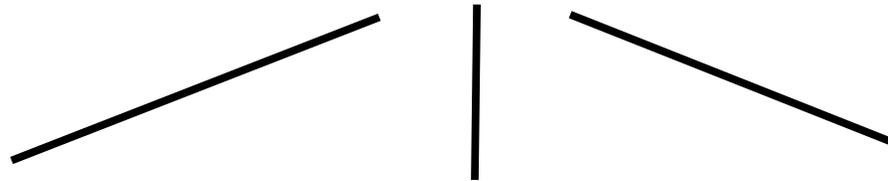
Your Goal is to start 5 to 10 new clients each month on The Purify Kit.

Then every 7 to 14 days you will have clients ending The Purify Kit and asking you what is the next step.



7, 10 or 14 Day Program

The Purify Kit \$179 / 150 CV



The Fortify Kit \$289 / 200 CV

Weight Management



Biome Protect Kit \$189 / 150 CV

Leaky Gut – Detoxification



Monthly Kit \$160 / 120 CV

Monthly Maintenance

The vast majority of your clients are going to **choose either the Biome Protect Kit to address a leaky gut issue and continue to detoxify their body.**

Or they're going to choose the **Monthly Maintenance Kit** of 2 Biome Shakes and 1 box of ProArgi-9+.

Synergy Worldwide has the Biome Protect Kit (2 Biome Shake, 2 Biome DTX, and 1 Biome Actives). **But at this time there is no Monthly Maintenance Kit** so you will need to assist them in setting this up as a monthly autoship.

Our suggestion is to **3-way your client into Synergy Worldwide** to help them order the correct combination and assist them in setting this order up as a monthly autoship.

The Key to moving your client from The Purify Kit to a monthly option is all about positioning information.

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- Weight Gain
- Mood Issues
- Skin Issues like Rosacea and Acne

Use the Leaky Gut Survey in two ways:

1. As a way to create interest at meet up groups, health fairs, and social media. The more boxes checked off for both Triggers and Symptoms the greater the probability that they have a leaky gut.

Which would help you create interest in The Purify Kit as a starting point in addressing this issues.

2. Once they have completed The Purify Kit and want to know the next step, you can then use their Leaky Gut Survey.

If they checked off a large number of boxes, then you can suggest using the next 1 to 3 months on the Protect Kit to help them continue to correct their leaky gut.

If they go on the Protect Kit, then when they're ready to come off this kit, **you can position the Monthly Maintenance Kit** of 2 Biome Shake and 1 box of ProArgi-9+. **Or if they don't have a significant issue with a leaky gut, then position the Monthly Maintenance Kit as the next step.**

I did a Google search for the average cost per meal in the US. Here is what I got

At an average cost of **\$12.75** per meal, you'd save yourself **\$8.75** for each of those meals. In other words, the average American would save **\$36.75 per person** per week by moving all of their meals from restaurants to home-prepared meals. Oct 18, 2017

If you make your meal at home the average daily cost is \$4, which is \$12.75 - \$8.75 from the above Google information.

Our suggestion is to use \$5 as the average daily cost per meal. If you're using the Monthly Maintenance Kit to replace a meal than that would **represent \$150 in real monthly cost to your client.**

The price of the Monthly Maintenance Kit is \$160 **so it's almost cost neutral.**

Meaning that your replacing one expenditure with another one that is almost equal so that it's cost neutral to your client, **while providing the following benefits:**

Improved Gut Health

Improved Overall Health

Improved Energy

Improved Cognitive Function

Possible Weight Loss and/or Weight Management

How to use the **Monthly Maintenance Kit:**



Replace one meal with the Biome Shake and make sure that it's a taste sensation so that they look forward to it everyday.

Replace the meal that is most convenient to them to be compliant.

For the basic shake recipe use the information in **The Purify Kit manual** on page 9.

<http://www.oursynergyfamily.com/wp-content/uploads/2017/06/Purify-Manual.pdf>

Have them take their ProArgi-9+ 30 minutes prior to their largest meal (not the shake) in 8 ounces of water. This will curb their appetite to help reduce caloric intake for weight loss and weight management.

How to use the Biome Protect Kit:



One Month Program – Replace 1 meal per day with the Biome Shake. Same as in the Monthly Maintenance.

For the basic shake recipe use the information in **The Purify Kit manual** on page 9.

<http://www.oursynergyfamily.com/wp-content/uploads/2017/06/Purify-Manual.pdf>

Take 2 packets of Biome DTX per day. One in their Biome Shake and the other one **30 minutes prior to their largest meal.** Mix in with 8 to 10 ounces of water to curb their appetite going into their largest meal.

Take 1 Biome Active with their Biome Shake.

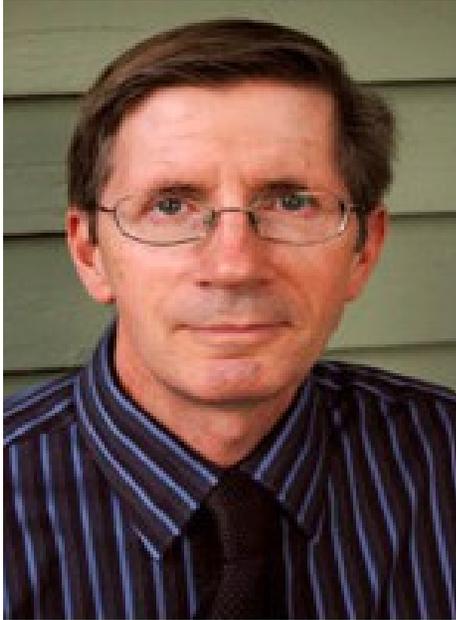
Monthly Goals to Create Cash Flow:

1. Start 5 to 10 people on The Purify Kit
2. Convert all your clients to a monthly program.
3. Eventually all on the Monthly Maintenance Kit.

Cash Flow Based on Monthly Maintenance Kit 120 CV per kit

| Month | Convert 5 | CV | Elite Rebates | Convert 10 | CV | Elite Rebates |
|-------|-----------|------|-----------------|------------|------|-------------------|
| 1 | 5 | 600 | \$112.50 | 10 | 1200 | \$262.50 |
| 2 | 10 | 1200 | \$262.50 | 20 | 2400 | \$562.50 |
| 3 | 15 | 1800 | \$412.50 | 30 | 3600 | \$862.50 |
| 4 | 20 | 2400 | \$562.50 | 40 | 4800 | \$1,162.50 |
| 5 | 25 | 3000 | \$712.50 | 50 | 6000 | \$1,462.50 |
| 6 | 30 | 3600 | \$862.50 | 60 | 7200 | \$1,762.50 |

Questions?



Please Contact

Dan Hammer

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dan@agingnomore.com

<http://www.oursynergyfamily.com/1010club/> URL for Our 10 10 Club

<http://www.oursynergyfamily.com/microbiomeresearchstrategy/> URL for the Microbiome Marketing Strategy

<http://www.oursynergyfamily.com/microbiome/> URL for Our Microbiome eBook

<http://www.oursynergyfamily.com/purifymanual/> URL for The Purify Manual

https://d2saw6je89goi1.cloudfront.net/uploads/digital_asset/file/362923/Leaky_Gut_Check_List.pdf URL for The Leaky Gut Survey

https://d2saw6je89goi1.cloudfront.net/uploads/digital_asset/file/363273/The_Purify_Kit.pdf URL for The Purifty Kit Summary sheet (See next page)

The Purify Kit

is comprised of patented products clinically formulated to give your microbiome the overhaul it needs to start clean and fuel good health.



The Biome Shake is certified vegan and gluten free vegetable pea protein that fuels the correct microbial communities to help quickly balance your microbiome. It uses key prebiotics like Inulin to fuel your "friendly bacteria." It contains Borage Oil and Flax Seed Powder to help address inflammation. Plus it includes Zinc and Broccoli Powder to help detoxify your digestive system while supporting your immune system. **This Biome Shake can be used both as a meal replacement to aid in weight loss or as a healthy meal** that can sustain your energy and eliminate hunger for an extended period of time.

The Biome DTX is designed to detoxify, cleanse, and rebalance your microbiome. It includes ingredients to help eliminate heavy metals and other toxins from your system to address inflammation. It includes **L-glutamine to address leaky gut issues** and helps to improve the ratio of bacteroidetes to firmicutes to aid in weight management.



Biome Actives combine your Prebiotic (Inulin) with your Probiotic (Bacillus Coagulans) to deliver 1 billion CFUs (colony forming units) to your small intestine to quickly recolonize your gut microbiome. And because **it's shelf stable** you can take it any place you go.

Body Prime is designed to support cleansing and bowel motility to help prime your purification program. It includes Magnesium to improve immunity, digestion, regularity, and energy production. And, it combines Apple Pectin with Prune Powder **to absorb, bind, and eliminate cholesterol**, harmful bacteria, and toxins.



ProArgi-9+ harnesses the power of Nitric Oxide Therapy to help improve blood flow. When combined with improvements in your gut health, you can better absorb nutrients **and then deliver those nutrients** to your cells, tissues, and organ systems.



"I'm starting my fifth day and I'm down a total of five pounds, I'm feeling wonderful, and my blood sugars are normal."
Homer Wimberly III



"So far I've lost 5 pounds and 4 3/4 inches during my first week on this new program to reset my gut health. I'm becoming healthier and looking a whole lot better."
Tammy Hester

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