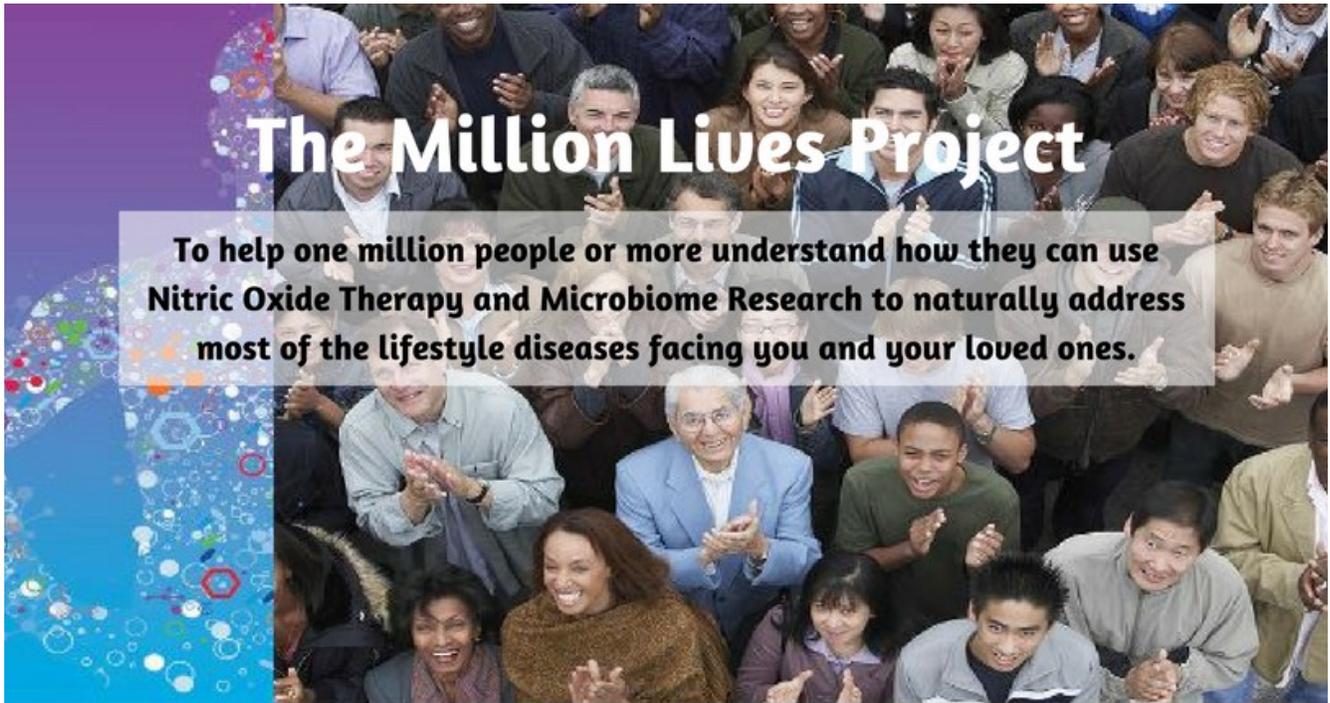


Your Mission – The Million Lives Project



Building Your Synergy Funnel



Examples of Missions and Branding Messages

The Million Lives Project - Hispanic Health Initiative

☎ 773-330-1963 David Muñoz



Mission and Branding Tool



The Million Lives Project - Microbiome Research

☎ 630-289-2750 Judy Feldhausen

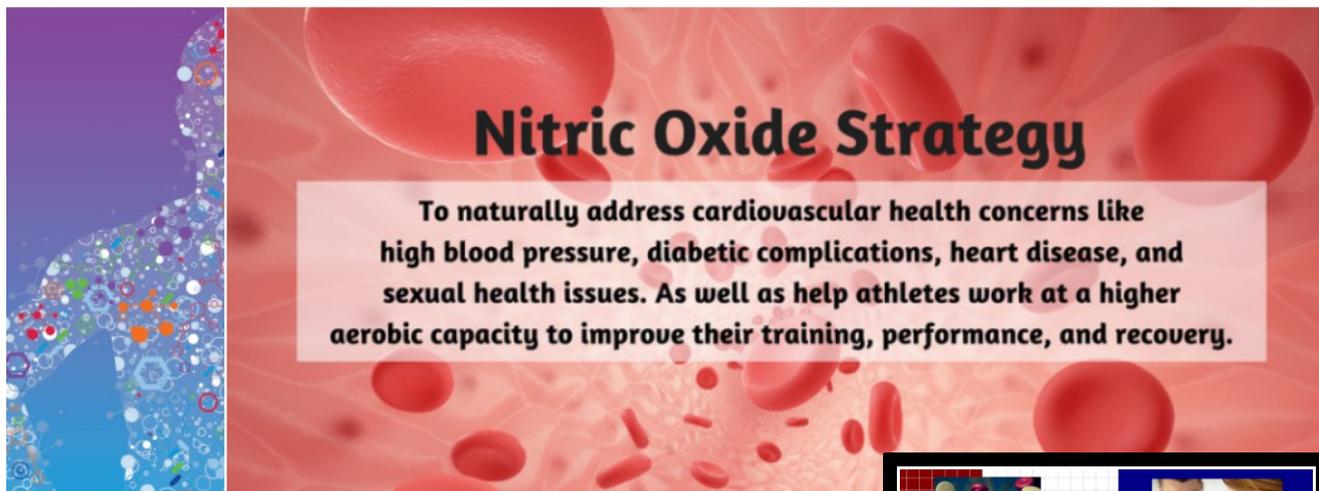


Mission and Branding Tool

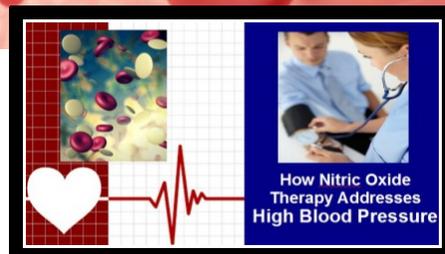
Triggers	Intestinal permeability leaky gut small intestine	Symptoms
<p>Please check all that apply:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Dietary Process <input type="checkbox"/> Especially Dairy and Meat <input type="checkbox"/> Infections <input type="checkbox"/> Use of Antibiotics <input type="checkbox"/> Sugar Consumption <input type="checkbox"/> Low Stomach Acid and Enzymes <input type="checkbox"/> Stress <input type="checkbox"/> Pregnancy <input type="checkbox"/> Menopause <input type="checkbox"/> Toxins <input type="checkbox"/> Poor Diet <input type="checkbox"/> Processed Food <input type="checkbox"/> Excessive Intoxication <input type="checkbox"/> Lectins <input type="checkbox"/> Alcohol Consumption <input type="checkbox"/> Consumption of Wheat Products 	<p>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.</p> <p>This health concern is not new. In fact, Hippocrates recognized it when he stated:</p> <p>"All Disease Begins In The Gut."</p> <p>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.</p>	<p>Please check all that apply:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Bloating <input type="checkbox"/> Food Allergies <input type="checkbox"/> Food Sensitivities <input type="checkbox"/> Headaches <input type="checkbox"/> Joint Pain <input type="checkbox"/> Low Energy / Fatigue <input type="checkbox"/> Thyroid Conditions <input type="checkbox"/> Digestive Issues <input type="checkbox"/> Irritability <input type="checkbox"/> Acid Reflux <input type="checkbox"/> Diarrhea <input type="checkbox"/> Constipation <input type="checkbox"/> Weight Gain <input type="checkbox"/> Mood Issues <input type="checkbox"/> Skin Issues like Rosacea and Acne

The Million Lives Project - Nitric Oxide Therapy

☎ 630-936-8079 Dan Hammer



Mission and Branding Tool



Your Elevator Speech

Three Common Questions you hear all the time:

1. How are you?
2. What's new?
3. What do you do for a living?

Your Response is a statement to create awareness and begin the attraction process.

How are you? **I feel great! I joined The Million Lives Project and I feel so much better.**

What's new? **I decided to join The Million Lives Project and it's really helped me improve my health.**

What do you do for a living? **I coordinate The Million Lives Project for my area.**

If the person is really interested, then they'll ask you what The Million Lives Project is with a question like: **What's that?**

Tailor your response:

The goal of The Million Lives Project is to help a million people or more understand how nitric oxide therapy can naturally address most cardiovascular health issues. It's helped my wife lower her blood pressure from 160 over 90 to 112 over 68! Do you or anyone you know have high blood pressure or diabetic complications?

Statement to answer their question.

Followed by a testimonial.

Ended with a question to see if any interest can be developed.

Important: Once you ask the question, then be quiet until they respond

Yes Response: "I've a great video that would help you understand how nitric oxide therapy could be a natural way to help. Would you like it emailed to you?"

If yes, then get their email address and ask for permission to follow up. Send them the following email:

Dear _____

Great talking with you today. Thanks for your interest in The Million Lives Project.

As promised here is the link to the video that will help you understand how nitric oxide therapy can naturally address _____

Get the Video URL out of The Synergy Library (Our Synergy Family website)

I'll call you _____ to see if you have any questions.

Have a Blessed Day!

Dan

630-936-8079

Then make sure to follow up with a call.

No Response: "Well here's my business card. If you every run into someone with these health concerns, then please pass it on. Maybe I can help them."

Meet Up or Lead Groups

You usually get a 2 minute spot to introduce yourself:

Hi, my name is Dan Hammer and I'm the local coordinator for The Million Lives Project. Our goal is to help one million people or more understand how they can use Nitric Oxide Therapy as a naturally way to address most cardiovascular health issues.

Now, if you would raise your hand if you or anyone you know has high blood pressure?
How about diabetic complications?

As you can see there are a lot of hands raised.

Well, if you're interested, then please give me your email address. I'll send you a fantastic video on how this Nobel Prize winning science can help.

Or see me after the event and we can set up a time to talk.

Thank you for this opportunity to share this life enhancing information.

Social Media Posts

Create a series of posts:

Hi Everyone! I just joined The Million Lives Project! No it's not a cult. Their goal is to help educate one million people or more on how Nitric Oxide Therapy can naturally address most cardiovascular health issues. I'll keep you posted on how it helps me.

Hi Everyone! As I shared I became part of The Million Lives Project. And here's what has happened to me since I started to apply this information. Then share your testimonial.

Hi Everyone! As I've shared before I'm now part of The Million Lives Project. I just had the privilege of helping a new client apply nitric oxide therapy. Here's their results. Share their testimonial. (If you don't have permission to share their testimonial, then don't use their name but share their results.)

Hi Everyone! I've decided to become the local coordinator for The Million Lives Project. Can you help me out? I want to share the following video with as many people as possible. Please watch it and then pass it on Together we can help a lot of people improve their health.

Post regularly and share helpful information. You are branding yourself and documenting your success in helping people so that when they're ready to respond you will be top of mind.

Live Presentations

Check with your local library, park district, Kiwanis, and other local organizations to see if they need speakers for their meetings and events.

You will not be allowed to talk about ProArgi-9+ or the Biome products. Your goal is to share The Million Lives Project (or your variation of it) to create interest for more information.

Look for opportunities to have a table at local health events, community fairs, or your local health club. Just make sure it is cost effective.

Then use a give away to create interest and brand yourself:

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

leaky gut

intestinal permeability

gluten

stress

gas

inflammation

gut cells

autoimmune

IBS

celiac

diarrhea

constipation

weight gain

mood

depression

anxiety

food allergies

toxicity

nutrients

absorption

microbes

permeable

intestinal wall

bloodstream

leak

anxiety

food allergies

autoimmune

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

You could develop a great presentation on how to address a Leaky Gut.

Home Parties

This would be great for weight management.

Invite people to attend and let them know that you're going to help them prepare a delicious meal.

Could be a shake.

Start out by using the Leaky Gut Survey to see if they have any health issues.

Then use the Biome Shake and Biome DTX in the shake to help them understand how they can create a delicious meal that will help them loose weight and improve their gut health.



Dan Hammer
630-936-8079
dan@agingnomore.com