

Talking about good breakfast

A conversation about a good breakfast can take place anywhere:

- With acquaintances
- With strangers
- While inviting people to the club
- With guests in the club
- During Total plan (Wellness evaluation) meetings
- At any other meetings
- Calling inactive customers and distributors
- Calling from Total plan referrals
- Talking about the business opportunity

Striking a conversation

1. At the dentist. Annual check. Haven't seen each other for a year.

Dentist: - Leon, hi! You look great, younger and younger each time I see you!

Leon: - No wonder. Let me ask you a question: what do you usually have for breakfast?

2. At the parents' meeting

Leon: - Emily, hi, how are you? Just wanted to tell you we are planning to open a nutrition club in the neighborhood.

Emily: - Oh, great! And what is it exactly?

Leon: - I will explain. Let me give you an example: what do you usually have for breakfast?

3. At the parents' meeting

Julia is smoking.

Leon: - Julia, are you a heavy smoker?

Julia: - A pack a day

Leon: No kidding? And for how long?

Julia: - About 7 years

Leon: - I also used to smoke but then stopped. I was able to quit smoking because I changed my eating habits. By the way, tell me what you usually have for breakfast

4. In the elevator

Leon: - Hi, David. So, when do we start losing weight?

David: - Diets just don't work for me. I eat with my eyes – whatever I see I put into my mouth.

Leon: - It's not your eyes. Let me explain. What do you usually have for breakfast?

5. Inviting to the club

Leon: - Hi, my name is Leon. We are opening a good nutrition club in the area and would like to invite you to attend.

- And what exactly is it?

Leon: - Let me explain, but first tell me what you usually have for breakfast

6. Inviting to the club 2

Leon: - Hi, my name is Leon. We are opening a good nutrition club in the area and would like to invite you to attend.

- No, thank you

Leon: - No problem at all. Just answer one question for our statistical survey: what do you usually have for breakfast?

7. Inviting to the club 3

I was returned an uncompleted club survey form

Leon: - Thanks a lot. I see you haven't completed the survey. Does it mean you are not interested in good nutrition or in attending our club?

-

Leon: - No problem at all. Could you please answer just one question for our statistical survey: what do you usually have for breakfast?

8. Inviting to the club 4

A completed club survey form was returned with a negative answer.

Leon: - Thanks a lot. I see you are not interested in our club. It's fine with me. Could you please answer just one question for our statistical survey: what do you usually have for breakfast?

9. Talking to a neighbor. Haven't seen each other for some time

- Leon, hi, how are you? Are you still doing Herbalife? Is it alive yet?

Leon: - Very much so! Haven't you heard about our NEW good breakfast program?

- No.

Leon: - You're kidding! Let me explain. Tell me what you usually have for breakfast

10. Talking to a former customer

- Powders and tablets are so out of fashion; I have started a new diet and lost 3 kilos last month.

Leon: - Congratulations! And what diet is it?

-

Leon: - Sounds very interesting. Now tell me what you usually have for breakfast

11. Talking to somebody with a negative attitude

- I can't stand powders and tablets - I have had more than enough of them.

Leon: - Completely agree. I am myself suspicious about them. Now tell me what you usually have for breakfast

12. A chance conversation

- Herbalife? Never!

Leon: - I see. Can I ask you a question: what do you usually have for breakfast?

13. In a shop. Three young people behind the counter

Leon: - Hi, guys. We are opening a good nutrition club in the area and would like to invite you to attend and learn how to eat right.

- Sounds interesting, and what is it?

Leon: - Let me explain. Where do you have breakfast: at home or at work?

...

Leon: - And what do you usually have for breakfast?

14. At a playground. Talking with a kid's father. He appears to be unemployed and looking for work

Leon: - Great. We are looking for help right now.

- And what is the work?

Leon: - Let me explain. We are dealing with nutrition, and I will give you an example of what we are doing. Tell me please what you usually have for breakfast.

15. At the end-of-the-school-year party. Talking to a kid's mother who has extra weight and is eating a cake. The choice of cakes is very big

Leon: Looks good.

- Yes, that's the best. Highly recommended.

Leon: - It's a sure way to gain weight

- Well, I have nothing to lose. Whatever diets I tried, they just don't work

Leon: - I agree, dieting is not simple. And what you usually have for breakfast?

16. A call to inactive customers and distributors

Leon: - Tania, hi, it's Leon.

...

Leon: - I am calling to tell you that our Company has launched a NEW program of healthy breakfast and I wanted to share it with you.

Jane: - Oh, really? And what is it exactly?

Leon: - Let me explain. What do you usually have for breakfast?

Key questions to start the conversation:
(follow the script and don't try to skip questions)

Tell me please what you usually have for breakfast

What do you drink in the morning?

What happens next?

Do you feel hungry and tired at around 11.00 am?

Do you then feel like having a cup of coffee and some snack?

What do you drink during the day?

What do you have for lunch?

Do you feel tired and sleepy after lunch?

Then you need coffee again, right?

How do you get till dinner? What are you snacking on in between?

What do you have for dinner?

Does it happen that you had a good dinner but keep nibbling anyway? Does it feel like your



appetite is out of control and you devour whatever food comes your way?

Do you feel tired during the day? When especially?

Any headaches during the day?

Any digestive challenges?

How do you sleep at night?

How long have you had extra weight? (if any)

What do your husband and kids have for breakfast?

What do they eat during the day? What do they drink? How do they feel?

ATTENTION! *The aim of these questions is to understand the people's nutritional habits during the day and their water regime. You need to find out their type of breakfast, what food-associated problems they experience and how they feel. Use your questions to help them recognize themselves: "Yes, that's exactly what is happening to me".*

If the situation doesn't allow the conversation below, schedule another meeting to continue in more convenient circumstances. For example,

1. Invite to the Nutrition Club:

You know, Jane, many of the problems you describe are related to your breakfast. When do you usually have breakfast?

- Around 9.00.

Great! Don't have breakfast at home tomorrow but come to our club. I will tell you about good nutrition and you will have breakfast in the club. The treat is on me 😊. So tomorrow at 9.00. I will be expecting you. Give me your phone number, just in case. And here is my card.

2. Invite to your place (if you are neighbors) [This meeting could take place any time of the day]:

You know, Jane, many of the problems you describe are related to your breakfast. When do you usually have breakfast?

- Around 9.00

Great! Don't have breakfast at home tomorrow but come to my place. I will tell you about good nutrition and you will have breakfast. The treat is on me 😊. So tomorrow at 9.00. I will be expecting you. Give me your phone number, just in case. And here is my card.

3. Schedule a meeting at her place [This meeting could take place any time of the day]:

You know, Jane, many of the problems you describe are related to your breakfast. Do you live far from here?

....

Great! I could come at a convenient time and tell you about good nutrition and of course, I will make you breakfast. Yes, yes, a good breakfast right at your place.

Jane, do you prefer before or after noon? At what time?

So, tomorrow at 19.00. Breakfast at 19.00 seems an original idea 😊. Give me your phone number, just in case. And here is my card.

Plan of the meeting
(The same inside and outside the club)

General recommendations:

- *During the meeting give aloe, Thermojetics tea and Formula 1*
- *If the meeting is in the evening, the tea should be weak*
- *It is recommended to have a small blender and be ready to prepare a shake in any conditions*
- *Invite all the family members (or colleagues) to join the conversation, ask questions and have everybody taste the products (including yourself)*
- *Write down all the information on their nutrition habits*
- *For illustration use a color chart of 3 types of breakfast and be ready to leave it with the customer (see last page).*

Plan of the meeting:

- *Give aloe to everyone. Tell about aloe*
- *While drinking aloe, ask everybody questions from pp. 7 & 8. (If you have asked these questions when scheduling a meeting, ask them again) and write all the information down.*
- *Give everyone Thermojetics tea. Tell about Thermojetics.*
- *While drinking tea, say:*

What you are telling me is understandable and I would say obvious: when you begin your day with carbs, you get yourself into a vicious circle with no easy way out. That explains your nutrition regime during the day.

(If the person is in the habit of skipping breakfast, then the first phrase is, “If you skip breakfast, your eating regime during the day is disrupted, and you get yourself into a vicious circle with no easy way out”).

You know a strong connection has recently been discovered between bad breakfast and many health-related problems.

As you might know, our body consists of 100 trillion cells which need 114 various nutrients during the day.

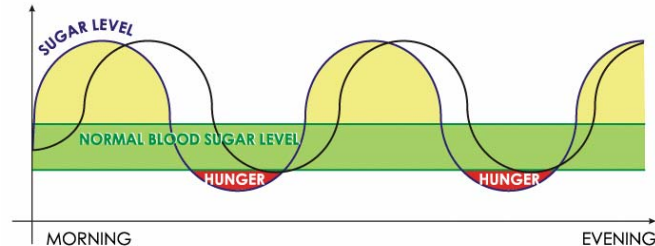
What you ate yesterday consists of two major groups of elements. The first group supplies **energy** (proteins, fats, carbohydrates). The second group supplies **building materials** (amino acids, vitamins, minerals, microelements, etc).

You spent energy yesterday when you were awake, and your body used the building materials at night to regenerate itself.

Besides, your body has spent 1 liter of water during the night through breathing, sweating and morning visit to the bathroom.

So your body wakes up “empty” in the morning and on behalf of 100 trillion cells begs you, “Hey, give me back all the nutrients, energy and water I spent in the last 24 hours”. You may not feel hungry or thirsty in the morning, but it’s just a matter of time.

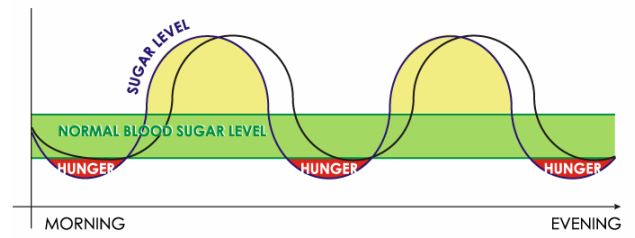
And now let’s see what you are giving your body in the morning: a toast with jam and coffee with sugar. These are simple carbohydrates which when digested immediately turn into sugar. Your body wakes up in the morning and asks for vital nutrients and water, and you give it sugar instead.



By raising the sugar levels, you force your body to overcompensate. The body removes extra sugar and turns it into fat. As a result, sugar levels drop, often below the level you woke up with. Now you are feeling hungry and weak as your brain lacks sugar. It's a reason behind cravings. To overcome hunger, you again need simple carbohydrates (chocolate, sweet coffee, sandwiches, sweets, cookies, doughnuts, soft drinks and juices, etc.), which again raise your sugar level and free you of hunger and weakness. Each sugar "injection" is followed by an overcompensating surge.

This cycle repeats itself several times a day and you develop dependence on carbs. The excess of carbs make the body work at constant overload. It's one of the most frequent reasons for developing other major health challenges. Besides, excess sugar damages blood vessels. Excessive sugar will be again and again turned into extra fat.

(If the person is in the habit of skipping breakfast. And now let's see what you are feeding it with. The answer is: nothing! As a result, the blood sugar level drops and you feel hungry, which makes you seek simple carbohydrates (chocolate, sweet coffee, sandwiches, sweets, cookies, doughnuts, soft drinks, juices, etc.) to satisfy your hunger and to raise your blood sugar level... Follow the above text).

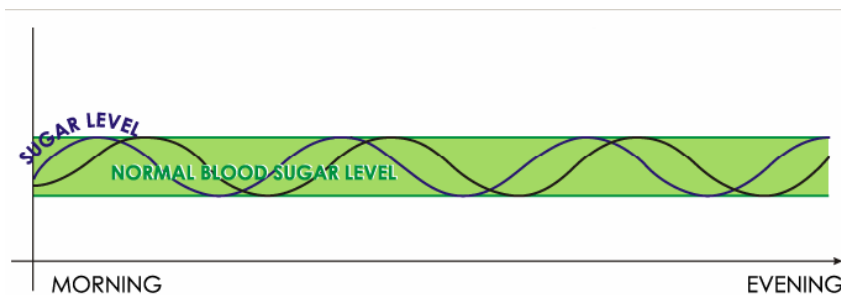


All the above is the most common cause of **extra weight, and many other health challenges**. And it all begins with a **bad breakfast**.

Well, you would you like to know what a good breakfast is supposed to be, wouldn't you?

Well, it should meet four major criteria:

1. Restore the energy spent in the last 24 hours
2. Restore the building materials spent during the night
3. Replenish the water stock
4. Maintain energy levels within the normal range



- Where can I get such a breakfast?

(If the question wasn't asked, ask it yourself, "You would surely like to know where you can get such a breakfast, right?")

From me! Our Company has developed a new program of good breakfast, which helps the body with many of the above problems:

- 1. Provides the body with all vital nutrients and water
- 2. Provides more energy from proteins and not all from carbohydrates
- 3. Balances the body's energy levels

Besides, this program helps:

- the body's natural self cleansing process
- to improve absorption of nutrients
- to maintain water balance during the day.

Our program consists of 2 parts:

- 1. 3-meal breakfast: Aloe vera beverage, Thermojetics beverage, Formula 1 shake
- 2. Thermojetics beverage – 1.5 liter during the day

Prepare a shake for everybody. Tell about the shake. Tell about your personal results and the results of your customers. Close the deal.

If the person doesn't have enough money for the program:

- offer F1 shake and tea
- invite to the club
- invite to the HOM

BASIC PROGRAM OF GOOD NUTRITION

MORNING



DAYTIME



Present each customer with a color chart of 3 types of breakfast. After some days when the customer already has results, give him another 5-10 color copies of the chart so that he could tell his friends about the good breakfast.

Selling a breakfast program or a Nutrition club subscription

In the club: If this conversation takes place with a guest in the club or with a person living or working nearby who could become a club member, offer him to join the club and buy a membership subscription.

If this conversation is with a person who is unable to attend the club, sell a breakfast program and invite to weekly or monthly club meetings.

Outside the club: Call your acquaintances list and tell them about this breakfast program.

Call former customers and tell them about the **new** breakfast program.

At the end of the Total Plan meeting talk about the **new** breakfast program.

Any doubts and objections like:

- I don't need to lose weight
- I don't want Herbalife
- I have tried dozens of diets, they simply don't work for me
- I have just started another diet
- I don't believe in pills and powders
- I have no money
- etc

become meaningless as soon as you stop arguing and ask a **magic** question:

“OK. And what do you have for breakfast?”

Goals of a supervisor

- build a base of 50 customers
- participate in weekly HOM and invite everybody
- out of 50 customers 10-15 will be interested in the business and come to your HOM
- of these people 7-8 will become distributors, and 2 will become supervisors
- don't forget to replace those customers who have become distributors (or drop out) to keep your 50 customers base.

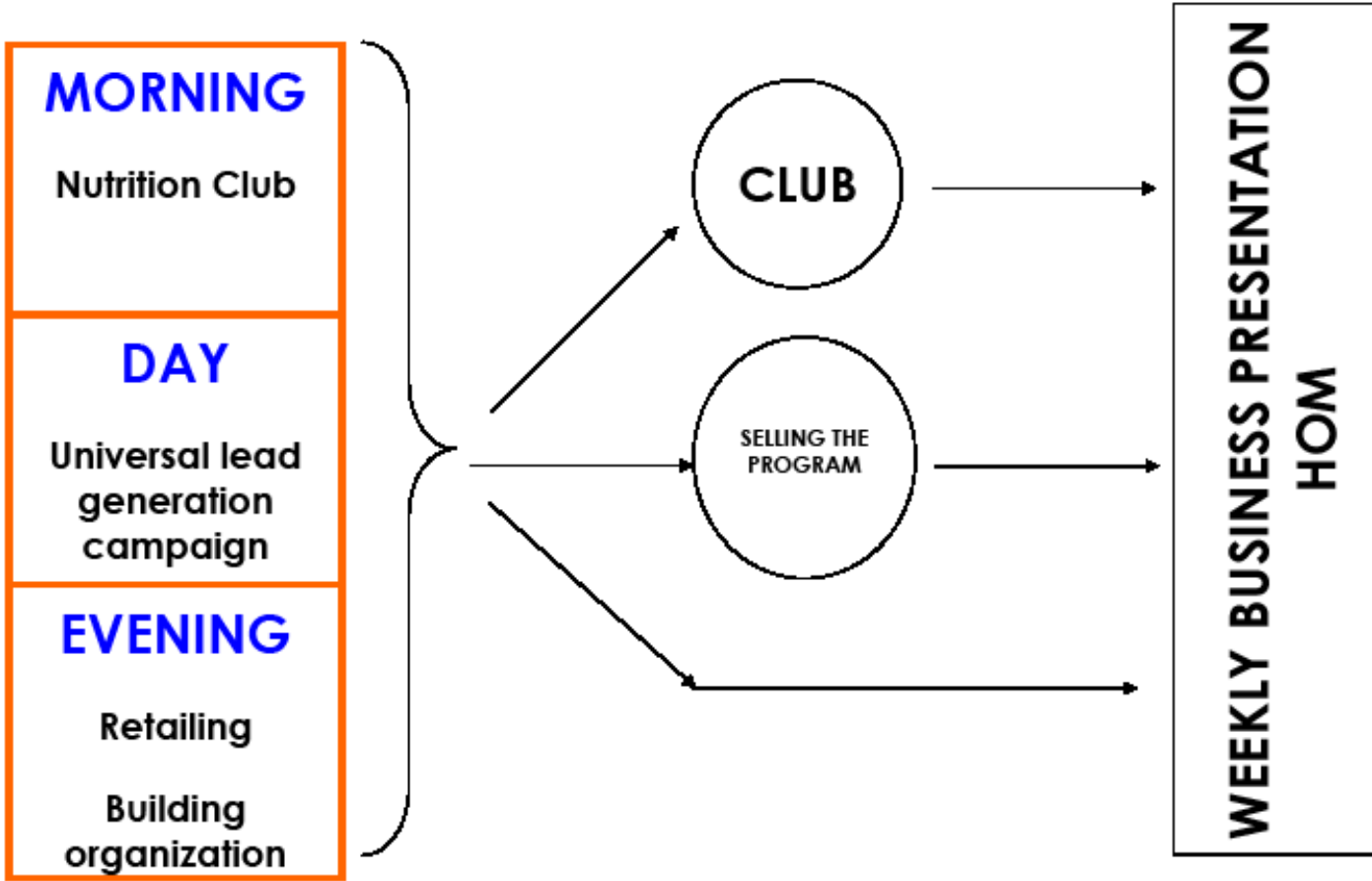
In this way, retailing and recruiting become one and the same process. Recruiting becomes profitable and you invite into the business people already using the products and ready to promote the good nutrition and good breakfast concept to other people.

At the chart below you will see that by using all the working methods (traditional methods, Total plan, sampling, Nutrition clubs) you are building a customer base and inviting people to HOM. Lead generation is universal for both goals. Some people will come to your club, others will buy programs to use at home, and you'll invite some others directly to HOM.

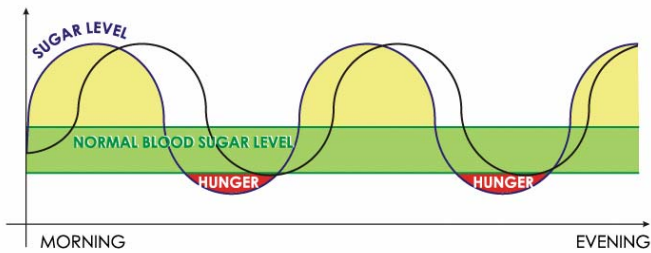
It is important to have 3-4 guests at weekly HOM (don't forget to have IBP's at each HOM).

If you want this plan to work, you need to devote 4-5 hours daily to your lead generation campaign (talking to people, surveys, calls, sampling, etc) and conduct 2-3 meetings to sell the products and with new distributors to develop their customer base and organization. To have enough time to do it, it is advisable to work in your area.

**WHAT DID YOU HAVE FOR BREAKFAST
TODAY?**

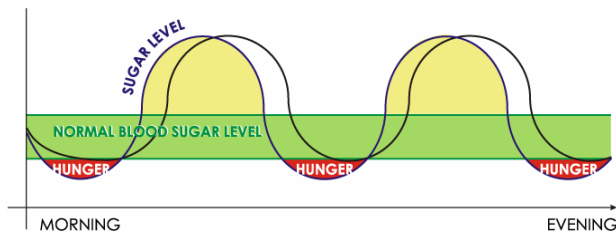


Healthy Breakfast: Feel good and control your weight



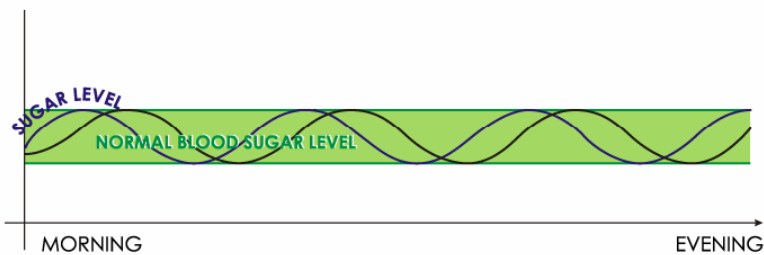
Section 1 - “Carbs-based breakfast”

In the morning, simple carbohydrates (sugary refined cereals, white breads, toasts, etc.) cause an immediate surge of blood sugar level which results in the body compensating for the extra sugar load. Sugar in excess of energy needs is converted and stored as fat. The result is a decreased level of blood sugar and a thirst for more carbs. This cycle repeats itself 2-3 more times during the day. This vicious cycle constitutes one of the reasons for the development of other major health challenges and extra weight.



Section 2 - “Skipping breakfast”

When you skip breakfast, blood sugar drops below the normal level, you experience cravings for food and a drop in energy. You are again tempted to revert to simple carbohydrates to achieve a quick surge of energy. Simple carbohydrates will cause an immediate surge of blood sugar level followed by the body compensating for the extra sugar load. Excess sugar turns into fat. Then this cycle repeats itself 2-3 more times during the day. This vicious cycle constitutes one of the reasons for the development of other major health challenges and extra weight.



Section 3 - “Balanced protein-based breakfast”

Such a breakfast supplies our body with all vital nutrients and energy without unduly increasing blood sugar levels. It helps to avoid dependence on sugar-laden carbs during the day. In this way, appetite stays under control, cravings for carbs (snacks, chocolate, pastry, junk, soft drinks, etc.) diminish and the body uses some of its own stored fats to get more energy.