

Trial Size Marketing

On average, ONE person per day – let them try a 3-day trial (30 people per month)

1) **Script:**

“I’m helping with a survey. I can give FREE trials of Isotonix to 30 people this month.”

- (Can you help me out?)
- Benefits of Isotonix or other product used for trial
- Endorse with your personal testimonial. - **Tell YOUR STORY....**

2) **Give them 3 trial packs with a brochure.**

- If I give you a FREE trial, will you take the packets?
- You need their email address and phone number to send them information on product.
- Ask them to text it to you right now.

3) **Register them to SHOP.com**

DAY 1: 1) TEXT them the first day to make sure they took the product

Subject: FREE Isotonix Trial

Joe – I just got my day started with my Isotonix Daily Essentials. I’m checking in to see if you took your Isotonix today. Check your email, I sent you a short video

Your name

Your phone number

Your email address

2) Send email with link (URL) to product page of YOUR SHOP.com website.

- Email a link to short video – ‘they must watch so they can give you feedback’
 - The nutraMetrix Isotonix Daily Essentials Kit (5 minutes)
<https://youtu.be/dOp1oF5gzK8>

DAY 2: TEXT second day to check in, remind them to watch the video and that you will call tomorrow.

DAY 3: CALL them on third day to ask a few questions - SCRIPT

‘Mary – Thanks for trying Isotonix and helping me out with the survey. I only have a minute and I just have a few quick questions (to put on my report).’

- “Did you drink your Isotonix each day on an empty stomach?”
- “Did you watch the video?”
- “Was the video clear in explaining why isotonic solutions deliver more nutrition to your body than tablet and capsule supplements, and that’s why most people FEEL the difference?”
- “What benefits did you experience?” (OPTIONAL)
- “For less than the cost of a cup of coffee each day, does it make sense to add a healthy isotonic capable supplement to your daily regimen to get the added nutrients you need to get and stay healthy?”
- “What is your number one health concern?” (FOR THOSE WHO DON’T ORDER)

If they are excited and love the product, take their order

If they need a push can offer 10% or 20% discount coupon, but keep the sale profitable.

Use Trial Size Marketing Tracking Sheet to keep track of trials and results.