



ABN naturals

hot market
SYSTEM

LAUNCHING YOUR
BUSINESS GUIDE
2018

THE HOT MARKET SYSTEM

GET YOUR BUSINESS STARTED QUICKLY

By completing this segment of the training you will learn:

- Who your **hot market** is
- How to kick-start your business using the **hot market system**
- How to approach your **hot market**



The background features several overlapping sticky notes in various colors: orange, yellow, light blue, and pink. Each sticky note has a large, hand-drawn black question mark on it. The notes are slightly offset from each other, creating a layered effect.

WHO IS YOUR HOT MARKET?

Your “3 AMers”

Go through your phone contacts and Facebook friends and make a list of **EVERYONE** who, if your car broke down outside of town at 3 am, would hop out of bed immediately to come help you. Or if they called you at 3 am, you would do the same for them without hesitation.

This is your **hot market**, and everyone has some of these people in their life that they could call. These are also the same folks who do not see you as the power entrepreneur that you are, but will support you and help you because they love you. Starting these contacts as Product Trial Consumers is a **PERFECT** beginning for your Heart & Body Naturals business.

This system follows the same idea as if you had started any business, e.g. a restaurant or dress shop. **YOUR FAMILY AND CLOSE FRIENDS** would show up on opening day and will make a purchase to show support.

The quality of the food or clothing, or in this case, Heart & Body Naturals products & their experience with the HBN products themselves, will determine if they would buy again.



WHY USE THE HOT MARKET SYSTEM?

The HOT Market System is designed to help you get your personal product investment returned and get you to break-even as quickly as possible, often within 72 hours. This same technique can create **PERSONALLY ENROLLED** paid Product “Trial Consumers” with only a couple of hours of effort over your first 24 to 72 hours in business.

There is **NO SELLING** involved because **YOU DO NOT SELL YOUR HOT MARKET**. You simply present a scenario and let them decide almost instantly and without making a big deal and without any discomfort.



SCRIPTS

You can use the following sample conversations to help you approach your HOT market! Some of these are by phone call & some of them are a text message, Facebook message, or even via email!



HOT MARKET SYSTEM

BY PHONE

This is what your introduction should sound like:

“Hi Uncle Bob, this is _____.”

“I just started with a new business that I am really excited about. I’m not asking you to join it or even to become a permanent customer. I am going to ask for your quick help, and it’s really easy. I need six Trial Customers for marketing support.”

“I would like you to buy a **46-SERVING** (*not 1-month or 6 weeks – use 46 serving*) bundle one time of my Healing Trilogy products, use it, and give me your feedback which will really help me market these products successfully.”

“The Healing Trilogy regularly retails for \$155 plus shipping and handling for the 46-serving bundle, but I will get you a bundle at the **DISCOUNTED PRICE OF \$125** (*this is your HOT Market, after all – take care of them*). The Healing Trilogy is three brand-new ayurvedic superfood products formulated by Alexandria Brighton called MIND, BODY & SOUL. They target inflammation in the body, which medical researchers and doctors now believe is at the root of almost all diseases.

If you like how you feel, you can become an ongoing Customer and get the Wholesale Customer discount long-term. If you don't like how the product makes you feel, you never have to buy it again, but ***your feedback will help me be successful.***

CAN I COUNT ON YOU TO HELP AND BE ONE OF MY SIX TRIAL CUSTOMERS?”



IF THEY SAY NO BECAUSE THE PRICE IS AN ISSUE:

“No problem, Uncle Bob. I do have a \$25 gift card code I can give you to give you an extra discount. Would you be able to try with \$25 off?”

IF THEY STILL SAY NO BECAUSE THE PRICE IS AN ISSUE:

“There might be another way you could help me, I could really use your feedback which will help me to market these products successfully. If I got you a 7-day trial pack of the Trilogy for only \$25, could I count on you to help me out and be one of my Trial Customers, even if just for a week?”

IF THEY SAY NO AGAIN, OR FOR ANY OTHER REASON, THE GRACEFUL CONCLUSION IS:

“No problem, Uncle Bob. If you can think of anyone over the next week or two who might benefit from trying the Healing Trilogy products, would you refer them to me?”

By the way, I just joined a Facebook community focused on health, wellness, and anti-aging. I am getting a lot out of it and I know you might, too. We are a really positive group and I know you would be a great addition to our community. Would you mind if I add you so you can check it out? Thank you so much!”



HOT MARKET SYSTEM

BY TEXT OR SOCIAL MEDIA PRIVATE MESSAGE

This is what your introduction should sound like:

TEXT 1:

“Hi Uncle Bob. I just started a new business and could really use your help, it’s super fast and simple. Text me back to find out how you can help. Thanks!...”

TEXT 2 WHEN THEY RESPOND “HOW CAN I HELP?”:

“I need 6 customers for a 46-day trial to give me feedback on my product. The Healing Trilogy is three brand-new ayurvedic superfood products formulated by Alexandria Brighton called MIND, BODY & SOUL. They target inflammation in the body, which doctors now believe is at the root of all diseases. I would like you to buy 1 Trilogy bundle. One time. Use it and give me your feedback and testimonial. Your honest feedback can help me market successfully.”

WHEN THEY RESPOND “HOW MUCH IS IT?”:

“They are normally \$155, but I can get you the wholesale price of \$125 for a 46-serving supply that includes all three products, MIND, BODY & SOUL. After your first product experience, I can get you the Wholesale Customer discount from then on if you wish, but your feedback and testimonial is what is more important for me. Let me know if I can count on you to be one of my 6. Thanks!”

IF THEY SAY NO BECAUSE THE PRICE IS AN ISSUE:

“No problem, Uncle Bob. I do have a \$25 gift card code I can give you to give you an extra discount. Would you be able to try with \$25 dollars off?”

IF THEY STILL SAY NO BECAUSE THE PRICE IS AN ISSUE:

“No problem. There might be another way you can help me, I could really use your feedback which will help me to be successful marketing these products. If I got you a 7-day trial pack of the Trilogy for only \$25, could I count on you to be one of my Trial Customers just for a week?”

IF THEY SAY NO AGAIN FOR ANY OTHER REASON:

“No problem. If you can think of anyone over the next week or two who might benefit from trying the Healing Trilogy products, would you refer them to me? I also, just joined a Facebook community focused on health & wellness. I am getting a lot out of it and I think you might, too. It is a very positive group and I know you would be a great addition. Would you mind if I add you so you can check it out? Thank you so much!”

WHEN THEY SAY YES!

It is best to enroll your ***HOT Market Product Trial Customers*** personally and help them to make their first purchase on your website.

To do this, go ahead and complete the enrollment form with them on the phone or in person and get their order placed. If they can't do it right then for any reason, set up a convenient time to call them and get the information from them to place their order for them.



YOUR NEXT STEP

WATCH “INCORPORATING SOCIAL MEDIA 101”

Located in the “Training” area of the HBNaturals.com website:

