

FBN naturals

launch
LETTER

LAUNCHING YOUR
BUSINESS GUIDE
2018

LAUNCH LETTER

YOU MIGHT BE TEMPTED TO SKIP THIS OLD SCHOOL MARKETING METHOD, BUT DON'T.

Unlike email, people read their “real” mail. And not only that, people love to get mail, especially today when it’s rare to hear from someone through a letter in the mail. This presentation will cover:

- Why the launch letter works
- How to build an address book
- Getting your launch letter ready to send



A stack of white envelopes is shown, slightly out of focus, with various postage stamps attached. One prominent stamp features the Statue of Liberty and the text 'FIRST CLASS' and 'USA'. The envelopes are stacked on a light-colored surface.

**HOW OFTEN DO YOU GET MAIL
FROM YOUR
FRIENDS & FAMILY?**

WHY IT WORKS

We always teach new Consultants to make their list of 50 people they know to contact, but if we're honest about it, most don't contact their list for fear of rejection.

Mailing someone a letter with information that can help them feel great again and \$25.00 to order their first product with is rejection-free. If they don't use the Gift Card, you can ask them if they can pass it on to someone else.

The launch letter includes information about inflammation, your personal testimonial (or a testimonial from a friend), an inflammation checklist, and a \$25.00 gift card! This is the perfect tool to introduce someone to HBN with a discount! They will be likely to try if they know and trust you already, and with the discount, price won't be an issue

The people you are mailing the letters to may experience an "Aha" moment when completing the Inflammation Checklist, and will thank you for the \$25.00 gift card to try our products. Once they try the products, they may like how they feel and become a repeat customer! This is an easy way to introduce people to Heart & Body Naturals!



ADDRESS BOOK

IT'S OKAY IF YOU DON'T HAVE ONE ALREADY!

Nowadays many of us don't send physical mail! Which is why this method is so effective.

But you can reach out to your friends and family and ask them for their address. People do it all the time for baby shower and wedding invitations, so don't feel nervous or embarrassed about it.

Let them know you want to send them something... a gift! If you've sent anyone samples previously you can also send Launch Letters and Gift Cards to those people!

GIFT CARD PROGRAM

If you are not yet familiar with our gift card program, this is the perfect way to utilize it! This program is meant to help you market by giving new members a discount on their products to get them started.

When you purchase a gift card, it has CV attached to it just like the other products, so you can keep your account active with the purchase of gift cards.

EVERYONE LOVES A DISCOUNT, and this can be the deciding point for many people who have been on the fence about trying new health/wellness products.

Note: *Gift Cards discount both the total price and CV of an order. Gift cards do not include shipping. Gift cards are non-refundable, and can be used one per account.*



GET YOUR LAUNCH LETTER READY

Download and add information

You can find the PDF download for the Launch Letter in your back office or in the Launch Your Business Training section of the HBNaturals.com website. This is an editable PDF document you can add your personal contact information, testimonial, and gift card code. Once you have your letter ready to go, print it off, and mail it out!

If you are mailing out multiple letters, remember to change the gift card code so you don't accidentally send the same code to more than one person! Make a list of the codes you have sent out so if they are not used within a certain amount of time you can resend them. You can add an expiration date to your letter to help create urgency and to let you know when you can reuse the code.

MAIL OUT & FOLLOW UP

Your next step is to mail out your letters! Once you have mailed them, if there's someone you are comfortable talking to or someone you thought would love the gift card, you should follow up with them and see if they got your letter!

Check to see if they need help using the gift card code, and ***if they are not interested just remind them that they can pass it on to someone that may be!***

HOW MANY LETTERS SHOULD YOU SEND?

About **10 PER WEEK!** This may seem like a lot, but once you start getting your gift card codes out to people and they begin ordering, it will kick start your business.

THE KEY TO MARKETING SUCCESS IS CONSISTENCY!



YOUR NEXT STEP

WATCH “THE HOT MARKET SYSTEM”

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

