

Suggestions for Using this Press Release

The following suggestions are intended for 4Life Distributors to assist in identifying ways that this press release can be used for business building.

- Email the release to your entire list of contacts with an attached personal note.
- Email or Fax this to your entire downline along with the suggestions of how to use the press release.
- Submit this to your local paper with an attached note that a local citizen (you) is a distributor of the product. Many times local papers will give you free publicity and print your business name and phone number.
- Print a copy of the release and laminate it or put it in a clear cover to use in business presentations. Press Releases lend credibility to your words.
- Take a copy of the press release to local spa's or exercise facilities to post on a bulletin board or to attract the owners or managers as new distributors. Attach your name to the bottom of the release as the contact person.
- Mail a copy of the release to people on your mailing list and attach a personal note from you to invite them to learn more about the product or business. You may want to include a copy of the great new Cow/Chicken "Immunigizer" flyer that can be ordered in packets of 20 from the company (item #87510) or downloaded from the 4-life.com website in the Distributor tools section.
- Personally call your downline to share your excitement about the new product.
- Order your own supply to be able to build your own testimonial of the product. (\$16.95 – 15LP for one bag or 2 for \$29.95 – 25LP)
- Order and use B'TWEENS as a great sample product to introduce people into the business. Professional looking tent cards are available (15 per pack @ \$3.00 per pack / item # 88959). Many people will put 2 B'TWEENS in a small plastic bag and staple it to the inside of the tent card and sell the sample for \$1 (You'll recover \$15 per bag). This turns your sample program into almost a no cost venture. Prospects who spend \$1 to purchase a sample will be more serious about the product and the business because they committed something toward the product. (EACH BAG OF B'TWEENS BRINGS 15 PROSPECTS TO YOUR BUSINESS. WHAT A GREAT RETURN ON INVESTMENT)

PUT THESE IDEAS IN PLACE AND WATCH YOUR BUSINESS GROW!!