

## YAYO Supplement Sales Strategy: Pine Pollen Edition

### Why YAYO?

YAYO is an established brand with a highly flexible aesthetic direction. Cocaine is a powerful symbol which evokes power, energy, wealth, speed, influence, and sex appeal. It can be applied to any field or industry and contains infinite potential for any angle you wish to approach creatively when marketing.



The **Yoshimoto Atlantic Yield Organization** (YAYO) is a pioneer and its most notorious distinction is the powerful marketing behind each of its products. It is the perfect brand for marketing supplements.



## **Why choose YAYO supplements?**

The supplements YAYO provides are curated by young men who are well familiar with the practice of and cultures developed around physical fitness and esoteric nutrition.

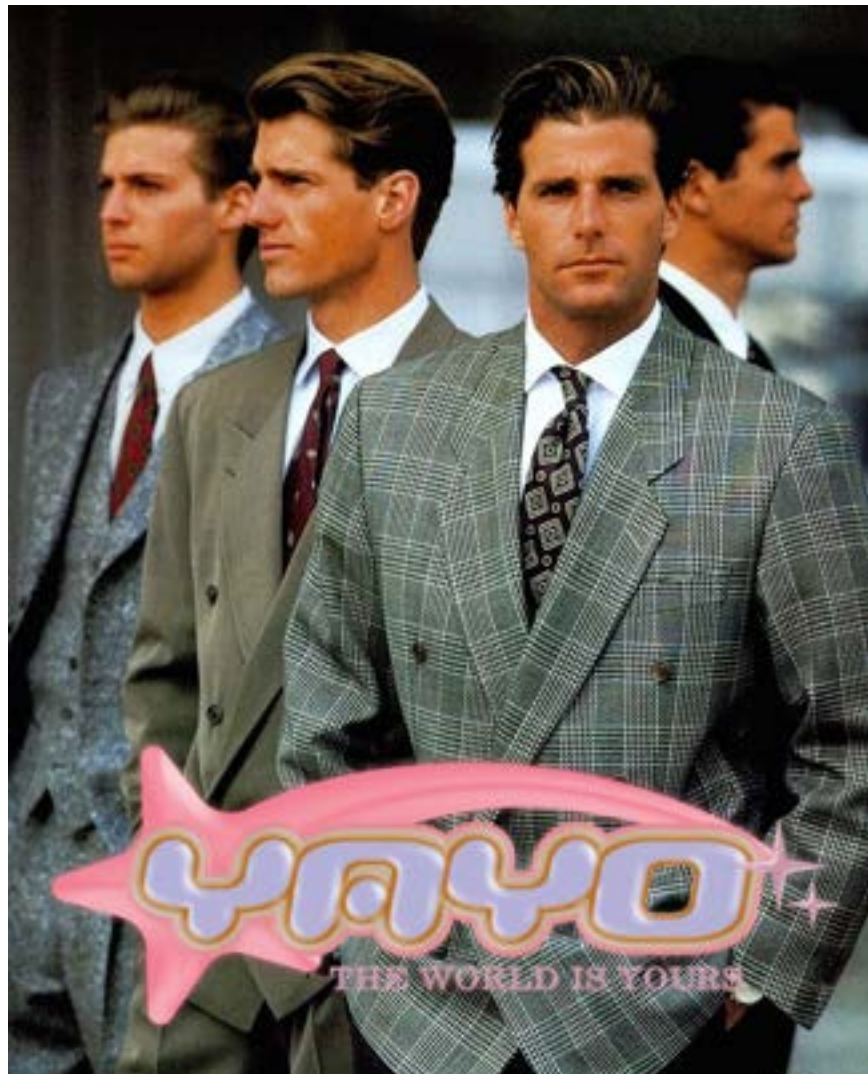
*The men behind YAYO know what it means to live in a modern world that's constantly trying to poison you.*



Our supplements are chosen specifically for their potent demonstrable immediate effects in increasing testosterone, improving physical performance, enhancing mental function, finely tuning gut biome and digestion, improving sleep, and most importantly, accelerating sexual prowess.



The team is composed of experienced body builders, power-lifters, MMA fighters, track stars, athletes, and proficient sex machines. Our resumes range from heavy industrial labor, Wall Street finance, high risk security, law enforcement, former military, entrepreneurial startups, licensed pilots, and PhD level academia.



Furthermore, everyone on the team uses or has used supplements in the past. We actively use every supplement we sell and we pick the highest quality ingredients from reputable vendors. Our number one concern is making sure our products work and we only choose supplements that you can feel as soon as you take them.



**Where can I buy YAYO supplements?**

You can purchase YAYO supplements on our website:

[yayo.supply](http://yayo.supply)





**How can YAYO make *me* money?**

YAYO provides *you* an opportunity to generate considerable income through our affiliate marketing program: **The Trapezoid Scheme.**



It's as simple as clicking </sales.yayo.supply/register> and generating your affiliate link.



When you have your **AFFILIATE** link, you can begin marketing supplements. Everyone who purchases a YAYO supplement with *your* link gives you a lifetime commission on every purchase they make through our store. This also applies if they use your custom coupon code.

When you have your **NETWORK** link, you can market the Trapezoid Scheme itself. You will receive a commission on every sale that **your signed up affiliates** make. *This comes out of YAYO's pocket, nobody's commissions are getting a cut taken out of them.*

The **more sales** you close, the **more money** you get in your pocket.



## What is Pine Pollen?

Pine Pollen is a natural steroid. It's pollen gathered from male pine cones (yes, pine cones have genders!) during their pollination season from late spring to early summer.



It's considered to be one of the most effective natural testosterone boosters on the planet, providing a number of fantastic gains ranging from skyrocketing your energy levels, improving athletic performance, deepening your voice if you're a man, and a number of anti-aging, antioxidant, immune boosting, and metabolism boosting properties.



Here's all the basic technical information, **this is for learning about your product, not marketing it.** In the section after, you'll learn how to sell pine pollen effectively.

### *Pine Pollen Facts*

#### *Overview:*

*Pine pollen is a fine yellow powder, often mixed into tinctures, collected from the cones of pine trees. It has a mildly sweet taste. Over a thousand years of research shows that it has an array of benefits affecting the entire body. These benefits include supporting the immune system, hormonal balancing, and improved brain function. The composition of pine pollen includes fatty acids, pigment, protein, amino acids, vitamins, minerals, enzymes, and other compounds. These all work together to aid the body in increasing vitality and longevity.*

#### *History:*

*Pine pollen has been used for around 1500 years with roots in traditional Chinese medicine. The first record of medicinal use of pine pollen can be found in the 659AD text Xinxiu Bencao (Newly Revised Materia Medica), which is widely considered to be the first pharmacopeia in the world and is still referenced and updated today. Its original use was in weight loss assistance, however it was quickly proven to have numerous utilities for its users.*

#### *Effects/Usage/Dosage:*

*The effects of pine pollen can be seen throughout the body. It is known to relieve fatigue, arthritic pain, and prostate issues. It increases endurance, skin quality, muscle tone, brain health and function, digestion, agility, and liver cell activity. Men can benefit from using pine pollen as a fertility treatment as it raises low testosterone levels and sperm count.*





*By balancing estrogen and testosterone levels and raising androgen levels in both men and women, pine pollen also increases libido. These benefits all together promote immune function and lead to longevity.*

*Pine pollen can be used daily as it has zero toxicity, though a very small percentage of people may have allergic sensitivities. In order to test for this, the user should first take ½ of a teaspoon orally to safely check for any negative reaction. After this has been cleared, the general dosage can range from 1 tsp to three tablespoons daily. Options for oral consumption include ingesting the powder dry, or mixing the desired amount into water or smoothies. It can be used in tea or other hot liquids, but should not be put into boiling water as this denatures some nutritional value. Pine pollen can also be mixed with liquid or cream and used externally to improve skin elasticity and moisture, as well as an acne or dermatitis treatment.*

Sources:

박정민 and Chae-Jeong Han. "A Effects of Pine Pollen and Propolis Skin Treatment on Acne Skin." (2013).

Giachi, Gianna et al. "Ingredients of a 2,000-y-old medicine revealed by chemical, mineralogical, and botanical investigations." Proceedings of the National Academy of Sciences of the United States of America vol. 110,4 (2013): 1193-6. doi:10.1073/pnas.1216776110

Jing Su, Xinxiu Bencao 新修本草 (Newly Revised Materia Medica) (Hefei: Anhui ke xue ji shu chu ban she, 1981), 372.

Mao, Gen-Xiang et al. "Antiaging effect of pine pollen in human diploid fibroblasts and in a mouse model induced by D-galactose." Oxidative medicine and cellular longevity vol. 2012 (2012): 750963. doi:10.1155/2012/750963



## How do I market Pine Pollen?

Your first lesson in sales is about identifying *wants, desires, and incentives* in your target market. You need to figure out what your product can provide and through that, you'll determine your target audience.

This means taking the things Pine Pollen does and condensing them into digestible simple points:

- *Pine Pollen increases testosterone in men*
- *Pine Pollen makes you more energetic*
- *Pine Pollen increases your strength gains*
- *Pine Pollen helps your endurance and stamina*
- *Pine Pollen makes you really horny and gives you a **HARD DICK***

Arguably that last point is most likely your biggest selling factor. For centuries, men have taken a special degree of interest in anything that helps them get harder and fuck better. *Pine Pollen does this.*



Your next goal is to immediately destroy doubts and points of contention. **Your target audience's most important immediate doubts are:**

- *Why do I need this if I can just do steroids?*
- *What kind of horrible side effects does this have?*
- *Why would I pay for something that probably doesn't work?*
- *I already use Pine Pollen, why would I buy the YAYO brand?*
- *I'm a woman, this product is useless to me*

Your job is to answer these questions before the customer even asks them. Below are the basic points you must know to be able to destroy skepticism immediately and effectively.



**ON EFFICACY:**

*Pine Pollen fucking **works**.*

You can absolutely guarantee Pine Pollen's efficacy to your potential customers. Every single member of the YAYO team has taken it and swears by its results.

You can also find numerous cases online of people confirming its power and potential. Here are three guarantees you can make:

- *Upon immediately taking Pine Pollen you will notice a surge of aggression and energy within minutes*
- *After the first day taking a proper Pine Pollen dosage, you will wake up with a **HARD DICK** in the morning and experience **HIGHER LIBIDO** and **FREQUENT ERECTIONS***
- *Within two weeks of consistent scheduled dosages of Pine Pollen, as a man your voice will be **noticeably deeper** by several octaves*



Pine Pollen has been used by multiple cultures for hundreds of years and has a proven track record.



You need to emphasize to the doubtful and skeptical that this isn't some snake oil bullshit, this is a **supplement that works** and that it has the data, testimonies, and immediately felt results to back up that claim.

Invite your customers to try Pine Pollen just once and see for themselves. We wouldn't be selling this if it didn't work immediately.

***ON STEROIDS AND SIDE EFFECTS:***





The most important element of Pine Pollen that makes it competitive against testosterone boosting supplements and anabolic steroids is that **Pine Pollen has NO NEGATIVE SIDE EFFECTS.**

This means that when you're marketing Pine Pollen you can emphasize:

- *Pine Pollen will NOT shrink your testicles*
- *Pine Pollen will NOT inhibit your body's natural testosterone production*
- *Pine Pollen will NOT give you acne*
- *Pine Pollen will NOT affect your hairline*
- *Pine Pollen will NOT swell your organs*
- *Pine Pollen will NOT cause bloating*
- *Pine Pollen will NOT put you at risk of prostate cancer*
- *Pine Pollen will NOT reduce sperm count or cause infertility*
- *Pine Pollen will NOT cause constipation, diarrhea, or digestion issues*



- **Most importantly, Pine Pollen will NOT make you impotent, it actually has the opposite effect and makes you insanely hard and horny**

These are all side effects of taking anabolic steroids. Many over-the-counter traditional testosterone boosting supplements have a number of these effects as well. Not only does Pine Pollen have **NONE** of these effects, among any natural over-the-counter alternatives, Pine Pollen has the **strongest and fastest results.**

Anabolic steroids have higher results but most people have no clue how to acquire them, are unwilling to accept the serious consequences of using them, do not want to go through legal risks of acquiring them, and do not want to figure out the cocktail schedules to mitigate the risks, risks which cannot be completely nullified, only reduced.

*Pine Pollen is risk-free, legal, easy to acquire, easy to consume, and simple to dose.*



**ON YAYO BRAND SUPERIORITY:**

Pine Pollen is still considered an esoteric supplement familiar to only fitness and nutrition enthusiasts, but you will likely encounter people who know about it or even already take it themselves. These people will ask you why they should switch to using YAYO Pine Pollen instead of continuing to use what they're familiar with.



*What makes YAYO Pine Pollen special:*

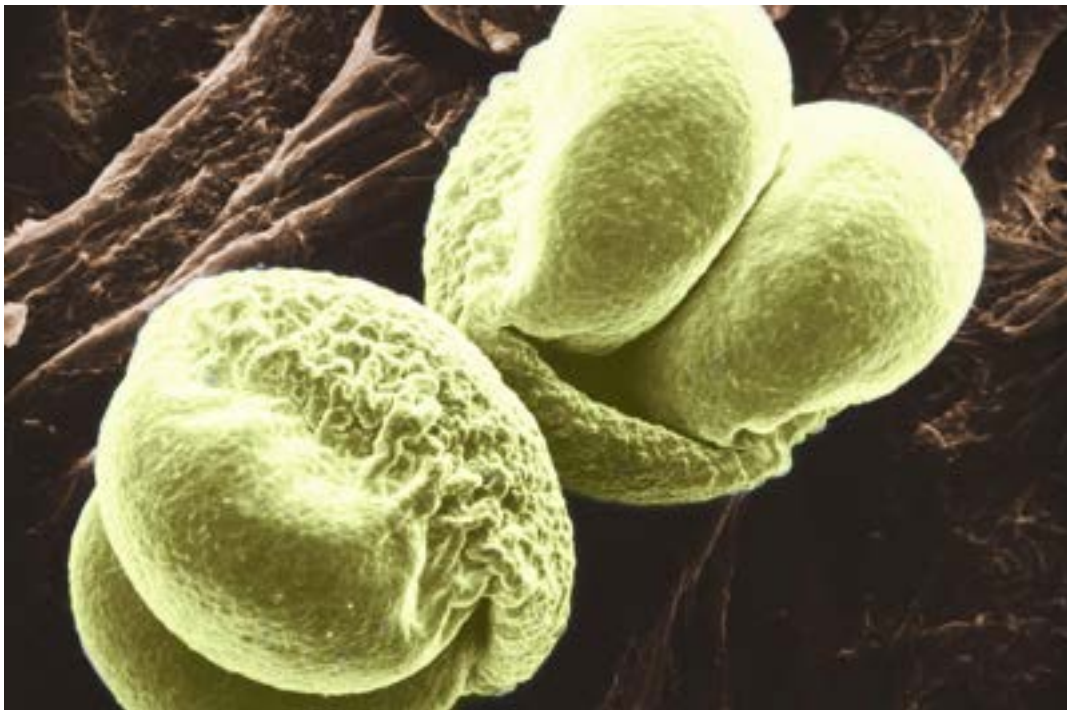
**YAYO Pine Pollen is Uncracked, Wild-Harvested, Single-Origin, Organic, and Non-GMO**

This means that we source our Pine Pollen from a high quality supplier that uses small batch harvests from single source natural pine trees, rather than cheap industrial ground drying and bulk mixing methods which tarnish the effectiveness and purity of the pollen through excessive oxidation.



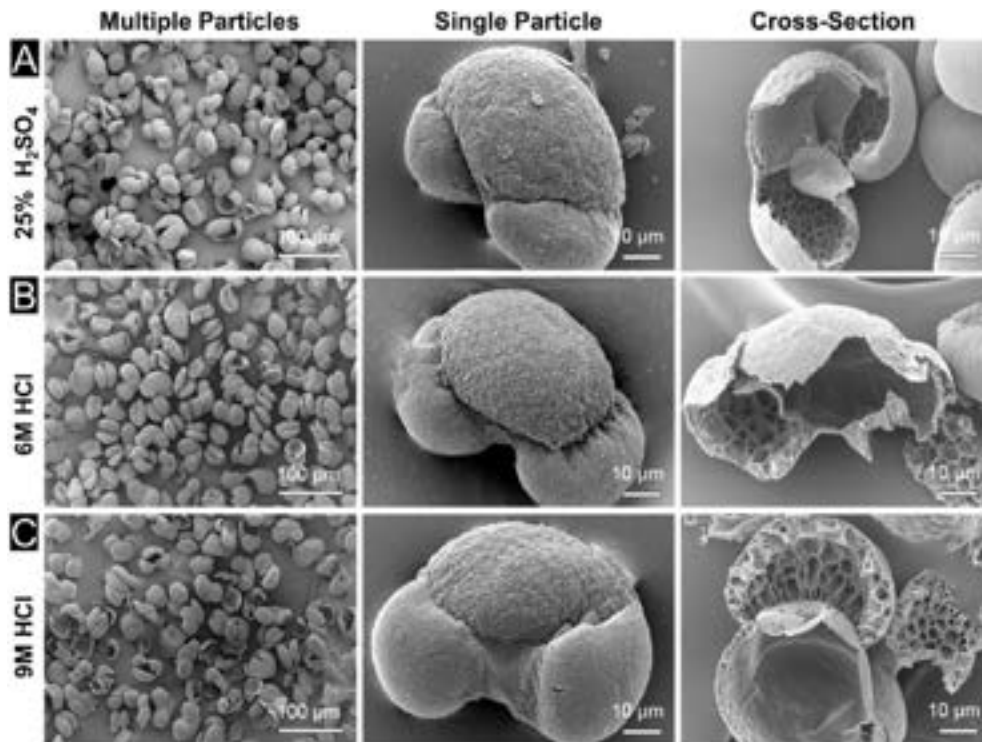
*Cracked vs. Uncracked Shell:*

Pine Pollen has a durable cell wall that holds the integrity of the granule intact long enough for it to travel to female pine cones so they can germinate. People have claimed that cracked shell Pine Pollen is better because uncracked pollen does not get absorbed by the digestive system. *This is completely false.*



The Japanese study which was used for this argument showed that caustic soda and radiation exposure left the shell wall intact. However, your stomach contains hydrochloric acid, not caustic soda.



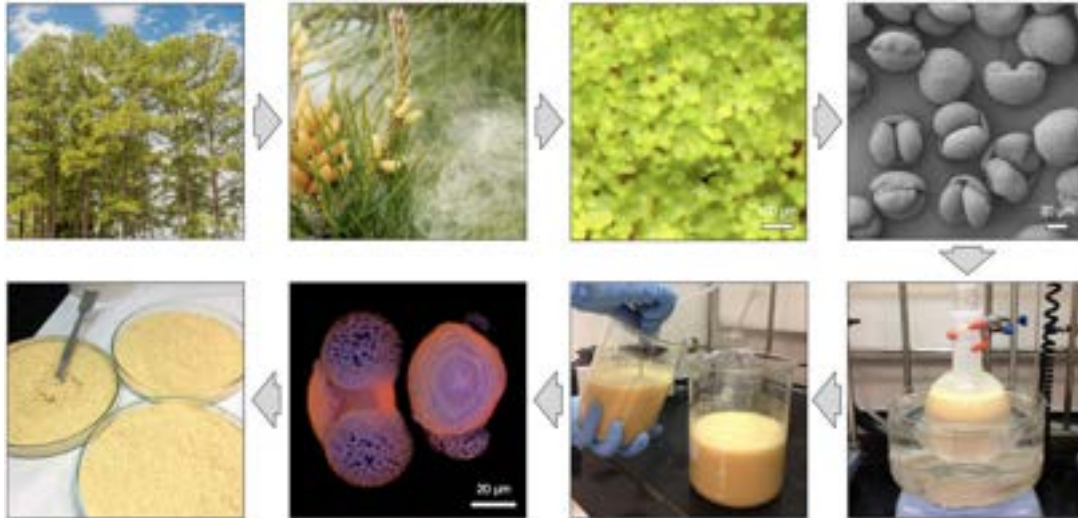


Hydrochloric acid breaks down Pine Pollen cell walls easily. Here is a study that demonstrates this process:

[https://www.researchgate.net/publication/317052883\\_Chemical\\_processing\\_strategies\\_to\\_obtain\\_sporopollenin\\_exine\\_capsules\\_from\\_multi-compartmental\\_pine\\_pollen](https://www.researchgate.net/publication/317052883_Chemical_processing_strategies_to_obtain_sporopollenin_exine_capsules_from_multi-compartmental_pine_pollen)







Many Pine Pollen companies try to use this argument to tout their product because cracked shell walls are a byproduct of cheap industrial harvesting and storage methods. *It's easier and cheaper for them.*

**Almost every other Pine Pollen available on the market is cracked shell.**

*Uncracked shell* Pine Pollen is nowhere near as available to consumers and what little options there are sell miniscule amounts at nearly 3x the price YAYO provides.



**ON WOMEN:**

It's completely true that your target audience is men. Your most effective selling points are going to be testosterone boosting properties. It's highly likely that most of your captured clients are going to be men. The YAYO Brand, aesthetic, and philosophy was created by men and designed to appeal to masculine virtues...

**HOWEVER,**

Women are absolutely welcome in YAYO. The YAYO Community is proud to accept any woman who is enthusiastic about YAYO's energy, principles, and aesthetic.



*Furthermore, **Pine Pollen** has a number of benefits to women as well.*

Pine Pollen is an *adaptogen*. This means that when you take Pine Pollen, you're not taking raw testosterone, you're actually taking a *Phyto-androgen* which activates and regulates hormone production in the body.

*This means Pine Pollen helps regulate the natural testosterone/estrogen levels your body is supposed to have.*



It's a little bit more complicated than "more testosterone for men and more estrogen for women" but the important element is that women who take Pine Pollen aren't going to get the same testosterone boost men do and suddenly get facial hair or have other fucked up problems that are common with anabolic steroid use in women.

The same cultures that have used Pine Pollen for centuries as a libido and health enhancer for both men and women also used it as a beauty supplement for women.

Here are some of the benefits you can express if you want to market to women:

- *Anti-aging properties*
- *Stress and fatigue reduction*
- *Immune boosting and disease prevention*
- *Improved mood and depression treatment*
- *Multiple vitamins, minerals, antioxidants, aminos, and anti-inflammatories*

And yes, **it does increase libido in women too.** All of the benefits Pine Pollen provides are rooted in its ability to help boost your body's ability to balance hormones. Marketing to women is a completely viable strategy which you can approach.



**ON DOSING:**

It's important to emphasize that you **cannot lethally overdose on Pine Pollen.**

However, you can definitely take too much. What too much Pine Pollen does is create levels of aggression and sheer absolute horniness that could theoretically have you in hilarious and problematic situations with your family, friends, workplace, and possibly local law enforcement.





The negative impact of taking too much Pine Pollen besides uncontrollable libido and rage is that you're going to ruin your ability to use Pine Pollen effectively over long periods of time.

You want to maintain Pine Pollen as a regularly dosed supplement for sustained athletic gains and steadily increasing testosterone levels in the long term. Taking too much will curtail the pollen's ability to help you.

**If you decide to stop taking Pine Pollen, you will not receive the same type of rapid testosterone crash and physical deterioration as quitting anabolic steroids.**

Pine Pollen simply enhances your body's own hormone regulation and production. A Pine Pollen cycle is merely designed to help you use it effectively for long periods of time and keep you at a sustainable level.



## **THE RECOMMENDED PINE POLLEN CYCLE:**

*Take 1-3 teaspoons for five days on, two days off. Do this consistently for five weeks on, two weeks off.*

It's really that simple. We chose to stick with Pine Pollen powder rather than an alcohol based tincture for ease of consumption and potent benefits as a multivitamin complex, immune booster, and digestion improver. It goes straight from the tree and into your body, no extra bullshit and none of the harshness of a tincture.

The taste is pleasant and slightly sweet with a hint of lemon. The easiest way to consume it is by mixing it with a cup of water and drinking all of it. You can also mix it with smoothies. It also makes for an effective pre workout.

## **THE ONLY DANGER IN PINE POLLEN IS IF YOU HAVE A RARE ALLERGY:**

This is different from just having seasonal allergies, it is a hypersensitivity to digested pollen and is an extremely rare circumstance.

**If you are a first time user, just take half a teaspoon, it's a completely safe way to test Pine Pollen before regular use.**



## **Executing Effective Marketing:**

You have all the knowledge available to educate your customers. Your job now is to take everything you've learned and turn it into rapid-fire, quick, concise, and digestible points.

*Your goal is to deliver this information to people who haven't seen it yet as effectively as possible.*

The origin point of our marketing comes from our YAYO Community. This means that if you're part of the first generation of YAYO Affiliates, you most likely discovered the Trapezoid Scheme or our supplements through Twitter.

The novice salesman's immediate reflex is going to be posting their affiliate link on Twitter and hoping their followers choose them.

**This is lazy.** This is what little children do when they want to sell chocolates at school for a fucking limo ride to Chuck E. Cheese.



**You need to expand into unfamiliar territory.** Despite the cheeky name, we are not an MLM Pyramid Scheme designed to help you harass your friends and family into buying a product just to make you happy. *YAYO WANTS YOU TO GROW, SUCCEED, AND **MAKE SOME FUCKING MONEY.***

Determine what avenues you have available to you that expand outreach in places where competition isn't already saturated. If you know people who like to work out, have coworkers, friends, family, and acquaintances who seem interested, advertise to them in an organic way.

Your most powerful tool is your product. *You are selling something that works well and delivers results people are interested in.*

If you asked every man on earth **do you want to be stronger, faster, more confident, and GET A HARDER DICK** at least 99% of them would answer **YES.**



You are not just competing against other YAYO Affiliates for the attention of new customers, you're competing against an entire world of dopamine stimulating content. People's attention spans are only getting shorter as time goes on and information flows faster. **You have less than half a second to capture someone's attention online.**

You need to be creating content which captures someone's attention and draws them into an information funnel. Your ability to sell is dependent on your ability to mix entertainment with information and deliver it in the absolute minimum amount of time needed to get them to click YOUR affiliate link.

As an affiliate in the YAYO Trapezoid Scheme, you are provided with a number of tools designed to help you make money as effectively as possible.

Your Affiliate Link simply automatically applies a coupon that's tied to your account. This coupon provides a discount to the customer. **People like discounts.** You need to convey, "*When you use **my link** you pay **less money.***"

You have a coupon code as well. The link and the coupon code do the same thing.

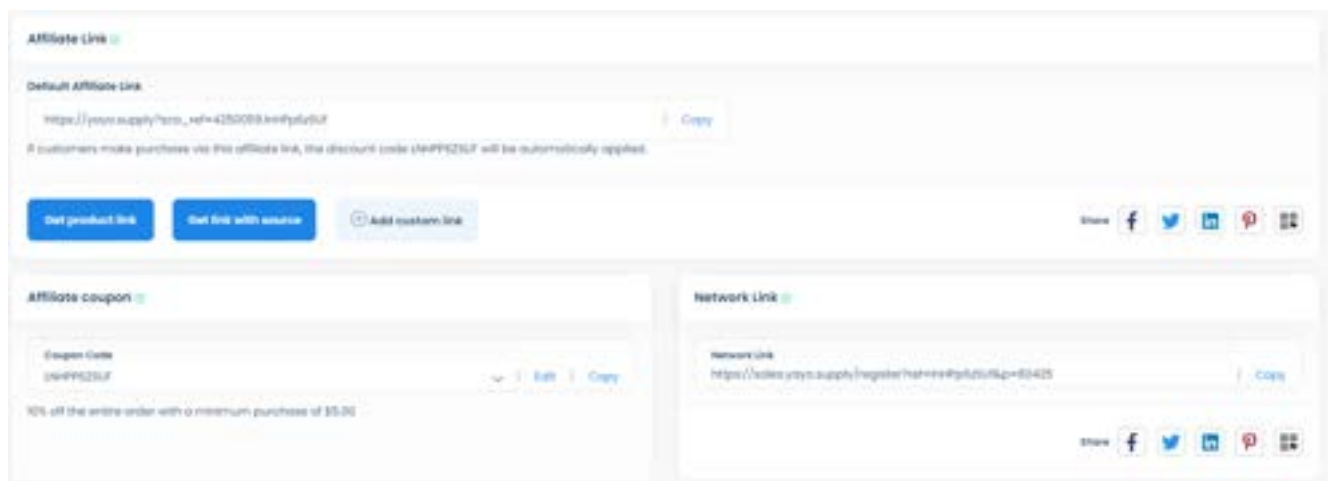


When you're advertising online, use the link because it's just one-click.

When you're advertising in person, through a video, a sticker, flier, card, poster, or just word of mouth, use the coupon because it's easy to remember and put in.

You have the ability to create a personal custom link and if you haven't already, you can customize your coupon code to a word that fits your brand. **YOU NEED TO BE FUCKING DOING THIS.**

Nobody wants to click on a link that says `"?sca_ref=fhqewrpfuighy349381y4gp913ih"` at the end of it, that's a visual clusterfuck and gives off spam vibes. People are comforted by familiarity and cohesive communication.



The screenshot displays a dashboard with three main sections:

- Affiliate Link:** Shows a default affiliate link: `https://your.supply/?ref=4250088.kmfpjst5uf`. A note states: "If customers make purchases via this affiliate link, the discount code (NFFYZ5UF) will be automatically applied." Below this are buttons for "Get product link", "Get link with source", and "Add custom link".
- Affiliate coupon:** Shows a coupon code: `NFFYZ5UF`. Below the code, it reads: "10% off the entire order with a minimum purchase of \$5.00".
- Network Link:** Shows a network link: `https://sales.your.supply/register/?ref=4250088.kmfpjst5uf&p=60425`.

Each section includes a "Copy" button and social media sharing icons (Facebook, Twitter, LinkedIn, Pinterest, etc.).





***You have an opportunity to create a familiar consistent brand, why aren't you taking it?***

YAYO in and of itself, is a fantastic name and brand. You have the ability to enhance your own personal brand. Pick a name that's simple, memorable, easy to spell, and sounds catchy. Make it consistent across every social media you use, along with a PFP and aesthetic that's cohesive and recognizable.

**Your ability to MAKE MONEY is directly correlated to YOUR LEVEL OF EFFORT.**

This is the most honest financial venture you could ever take part in. You are selling a real and effective product that improves life, vitality, and health to customers who need and want to buy it. Your effort DIRECTLY translates to income, *be proud of what you do.*

**Utilize the tools you have at your disposal.**

Despite being in direct competition with other affiliates, they are going to be your biggest help in your journey to becoming financially independent, influential, and successful through the Trapezoid Scheme.

The YAYO Corporation has fostered a community of like minded individuals who are interested in maximizing every aspect of their existence to the highest potential. We are a group of people who want to reach the peak for our minds, bodies, souls, and wallets.



Within the YAYO Discord is YAYO Corp's Headquarters where we provide everything you need to become successful.

Our announcements channel is where you will get the earliest alert for everything new regarding YAYO, including new products dropping and anything relevant to your affiliate marketing journey.

Our resources and memos channel contain a number of useful posts, texts, links, PDFs, and downloads which give you the tools and guidance you need to enhance your ability to sell, including a much more comprehensive sales guide, all the assets you need for branding, and various links and downloads for tools to help you create content or improve yourself.

Our health club channel is where like minded fitness and nutrition enthusiasts share knowledge and participate in an atmosphere of kindred improvement and social competition for reaching the absolute maximum physique and health the human body is capable of.

Our aesthetic channel is where content is gathered and created for everyone to use in their own marketing or simply just collecting a wide variety of YAYO-core aesthetic pictures, music, and videos.



Your key to success is participating actively in the YAYO Community.

**How can I join the YAYO Community?**

Follow us on Twitter: <https://twitter.com/YayoCorp>

Check out our Website: <https://yayo.supply>

Join our Discord: <https://discord.gg/nbZtr7gcsg>

*Welcome to the YAYO Corporation. Now, go forth and sell.*

