



## THE VITALI-CHI MINI MARKETING PLAN

Thanks for joining. We will do everything in our power to help you succeed. We also want you to get off to a flying start, that is why we have created this mini marketing plan, so you have some nice easy steps to get you on your way. Please complete each step, in order of sequence. We have tried to answer a few questions you may have, but if you have any others, please don't hesitate to get in touch.

### STEP 1 – Define Your Goals

How big do you want to take this? How will you measure that success? Start with a simple objective, something along the lines of: “In 6 months from now I would like.....”.

What comes after ‘ like ‘ is completely your call and could be to do with how many products you are selling every week, or could just be a financial target such as “...to have made enough to have that holiday.” It is your objective and no one else need see it, but having said that, it is a good idea to pin it somewhere so that YOU see it every day.

Also (and only if you want to), It would also be nice if you shared it with HQ as they will help you achieve those goals.

### STEP 2 - Knowledge

Know your products. Read the brochure. Study. Play with and test the products. Discover your personal favourites. Test yourself (what essential oils are in that product?).

### STEP 3 - Create 3 Lists

Find a quiet space, get yourself a pen and paper and write down a list of people. Think of ALL the people you know, whether they be friends, family, work colleagues club members...you get the idea. They are:

**Potential Product Purchasers** – This should be a big list because Vitali-Chi has a product for EVERYONE. However, you might want to especially target those who have a known ailment or who purchase product, such as face cream, on a reasonably regular basis.

You may also want to include groups of people in any list, for example, all those at the {tennis} club. You can also create email groups so you can send one message to many and if you need any hand with that, please get in touch.

### STEP 4 – Make Contact

Now is the time to take some action by reaching out to those people on your lists. We have created templates for you to follow, but it is entirely up to you with regard to your final wording and content. You can also use the templates as a guide as what you want to say, because there are many ways to reach out to your lists and they include:

- Email
- Social media
- Telephone
- Face to face
- Presentations and talks

But for now, let's assume that you want to send an email to those on your list.

**STEP 5 – Leave a Review** for any Vitali-Chi product (on the appropriate product page).

**STEP 6 – Start posting on Social Media**

This is your chance to get creative. Simply right click copy any image from our web-site and make a post about it. Maybe focus on the ingredients or your own experience. Please don't make any claim to cure and if in doubt, please check your intended wording with HQ, who can also supply some ready-made posts if needed. You also have access to many video ads and other images. Don't forget to post the link to the product and also your coupon code. You can also create affiliate links that will take your 'tribe' directly to the product.

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So, there you have it, six relatively easy steps to get you on your way. We are to help, so if you have any questions, please don't hesitate to get in touch. We wish you every success.

All the very best,

Allen + Jill

## **APPENDIX**

Below, you will find your template, please feel free to change and personalize the wording.

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### **To Potential Product Purchasers**

Dear {NAME}

Trust this finds you well. I thought I would drop you a quick line to let you know about a great product range I have personal experience of. When I was asked who else I thought this would suit, well, to be honest, I thought of you. I won't get into great detail but it really is a terrific product range, complete well being from top to toe.

{OPTIONAL: I also know that you've had trouble with {THEIR CONDITION} and I thought {VITALI-CHI PRODUCT NAME} would be the ideal solution.}

If you'd like any free samples, please let me know. You can also buy direct from here

<https://vitali-chi.co>

{OPTIONAL: Or link to {VITALI-CHI PRODUCT NAME}}

If you do choose to go ahead, please use my coupon code: {YOUR COUPON CODE} and you will receive 10% off your total order.

All the very best,

{YOUR NAME}

