

# HOW TO LEVERAGE:

plexus®

# 2019 Slimdown — challenge —



## A Great Business Growth Opportunity

**1 in every 2 people you meet want to lose weight, fueling a \$60 billion market.**

This is a great way to grow your business because two-thirds of Americans are overweight and millions of them make goals to lose weight. However, most people don't have the support or motivation to stick to their resolutions and give up before they even start. The Plexus® Slimdown Challenge is the perfect way to help people get on the path toward a healthier and happier life. The Slimdown Challenge provides the products, support and motivation to help your customers reach their weight loss^ goals and rewards them for it!\*

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## Personally participate in Slimdown!

The most important experience you have is your own so that you can authentically share your excitement and enthusiasm with others. If you want people to follow you as a leader, they need to know that you believe in the products and are as committed as they are.

Start your 60 day journey at [plexusworldwide.com/slimdown](http://plexusworldwide.com/slimdown). You'll need to set up your active, unconditional subscription order of \$135 or more in weight management and nutrition products to get started.

Register at [plexusworldwide.com/slimdown-registration](http://plexusworldwide.com/slimdown-registration)



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## Review the Slimdown Challenge Guidebook



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^ When combined with a reduced calorie weight loss diet plan.

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# Share the Slimdown Challenge!

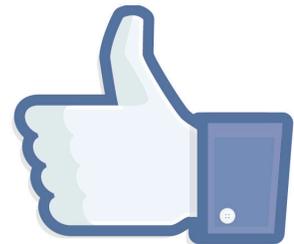
Social media is a great way to introduce the Slimdown Challenge to friends! Share your excitement, tag friends who'll be interested, and then follow up personally. Be consistent in sharing – you'll even find a great tool called 'My Story' to use for your own weight loss story.



Use these hashtags in your posts! #60DaySlimdown #PlexusSlimdown #SlimdownWinBig #GoalDigger #QuadGoalsSquadGoals

Social Resources for Slimdown Challenge:  
**Available in your Virtual Office**

### IDEAS FOR YOUR POSTS:



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Potential Facebook post: What if you and your friends could lose weight together? We've got a completely built out, fun and easy to do Slimdown challenge starting. If you head-up a group not only will you help your friends, but you could earn your product fees back. Connect with me to hear more α.

Social Media Post: Is anyone thinking of losing weight this year and tired of gimmicks? Would anyone like to get involved in a weight loss challenge that gives a contribution of product purchases to meals for children and families? Connect with me about a Slimdown challenge starting soon. Be a part of our group, or start one with your friends and family.

It's that time of year again when we all think about losing weight as part of our New Year's resolutions! I'm totally on board with getting in shape and losing weight and am looking for accountability partners. Is weight loss on your list of priorities right now? It's a 60-day program and our participation can also contribute to meals for children and families in need! Let me know your thoughts about hearing more.

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## Develop Your Story and Share Others

Your Plexus® Slimdown Challenge story is a 30 second ‘commercial’ about your experience losing weight with Plexus Weight Management or Nutrition products. Write it down, practice it and share it! If you don’t have your own story yet, check out the Stories tab in the Plexus Ambassador Facebook Community for awesome examples of other’s successes that you can share.

### YOUR SLIMDOWN CHALLENGE STORY MIGHT SOUND LIKE THIS:



My favorite part of the year are the holidays and all the parties. But I always come out of the season feeling way too full...with some extra pounds and almost no energy. *This year, I started the Plexus Slimdown Challenge and am using Plexus Lean™, Slim Hunger Control\* and Block. I'm feeling healthier, more energetic and shedding the holiday weight!* I know 2019 will be my best year ever!\*



OR



I really had some weight to lose, and a friend suggested that I try Plexus TriPlex. I didn't realize that my gut health could impact my weight, and was so happy when I noticed the weight start coming off! Plexus has a clinical study that demonstrates the efficacy of TriPlex so lots of others have experienced that benefit. Not only did I lose weight, but my digestion and mood improved too.\*



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**Please note: Anytime you include your actual weight loss, you must include the proper disclaimer. Be sure to use the new My Story tool in your virtual office to help you build a compelling, compliant story and before/after picture.**

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## Use Tools to Share

Ready to share the Slimdown Challenge? Great! You don’t have to be an expert – let the tools Plexus has created do the work and just share your excitement with all your friends!

### USE PERSONAL CONNECTIONS TO SHARE

Social media is a great intro, but following up with personal contact seals the deal. Here are some thought-starters for conversations about the Slimdown Challenge:

#### INTRO

“Hi (prospect name), are you ready to get the New Year off to a great start? What do you think about participating in a Slimdown Challenge? It’s an opportunity to lose weight, feel healthier, and win prizes! It’s also a great way to support and cheer each other on in reaching our personal health goals. Want to join my team?”

(share [plexusworldwide.com/slimdown](https://plexusworldwide.com/slimdown))  
(first tool)

OR

“If there was anything you could do to turn your health around and be happier, what would it be? Mine was to try to get my weight under control. I found some clinically tested weight loss products that my friend recommended that really work. The company has just launched a great contest called the Slimdown Challenge, and I’m looking for some friends who would be open in doing the program with me. Can I send you some information?”

(share [plexusworldwide.com/slimdown](https://plexusworldwide.com/slimdown))  
(first tool)



## INTRO

continued...

**OR** “Hi (old customer or former Ambassador’s name). You’ve had some previous weight loss goals, and I have a brand new contest that I’d love to share. Can I send you some information?”

(share [plexusworldwide.com/slimdown-registration](http://plexusworldwide.com/slimdown-registration)) (first tool)

## FOLLOW UP

Hi (prospect name), The reason for my call was to check in with you about The Slimdown Challenge. Did you get a chance to check out the information I sent you? What were your thoughts about what you heard/saw/read?  
<wait for their response and let them talk>

If they need an additional story or product video, send another!

(send product tool – video, digital brochure, or product information sheet)” (second tool)

## CLOSE

### ASK FOR THE ORDER

“I know that these Plexus® products can help you lose weight, and I’d love for you to join me in the Slimdown Challenge – it’s a fun group and you’ll get lots of support along the way! Plexus stands behind their products with an amazing money back guarantee with a risk free 60 day trial, so you have nothing to lose but a little weight. Let’s get you registered.”\*



For more information go to:  
<http://plexusworldwide.com/products/guarantee>

### DOWNLOADABLE TOOLS:



SLIMDOWN  
GUIDEBOOK



LEAN  
BROCHURE



TRIPLEX  
BROCHURE



SLIM HUNGER  
CONTROL  
BROCHURE



BLOCK  
BROCHURE

## Questions From Your Customers?

To help answer any questions that you might have from your customers, we’ve designed detailed FAQ’s listed in the Slimdown Guidebook, which you can find in the Shareables library.

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# Let's Put This Into Action

Give your business a boost by creating your game plan for maximum success with the Plexus® Slimdown Challenge. The minimum order for a person participating in the Slimdown Challenge is \$135 a month, for two consecutive months – more than double the average of a normal customer.

## ✓ UNDERSTAND THE POWER OF PLEXUS WEIGHT MANAGEMENT AND NUTRITION PRODUCTS

Plexus offers safe and effective weight management and nutrition solutions, plus Plexus Slim® and TriPlex have been clinically demonstrated to help you lose weight. Use the tools available in the Shareables library to help spread the word.\*

## ✓ STAY ALERT

Keep your Slimdown Challenge Guidebook, TriPlex brochure and Plexus Look Book. You never know who you may meet!

## ✓ PICK 10

Pick 10 new friends to connect with about the Slimdown Challenge. Make it your goal to connect with 3 new people each day. Don't be afraid to ask them if their friends and family would like to join too. It's always easier to accomplish a goal with a friend!

## ✓ INTRODUCE THE SLIMDOWN CHALLENGE

The Slimdown Challenge is a fun way to help give your customers support, encouragement and rewards to reach their weight loss goals. Use the Slimdown Challenge Guidebook to tell them about the program and encourage them to register at [plexusworldwide.com/slimdown-registration](http://plexusworldwide.com/slimdown-registration).

## ✓ GET INVOLVED AND SHARE

Join the Slimdown Challenge and start the conversation on social media using the Slimdown Challenge Shareables. Before you know it, you'll have others asking how they can get involved.

## ✓ BOOST OTHERS

For those who join in the fun, be their support system. Help them understand the rules and FAQs. Add them to your Facebook group, private message them, call them or text them with weekly words of encouragement and recognition as they work towards achieving their goals. Help them cross the finish line!

## ✓ OPPORTUNITY TO BOOST YOUR EARNINGS ⌘

Getting your customers registered in the Slimdown Challenge can boost your average customer order of \$50 to \$125. Also, each new Preferred Customer enrollment (with TriPlex) will earn you a \$20 Preferred Customer Bonus, 101 PV, and \$15.15 Retail Rewards Commission! That means not only will you be earning, but you'll also be commission qualified by sharing and enrolling Preferred Customers in the Slimdown Challenge. Each new TriPlex Welcome Pack will earn you a 25% Business Building Bonus, and the potential to earn Plexus Points and Retail Commission Override each month they are commissions qualified. The Slimdown Challenge cannot only put money in your pocket, but help you prepare for your next big rank advancement with Plexus. ⌘



†Participants in an independent, randomized, double-blind, placebo-controlled, human clinical study, who used one pack of Slim twice a day lost an average of 5.45 pounds in 8 weeks, while the placebo group lost an average of 3.12 pounds. There was a trend to weight decrease with Slim group (p=0.059).

‡Participants in an independent, randomized, double-blind, placebo-controlled, human clinical study who used Slim twice a day and Bio Cleanse and ProBio 5 lost an average of 7.21 pounds in 8 weeks, while the placebo group only lost an average of 0.19 pounds.



### CHALLENGE!

Wear your favorite Plexus shirt and carry your water bottle of Plexus Slim – they are a great conversation starter – to the gym, shopping, everywhere!

### CHALLENGE!

Up your sales! Focus on enrolling all-new Preferred Customers and Ambassadors with TriPlex.

### CHALLENGE!

Each time you talk to someone about Plexus, tell them about the Slimdown Challenge. Enroll your new friends as Preferred Customers if they are only interested in experiencing the benefits of TriPlex and participating in the Slimdown Challenge with you.

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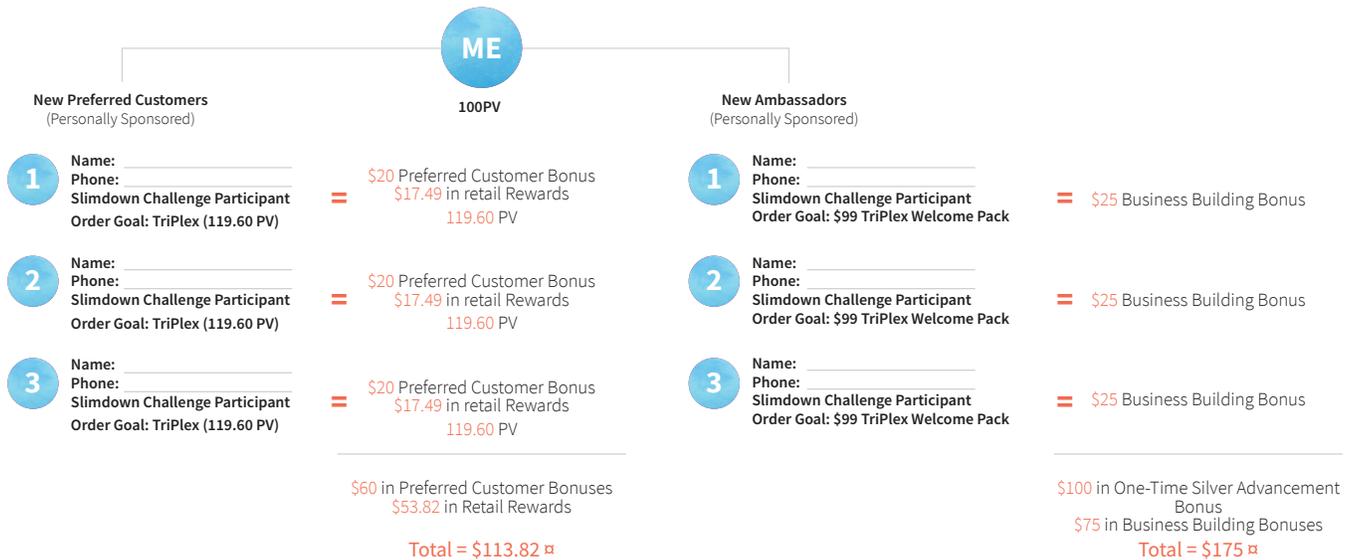
**DOUBLE DIP INCENTIVES** ☐

Take this opportunity to use the Slimdown Challenge to help you qualify for even more incentives that are available, right now! Your minimum activity each month should be to enroll 3 new Preferred Customers and 3 new Ambassadors with TriPlex for the Slimdown Challenge ☐.

- Participate in the Slimdown Challenge (Fun Prizes)
- Participate in the Convention Contest (More Fun Prizes ☐)
- PLUS: Achieve Silver Ambassador with your 3 new Ambassadors with 100 PV ☐

<b>1</b> 60-DAY SLIMDOWN	<b>2</b> CONVENTION CONTEST
<b>DO: 3 New Ambassadors with TriPlex + 3 New Preferred Customers with TriPlex + 500 PV each month</b>	
<b>GET: Your Chance at Exciting Prizes</b>	<b>GET: \$100 Cash</b> ☐

**PLUS: You'll likely see an increase in PV and points!**☐



**By Following This Simple Plan  
You've Just Earned \$288.82** ☐

If you've never achieved the rank of Silver Ambassador, these activities will also help you get there and pocket a \$100 advancement bonus ☐

**Teach your new Ambassadors to do the same  
and watch your business grow!** ☐



\*Example based on November 2016 commission amount of \$2.90 per Plexus point. Plexus Point value will never go below \$1.80 per Plexus point.  
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