

The Synergy Opportunity Marketing Action Plan



The purpose of The Synergy Opportunity Marketing Action Plan or MAP is to walk you through the contents of this resource tool so that you can effectively use it.

In traditional network marketing there is a heavy emphasis on inviting people to attend a physical meeting. Or to listen to a live conference call.

You're encourage invite and attend.

Here's the positive side to this approach:

1. Someone is doing the meeting for you to provide knowledge about the company, product, and opportunity.
2. There are others in the room that can share their testimonials to valid both the business opportunity and the product benefits.
3. There is a core team to help you stay focused on the correct activities to build your network marketing business.

Here are the negatives to this type of approach:

1. There is a cost in time for both you and your guest. There is the cost of traveling to the meeting. The actual time spent at the meeting. Then there's the cost of traveling back home. For most people this averages 3 hours from start to finish.
2. There is the cost of the physical location especially if your meeting is held in a hotel.
3. There is the potential that your guest or guests do not attend.
4. There is the potential that those running the meeting do not do a very good job presenting your company, products, and business opportunity.
5. And there is the cost of the time spent away from home.

It's with these positive and negatives in mind that we created the Virtual Synergy Opportunity Meeting.

Just like we created Our Virtual DVD to save you time and money. **We also created Our Virtual Synergy Opportunity Meeting to do the same.** We call it:

The Synergy Opportunity

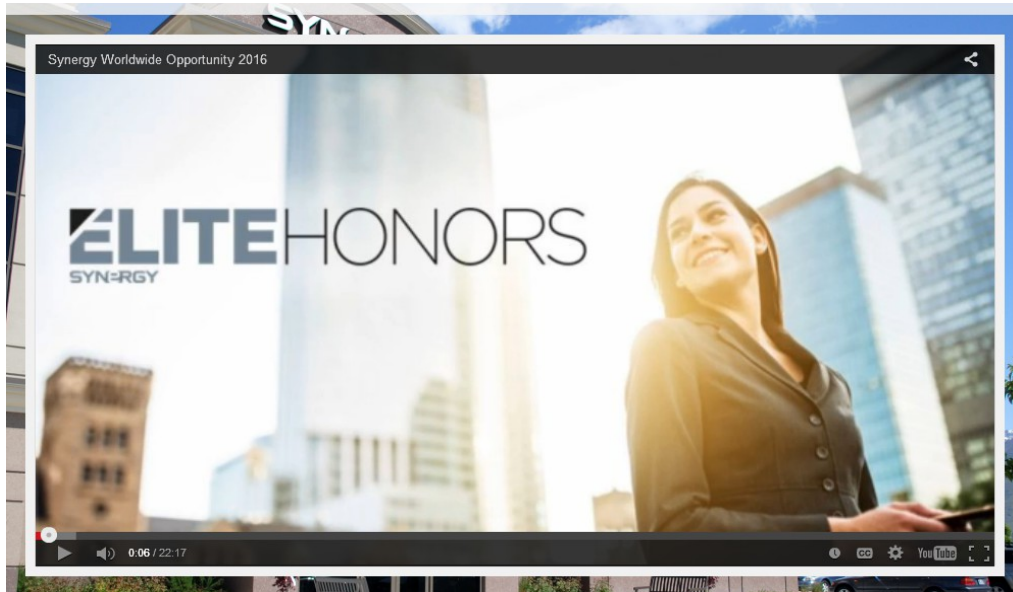
and we host this Virtual Meeting at the following URL:

www.TheSynergyOpportunity.com

Here's a screen shot of the top of this page:



As you scroll down the page there is a recorded video of one of our Live Business Opportunity meetings that we do every Tuesday night at 7 pm CST.



This video is set up to play automatically once you open up the page.

Here are the benefits of using this internet landing page and Our Virtual Business Opportunity Meeting to make both your product and business presentation:

1. **It works for you 24 hours per day 7 days per week.**
2. **You can either** send the link to people to watch or you can physically meet with people and have them watch the presentation with you.
3. **It's short** and to the point – actual presentation time is 22 minutes.
4. **This saves travel time** and expense for everyone.
5. **The traditional method of inviting people** to attend a presentation and then following up is still maintained. The only difference is making it more convenient for your potential customer and/or business builder.
6. **This process can be duplicated** by others who join you in the Synergy business.
7. **This URL link works on any electronic device** from a PC, laptop, iPad, or Smart Phone. Wherever you have an internet connection you can pull up this presentation by going to our easy to remember URL: www.TheSynergyOpportunity.com
8. **The presentation is professionally done** and targets both the product and business side of Synergy Worldwide. This allows you to ask the question: **“What part did you like best – the product side, the business side or both?”**

URL Address

Again, we would highly recommend that you memorize the following URL address so that it becomes one of your **“go to” resource tools**:

www.TheSynergyOpportunity.com

Whether you click on this link, type it into your browser, or send this URL in an email it will take them to a dedicate page that hosts this one video.

Presentations and Follow Up

At the end of this landing page is the following information:

Interested? Then Contact the Person Who Shared This Video!

They can help you improve your cardiovascular health. And for those interested in financial independence, how to join Our Exclusive Synergy Family.

There are a couple of keys to remember if you want to make this Virtual Business Opportunity Meeting an effective resource tool to help you grow your Synergy business.

Key #1 – Watch the video. Your job is to watch the video so that you can better match the needs of your potential customer or business builder to the video content that will best speak to their needs and objectives.

If a person is just interested in the products, then only highlight the product section and the advantages of the Preferred Customer program. Let their curiosity ask about the business opportunity.

Key #2 – You can use this Virtual Business Opportunity Meeting to make a one-on-one presentation.

As you make your presentations **learn how to ask this question at the end** (or a variation of this question):

“John, how do you see yourself, as a happy product user or are you interested in joining me in this rewarding business of saving lives?”

By asking this question you'll allow your prospect to clearly identify which direction they want to go in. **Either as a customer or business builder.** If a customer, then help them decide which product package is right for them. You can sell directly to them out of your inventory or you can use Synergy's Preferred Customer program. **Either way this will help you create your 650 Up for being Elite Honors Qualified (or the 800 Up Alternative).**

If they want to become a business builder, then you can help them choose which type of activation order is best for them and their business needs. **This will help create your 150 Down for being Elite Honors Qualified.**

The Elite Honors Program is the core building block of your Synergy business. It's based on acquiring customers to create your 650 Up (or 800 Up Alternative) and attracting at least one new business builder each month to create your 150 Down.

(If you're not sure what this **“650 Up and 150 Down”** or **“The 800 Up Alternative”** means in relationship to being Elite Honors Qualified each month, then click on the images below for a complete understanding.)



Key #3 – You can also use emails to highlight this Virtual Business Opportunity Meeting. Here is a sample email.

Like any email sample use this as a guideline. You can copy and paste it into your email provider. Just take some time to personalize the email. And feel free to change it so that it works for you.

Email to a Potential Business Builder

Dear John,

Thank you for your interest in Synergy Worldwide and this tremendous business opportunity.

A business opportunity that serves two purposes:

- Help others improve their health.
- Create residual income that can lead to financial independence.

To help you better understand this opportunity please click on the following link:

www.TheSynergyOpportunity.com

This is our Virtual Business Opportunity Meeting. There is only 1 video on this page. It's short and powerful.

I'll call you in a couple of days to get your thoughts and see if this is right for you.

Have a Blessed Day!
Dan

PS If you have questions, then please feel free to call me directly at 630-936-8079.

Well that's a good overview of The Synergy Opportunity Marketing Action Plan. Like any tool it only works best when you put it to use it.

If you have any questions about this MAP, then please contact me at dan@agingnomore.com or call me at 1-800-966-3012.