



## Launch Your ZeroPoint Business with this *Simple Strategy!*

As you go through your day, look for opportunities to demonstrate the amazing ZPG product line everywhere you go. Sometimes people will ask you about your product when they see you using it, so don't be shy! You may want to ask, "Have you seen this?" Also, make a commitment to always have 10 ZeroPoint DVD's in the hands of people you meet. Never give away a DVD without setting an appointment to get it back. Track your progress by using the worksheet on the reverse for an action-filled month!

### How to Demo 2 Every Day

#### Use the product everywhere you go!

As you move through your day, just use the products! People are curious and will ask you about it. There is your opportunity to demo!

#### Strike up conversation!

Ask people, "Have you ever seen this? It's amazing! Let the conversation lead you to an opportunity to demo the product.

#### Be sure to practice!

Watch the online videos and be sure that you know how to demo the products and that you can do it with confidence. Always demonstrate using Applied Kinesiology and have literature to give afterwards!

### How to Get 10 in Play

#### Demo the Product!

Every time you demonstrate the products, you have an opportunity to place a DVD.

#### Strike up conversation!

Whenever you have the opportunity, talk to people about the ZPG business opportunity and how excited you are. This will lead to demonstrations and DVD placement.

#### Remember This!

NEVER let a DVD out of your hands without a firm commitment that it will be viewed and returned.

#### Ask for Referrals

As people return DVD's to you, ask them if they know anyone else that might be interested in ZeroPoint.

### You Cannot Improve What You Do Not Track ...

#### Use the handy worksheet on the reverse of this page to keep track of your commitment to growing your business.

At the end of a month, you will have demonstrated the product approximately 60 times and 20-30 people will have watched the video! Remember the ZPG Marketing Philosophy: It is our primary intent to connect with people who are attracting this information. It may be that some person you show this to is at a point that they're just ready to see it but not move on it. Let that be OK. Just gently move on and stay in touch. As they become more and more open to our product, you will have demonstrated the product hundreds of times!



