

# Say It Right!

## How to speak about your Melaleuca business in a manner that will have them begging to see the overview!

This is one component of a program that will help you learn to talk about your business in a very appealing manner. You want to take them off guard and peak their curiosity by saying something that is strikingly different from what they are expecting to hear and it has to be magnetically appealing. Like a fully magnetized rod that attracts iron filings, it must have an irresistible pull that has them begging you to show them the information.

Part of it is what to say but you also have to know how to say it and how to dangle that carrot in front of them.

Here are a few examples of approaches you will learn to use:

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*When someone asks...*

“Tracy , what do you do?”

*I can say something like this...*

**“I have a business where I help people save thousands of dollars ON THEIR BILLS with one simple shopping decision. Some of the A-listers who shop with us include Judge Judy, Suze Orman, Phylicia Rashad, Nicole Miller, and Donny Osmond.”**

*Then they might say...*

“Oh, really?”

*And I can say...*

**“Yeah. I help people switch stores – they save as much as 2,000 a year. They get the cost savings of Wal-Mart, the quality of 5th Avenue, and the convenience of Amazon. They’re happy campers!**

*Then they might say...*

“Really? Tell me more!”

*So I can say...*

**“A friend of mine switched stores and said ‘I can’t believe how much money I was wasting at Wal-Mart, the Dollar store, and Aldi’s!’”**

*Etc. (You will be adding more snippets to make sure you seal the deal with them).*

*Another piece you can work in that works like a charm would be stories. Here’s an example:*

*(Scroll down)*

**“One of my clients started out with the toothpaste. She had the best dental checkup she’d had in years and her friends were all asking why her teeth were so white. She was so happy she decided to try the shampoo and noticed her hair loss had stopped. Finally, she tried the vitamins, and for the first time in 10 years her iron level was normal and she no longer needed an afternoon nap.”**

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*Here are a few other examples of quick phrases that (when used correctly) will peak their interest. These work like a silver bullet:*

**“Give me 60 minutes and I’ll show any mom how to stay at home and make more money than she could working a full-time job.”**

*- or -*

**“Give me 60 minutes and I can show any homemaker how to save \$2,000 a year on their bills.”**

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*This example humanizes the business you are offering:*

**“This store takes the stress out of shopping – you can do it in your pajamas (if you’re the type who longs to shop in their pajamas but doesn’t have the nerve to do it in public).”**

*- or -*

**“This store takes the stress out of shopping – you’ll never have to clip another coupon and will always get the best deal.”**

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*This approach gets rid of the elephant in the room:*

**“When I met Dawn, she was desperate to make some extra money but was afraid of sales and sleazy MLM / Multi-Level Marketing rip-offs. I showed her a safe and comfortable way to make \$600 a month – she doubled her income in less than a year.”**

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*This approach gets them feeling the pain so it is a zinger:*

**“When I first met Julie, she was so exhausted by her 3 kids under 10 – she had to drop onto the couch by 2 PM because she couldn’t possibly go on. Now she only needs a nap when she forgets to take her Oligo vitamin in the morning.”**

*- or -*

**“My friend Sue was frantically running to the healthfood store, Wal-Mart, and Amazon trying to find the best deals to help her kids asthma and allergy. Now she shops in one place, saves \$200 a month, and her kids are back to full health!”**

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This is only the tip of the iceberg. If you're interested in learning more ways that you can make customized, powerful approaches – whether in person, on the phone, or in social media, call today and get a price on a package that will work for you!

In support of your success,

**Tracy Parish, CPRW**  
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