



BIOME MEDIC SEPTEMBER 2018 CHALLENGE

Win FREE Biome Medic for 1 year! (1 bottle every month)

Every day in September, we'll be giving away a one-year supply of Biome Medic for FREE!

How to get in the game: Enroll 1 new Customer or Brand Partner and receive 1 entry for every bottle of Biome Medic he/she purchases in their initial order. Ex: 4-pack = 4 entries

One winner will be randomly chosen from the entries every day. Winners announced once a week in the Monday newsletter ("7 Days with Purium") and on the Purium Tribe FB Page.

GETTING DOWN TO BUSINESS

There are many tools for Biome Medic and some are in the media. This means it's an excellent product to both introduce a person to Purium AND upsell with, too. If they already know that Biome Medic is the solution to glyphosate, bridge them to Purium's superfoods. If they already love their superfoods, bridge them to the glyphosate issues and Biome Medic's solution.

Why do people need BIOME MEDIC?

- Reduce glyphosate in gut
- Reduce C-Reactive Protein
- Improve overall gut health

What current news supports Biome Medic's success?

- "Jury awards \$289 million to man who claims he got cancer from Roundup"

Link to CBS Monsanto news story: <https://www.youtube.com/watch?reload=9&v=1z5rWjxEt34>

- "General Mills hit with lawsuit over 'glyphosate-containing' Cheerios"

Link to Reuters article: <https://www.reuters.com/article/products-general-mills-glyphosate/general-mills-hit-with-lawsuit-over-glyphosate-containing-cheerios-idUSL2N1VB1MY>



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SHARING BIOME MEDIC VIA TEXT MESSAGE

While it depends on your prospective Customer or Brand Partner, as well as your own personality, here is a basic structure with examples to use. Make it conversational, educational and, most importantly, your own!

Step #1

Text 10 people every day with the magic question:

"Have you heard about glyphosate?"

Step #2

Reply with marketing tools:

- *"This video explains more about glyphosate and the product that I have been using to remove it <https://vimeo.com/251737353>"*
- *"This book explains it all, plus how we can reduce it." Include link to:*
 - eBook: "The Toxin That Came to Dinner"
 - Audio Book: "The Toxin That Came to Dinner"
- *"I just heard about..."*
 - Link to: CBS Monsanto news story
 - Link to: Reuters' General Mills article
- *"I just learned about..."*
 - Link to: Press Release of "The Toxin That Came to Dinner"
 - Link to: Press Release of Detox Certification Press Release
 - Link to: Full Trial Report

Step #3

Follow-Up: Share Your Story or 3rd Party validation:

- *"I didn't even realize how bloated I was until I started taking it!"*
- *"My digestion is so much better!"*
- *"Biome Medic is the only product to have ever been awarded the Gold Seal by the Detox Project as a Glyphosate Detox Solution"*



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Step #4

Help Them Order (or Enroll) & Get Started Right

"You should try it! I have a \$50 Gift Card for it AND you can earn Purium Rewards Points!" Include Biome Medic's iShopPurium.com permalink* with your Gift Card code embedded. Or just email them a Biome Medic Gift Card from your Phone App which goes directly to the Biome Medic page and has your Gift Card built in!

Step #5

Help Them UPGRADE to Brand Partner

Did you know that one family's usage of Biome Medic for 1 year (2 bottles) pays for your enrollment and you are in profit!

"Want to you share it, too? For only \$199, you can get unlimited Gift Cards for a year!"

*See Permalinks Training PDF in the Back Office