



Coffee Business Launch Blueprint

Before You Start Sharing the Coffee:

1. [Click here to watch John Haremza's video](#) on making money with the Business Builder pack.
2. Order your Business Builder Pack (350 sticks of coffee), which equals 58 of the 6-Day experiences to sell. Ordering this pack qualifies you to begin building your Foundation team.
3. Organize your coffee sticks into 58 packs of 6 sticks using the company sample packaging or plastic baggies. **IMPORTANT:** Always carry sample packs in your vehicle, jacket, or purse.
 - a. We recommend including a note (or business card) with your contact info in each sample bag, so your customer knows how to reach you or how to reorder

How to share and sell "6 Day Experience" packs:

1. Use the following message to share this option with people you know through a phone call, text message, or Facebook Messenger:
 - a. "Hey (insert their name). I'm just curious who you know that drinks coffee on a daily basis and might be open to trying some coffee that's helping people to have more energy, fight food cravings, and lose weight in as little as 6 days?"
2. When someone says they want to try the coffee, sell them a 6-Day Experience pack for \$20.
 - a. If someone has \$20 cash to buy 6 samples, sell them a 6-day experience pack
 - i. **Optional:** If someone wants to use a credit card, you can send them to our team website which you can use for a small fee. Our team website (<http://try6cups.com>) allows them to use their credit card right there with you. Then you can give them their 6 samples and we'll send you \$17 via PayPal.
 1. Learn more about this option at <http://boraborateam.com/coffeetool>
 - b. If someone has questions about the coffee, invite them to visit one of these resources:
 - i. [Click here](#) to see many Facebook coffee testimonies
 - ii. This is an example of one of the company provided **FREE** websites available in your Valentus back office under "My Website Addresses". Make sure your username is at the end of the link, so the page is personalized with your info.
 1. Example of generic link - <https://www.slimroastretail.com>
 - a. Add YOUR username to the end of the link above
 2. Example of link with a username added – DO NOT SHARE THIS LINK – <https://www.slimroastretail.com/quality>
 - iii. This is an example of one of a company provided FREE website available for someone to learn about the coffee AND pre-enroll. Make sure to add your username at the end of the link below, so your info appears on the page.
 1. Example of generic link - <https://www.experiencevalentus.com/>
 - a. Add YOUR username to the end of the link above
 2. Example of link with a username added – DO NOT SHARE THIS LINK – <https://www.experiencevalentus.com/quality>



How to share and sell “6 Day Experience” packs (Cont.)

- c. Make sure the person takes a “Before” picture and ask them to text it to you.
 - d. Also make sure they weight themselves before starting with the product and tell them to pay attention for increased energy, less food cravings, better mood, and weight loss.
 3. Schedule your Day 3 follow up day/time when the person pays for their 6-day experience
 - a. Ask your customer what day (or date) they plan to start their 6-day experience? Then tell the customer: “I’m going to call you 3 days from (day they are starting) to do a quick check-in. What time of the day works best for you to chat for a minute?”
 - i. Schedule the day/time and make sure both of you mark your calendars.
 - b. **IMPORTANT:** Please make sure they’re going to drink the coffee for 6 consecutive days.

Your Day 3 and Day 7 Follow Up Calls (or Texts):

1. On Day 3, call the customer at the previously scheduled time. Ask them the following questions:
 - a. “Hey (their name), just checking in with you and wanted to see how your coffee experience is going. Is this the 3rd day you’ve been drinking the coffee?”
 - i. If not, say “No problem. How many days have you been drinking the coffee?”
 - ii. If they haven’t started, ask when they’ll start & set a time to chat 3 days later.
 - b. If they have been drinking the coffee for 3 consecutive days, say “Great job. What are you enjoying best about the experience so far and do you have any questions for me?”
 - c. Before you end the conversation, schedule a time to chat on Day 7 for a quick check in and be sure both of you put the day/time on your calendars.
2. On Day 7, call the customer at the previously scheduled time. Ask them the following questions:
 - a. “Hi (their name), just checking to see if you completed the 6-Day experience?”
 - i. If they say, “Yes” say, “Great! Just curious what you liked best about the experience and what benefits did you experience?”
 - ii. If they say “No” say, “No problem, how many days do you have left?” Then schedule a day/time to chat and repeat the step above.
 - b. When someone says, they enjoyed their experience OR has any positive feedback at all, ask them, “Would you like to continue ordering and enjoying the coffee?”
 - i. When someone says “Yes” say, “Great, there are 2 options to do that. Option 1 is to order the coffee as a preferred customer and Option 2 is to order the coffee as an independent representative with the option of making some extra money by sharing 6-day experiences with others. Which option sounds like the best fit for you?” If they have questions, answer them or talk with your sponsor.
 - c. When the person decides which option works best for them, send them to <http://valentus.com> and make sure to give them your username (or your direct link).
 - d. Be sure to tell them to select the “Order Now” button to order and/or join and remind them to make sure they see your name listed as their sponsor on the order page.
 - e. Ask them to share their success story at <http://ourteamstories.com>