

# CATALYST™ MULTIVITAMIN

## USE THE NEW VIDEO IN YOUR 1-2-3 SALES APPROACH



*Share this video!  
Maximize your multivitamin.*

The new Catalyst Multivitamin video highlights the fact that while each of us is unique, there is one common thing we all share: The difficulty in getting the right nutrition into our bodies.

Build a list of men and women you know over the age of 30 who could benefit from better nutrition. Here are several suggestions of how to share this video with others, along with “What to say”.

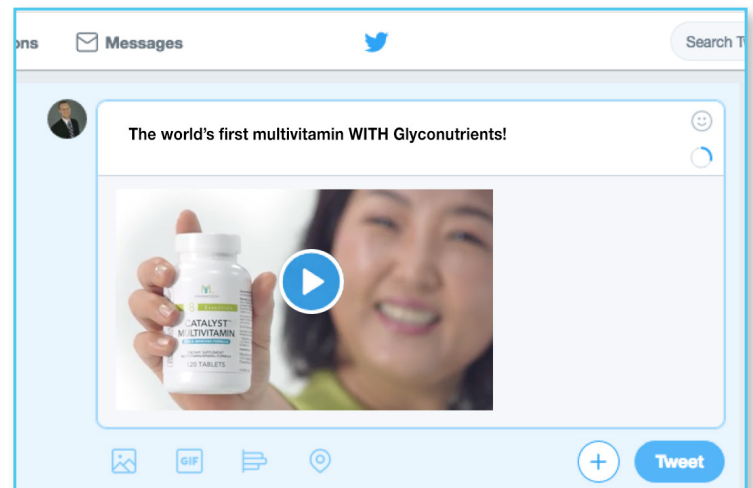
## TWITTER



### How to share this video on Twitter

- **Create a public tweet** for all your followers to see.
- OR
- **Create a target list** and send only to those followers on specific list(s).

### What to say as you share this video on Twitter



#### SUGGESTION #1

##### Twitter Copy:

The world's first multivitamin WITH Glyconutrients! [LINK TO VIDEO]

#### SUGGESTION #2

##### Twitter Copy:

A new multivitamin that can do more for you than what you're taking now?! [LINK TO VIDEO]

#### SUGGESTION #3

##### Twitter Copy:

Is this the best multivitamin ever developed? It includes Glyconutrients! [LINK TO VIDEO]

# FACEBOOK



## How to share this video on Facebook

- Create a public post for all to see.

OR

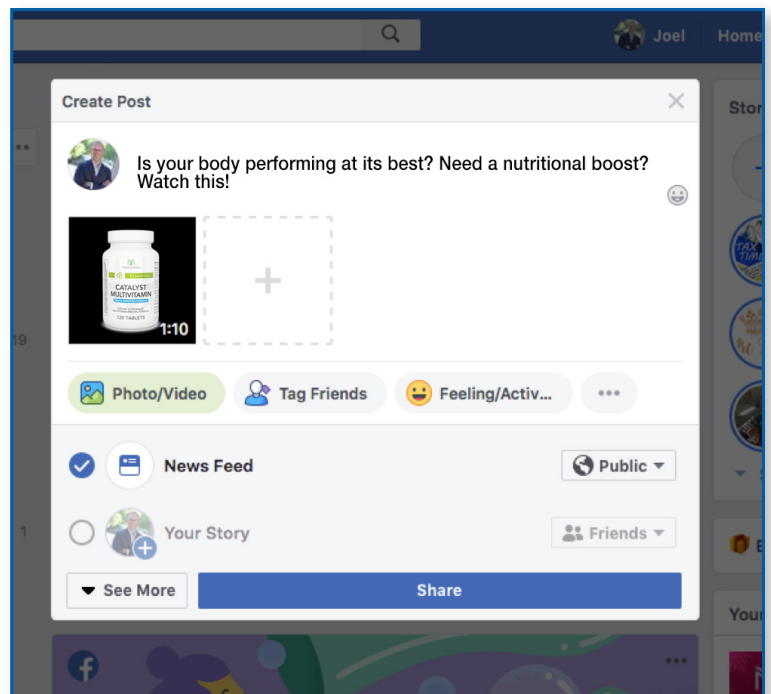
- Create a public post and tag your friend(s) by name in your post (based on their own privacy settings others may be able to see that they have been tagged in your post).

OR

- Post directly on your friend's wall (based on their own privacy settings others may be able to see that they have been tagged in your post).

OR

- Create a "Friend List" in Facebook by category (i.e. "Catalyst Multivitamin Prospects") and designate your post to only appear to the names on that Facebook list.



## What to say as you share this video on Facebook

### SUGGESTION #1

#### Facebook Post Copy:

If you're looking for an easy, not-expensive way to improve your daily nutrition, watch this! [LINK TO VIDEO]

### SUGGESTION #2

#### Facebook Post Copy:

Is your body performing at its best? Need a nutritional boost? Watch this! 😊 [LINK TO VIDEO]

### SUGGESTION #3

#### Facebook Post Copy:

Are you taking a multivitamin that doesn't provide Glyconutrients? You'll want to watch this! [LINK TO VIDEO]

# TEXT MESSAGES



## How to share this video via text

- Send **one-by-one** to people on your list.

OR

- If you have a program for **mass texting**, send a text to a list you create.

## What to say as you share this video via text message

### SUGGESTION #1

#### Text Copy (to a single recipient):

Hi [CONTACT NAME], are you taking a daily multivitamin? Are you open to something better for about the same price? [LINK TO VIDEO]

### SUGGESTION #2

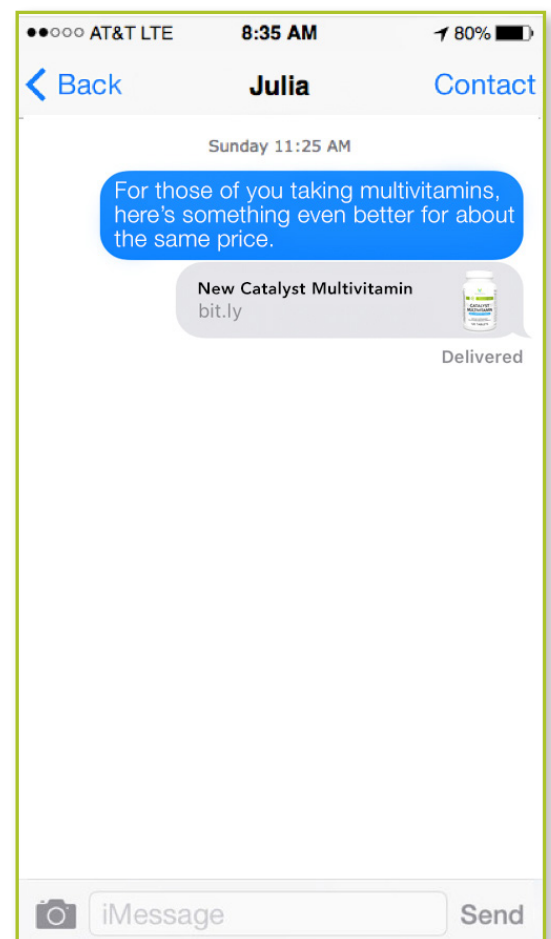
#### Text Copy (to a single recipient):

Hi [CONTACT NAME], would you like to maximize your multivitamin? This one has Glyconutrients in it! Cutting edge! [LINK TO VIDEO]

### SUGGESTION #3

#### Text Copy (to multiple recipients):

For those of you taking multivitamins, here's something even better for about the same price. [LINK TO VIDEO]



# EMAIL MESSAGES



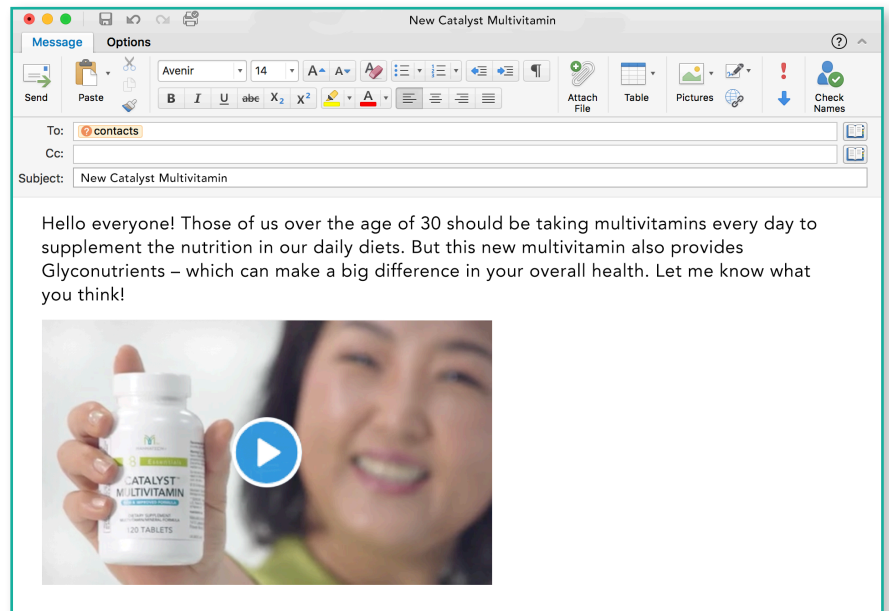
## How to share this video via email

- Send one-by-one to people on your list.

OR

- Send to multiple people at once.

## What to say as you share this video via email



### SUGGESTION #1

#### Email Copy (to a single recipient):

Hi [CONTACT NAME], If you are taking any kind of a multivitamin, you might be interested in this new multivitamin that also provides Glyconutrients, for about the same price as those that don't. Watch this and tell me what you think? [LINK TO VIDEO]

### SUGGESTION #2

#### Email Copy (to multiple recipients):

Hello everyone! Those of us over the age of 30 should be taking multivitamins every day to supplement the nutrition in our daily diets. But this new multivitamin also provides Glyconutrients – which can make a big difference in your overall health. Let me know what you think! [LINK TO VIDEO]