



ICEBREAKING SCRIPTS

We all have a little bit of a shy streak within us, and that's OK! It's why we devised this little cheat sheet to help you start conversations that invite people to purchase our transformational products.

First, a few tips:

Be a good listener. Focus on what people are telling you. Being a good listener means you know when to be quiet and let the person talk about themselves. The sale should always come naturally. This means you shouldn't be stepping over sentences to get to the "point." After all, creating a relationship should be the first goal.

Try to use open-ended questions. Do your best to avoid "yes" or "no" questions as it doesn't help create a conversation. For example:

"Do you want to be healthy?"

Might not work because an answer could be:

"No. I work out enough already."

Instead, try:

"How much thought have you given to your health recently?"

An answer that might come from this is:

"You know, I haven't. I work out all the time, but maybe I could use something extra."

And then you'd reply with:

"That's great, couldn't we all? I actually use AmbroStart® to give me a little boost when I'm at the gym."

"What's AmbroStart?"

"Oh, it's one of our supplements that delivers natural energy. The cranberry flavor is amazing!"

Show interest. The previous example led to an interest in our products because you showed interest in their life.

Use your own experience to connect. Either you, a family member or close friend has used TruHealth and has experienced incredible results. People want to know that something they buy is going to work. It's why customer reviews are so revered.

REMEMBER

When starting conversations:

- Be a good listener.
- Try to use open-ended questions.
- Show interest.
- Use your own experience to connect.

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Here are a couple of examples you can use to spark a conversation about our TruHealth products:

1. **"I noticed on Facebook/Instagram/Twitter that you've been posting about dieting/losing weight. How is that going for you?"**

Them: "It's going pretty well."

You: "That's awesome! If you're looking for something that might fast-track your results, have I got something to share with you."

Introduce TruHealth System: "It's this new fat-loss program that focuses on having a healthy body composition, not just pounds lost on the scale. It's so easy to follow and it's allowed me to start taking back my life. I love it!"

Alternatively:

Them: "Honestly, it's really hard. It isn't going so well."

You: "I get it. Dieting can be super hard. That's why I started using the TruHealth System."

Them: "What's that?"

Introduce TruHealth System.

2. **If you've been using TruHealth and look thinner/healthier, your future customers may start the conversation for you.**

Them: "You look great, have you lost weight?"

You: "Actually, I've lost ____ inches on the TruHealth System."

Them: "Really?? What is that?"

Introduce the TruHealth System: "It's this new fat-loss program that focuses on having a healthy body composition, not just pounds lost on the scale. It's so easy to follow and it's allowed me to start taking back my life. I love it!"

Or, another scenario:

3. **You can flip the above conversation to break the ice:**

You: "You look great, have you lost weight?"

Them: "Actually, I've lost ____ pounds. It's been a struggle, especially because I love my bread!"

You: Laugh, "ME TOO! It's why I've been using this new, remarkable system that focuses on inches lost instead of pounds."

Them: "Really?? What is it?"

Introduce the TruHealth System: "Well, it's a fat-loss program that focuses on having a healthy body composition, not just pounds lost on the scale. It's so easy to follow and it's allowed me to start taking back my life. I love it!"

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4. Ask them about their eating habits. Most everyone loves to talk about food.

You: "Have you tried out this restaurant?" (have one in mind already)

Them: "I have! It's so good."

You: "It's amazing! How often do you eat out?"

Or,

Them: "I haven't. How is it?"

You: "It's amazing, my favorite thing is the (have a dish)."

Them: "That sounds good. I should try it out sometime."

You: "You totally should. How often do you like to eat out?"

Them: "Pretty often. All the time, actually."

You: "That sounds pretty expensive."

Them: "Yes, it can be. Especially when I do it every day."

You: "What if I told you we have a system that will save you money on your eating out-budget and help you lose fat?"

Them: "That just sounds ridiculous."

Smile and then introduce them to TruHealth (show them the budget comparison sheet that can be found in the Resource Library at FPO.com): "It's this new fat-loss program that focuses on having a healthy body composition, not just pounds lost on the scale. It really helps you save money on your monthly food budget too. It's so easy to follow and it's allowed me to start taking back my life. I love it!"

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Quick Starters

Now that we've elaborated on a few questions, here are a bunch that you can use on your own to get the conversation about TruHealth started:

"Hey, (insert name), I just finished this incredible fat-loss journey. Let me tell you about it!"

"Doesn't (so and so) look good? I wonder if they used the TruHealth System?"

"How would you feel about taking back your life?"

"I heard that almost one-third of the world's population is overweight. I don't know about all of them, but I know TruHealth helped me."

"What has changed your life in the past 5 years?" ("For me it's TruHealth.")

"What are you passionate about?"

"What's something you wish you could still do?" (Depending on the reason, TruHealth may be the answer.)

"Do you drink tea or coffee?" ("Did you know that you can have both on the TruHealth System?")

"If I could have any super-power, it would be to eat bread without getting fat! Fortunately, TruHealth is the closest I'll get to that."

"What do you normally eat for breakfast?" (Lead into simplicity of TruHealth.)

"What if breakfast was easier and helped you lose fat?"

"What if you didn't have to worry about eating the right thing at the right time?"

"What did you have for lunch?" ("I had a TruPLENISH shake and it was delicious.")

"What would motivate you to run a marathon?"

You don't have to memorize all of these!
You only have to pick one that works for you and use it. **Good luck!**

SOCIAL MEDIA ICEBREAKING SCRIPTS



Share these statements on all your social media channels and with friends to spread the word about how TruHealth is transforming your life. Be sure to include the hashtag **#TruHealthJourney** so the movement can gain traction and others can join you!

I'm going to lose 5 inches over the next 30 days, who wants to join me?

I'm going to lose 10 inches over the next 60 days, who wants to join me?

What would you do to lose fat?

What if you could take back your life?

How would you feel about wearing smaller pants?

This is it. I'm taking back my life. Who wants theirs back too?

I'm sick of being fat, so I'm doing something about it. Anyone else?

I hate the way I feel in my clothes. Who wants to lose fat with me?

I'm tired of being embarrassed by how I look, so I'm going to fix it. Who wants in?

I want to lose fat! Who else does too?

I'm taking a quest to lose the fat! Who will join me on my journey?

Ok. I'm going to do it. The fat loss starts now! Who's in?

I'm ready to look like an "after" photo, who's with me?

No more excuses! I'm losing the fat. Who wants to help?

Thinner arms are within reach! Who's ready to get theirs?

I'm tired of my thighs being the first thing people see, let's fix it together.

Let's take back our lives, together.

Real moment: I'm tired of avoiding eye contact with myself in the mirror. Time to do something about this!

I want to get healthier so I have more energy to tackle the day.

I want to get healthier so I can play with my kids more. Who's in?

My fat doesn't define me, but I know I'll feel better when I'm more in shape.

I'm ready to lose fat the healthy, natural way.

I'm ready for people to see me, not my fat.