



# TELL **A** FRIEND

Calling your  
warm market



**Gano Excel™**

NORTH AMERICA

# Do You have a cell phone?



Do you know how to use it?

Do you answer it when friends or family call?

If you had to ask a friend for a favor right now,  
what's the fastest way to get hold of them?

Right, your cell phone.

# Recouping the cost of your ESP

**Simple**

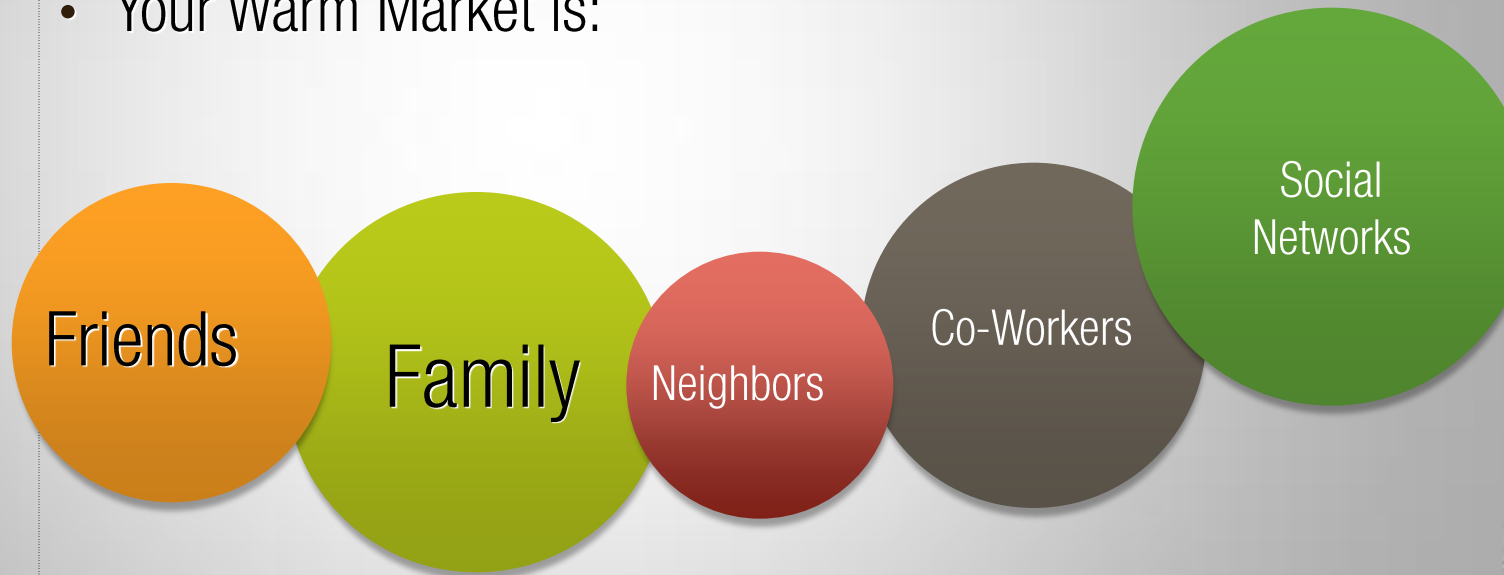
**Fast**

**Effective**

Simply, **Tell-A-Friend**

# TELL-A-FRIEND

- The Tell-A-Friend approach focuses on simply texting your Warm Market and asking them for a favor.
- Your Warm Market is:



# TELL-A-FRIEND

“

Text this message to your contact list

I just started an Enriched Gourmet coffee, tea, & hot chocolate business. Very Exciting! Can you do me a huge favor personal favor and buy 1 box? Only \$25.

”

# If you were to contact **ALL YOUR FRIENDS...**



How many  
would buy  
a \$25 box to help  
you?



# THINK ABOUT THIS

How many contacts  
do you have on your cell phone?



## ESP Recoup or ESP Qualify?

- Use TELL-A-FRIEND to quickly recoup the investment in an ESP.
- Use TELL-A-FRIEND to quickly raise the money to purchase an ESP.

### ESP 1

$$\begin{array}{r} 13 \text{ Boxes}^* \\ \times \$25 \text{ Retail} \\ \hline = \$325 \\ - \$195 \text{ cost} \\ \hline = \$130 \text{ Profit} \end{array}$$

### ESP 2

$$\begin{array}{r} 27 \text{ Boxes}^* \\ \times \$25 \text{ Retail} \\ \hline = \$675 \\ - \$495 \text{ cost} \\ \hline = \$180 \text{ Profit} \end{array}$$

### ESP 3

$$\begin{array}{r} 57 \text{ Boxes}^* \\ \times \$25 \text{ Retail} \\ \hline = \$1,425 \\ - \$995 \text{ cost} \\ \hline = \$430 \text{ Profit} \end{array}$$

\*You may choose to excludes soap, toothpaste, cereal, and supplements



# Thank You



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