

## Team Reactive

{{FirstName}}

### "Facts tell, stories sell"

Great testimonials are the most powerful persuaders in our business. The simple description of how your life has been affected by the product or the opportunity will influence more people to join you than any other factor. We had better learn how to do this!

We have all heard good testimonials and we have all endured poor ones. Long, never ending tales of miracles have less impact than brief, to the point accounts of how everyday life has been enhanced. Realism is important, as well as brevity. Here is what your powerful testimonial should include, write it out and edit it to a clean, concise message no longer than 90 seconds.

**Part 1:** A 20 second story of who you are and where you were before this all happened.

*"My name is Kevin Porter and I live in Santa Cruz CA. I received a phone call in October asking me to look at new research called "redox signaling". Well I had never heard of it so I was curious.*

**Part 2:** A 20 second story of how you discovered, found out about, learned of, became involved with the product or the company or both...

*"As I reviewed the information sent to me, I was intrigued at this breakthrough product called Asea and I was also surprised at the depth of experience and success the management team had. It definitely raised the bar in our industry.*

**Part 3:** A 20 second story of how your life experience changed as a result of Asea.

*"I became an Associate and began building my new business. As my family used the product daily and experienced great results, we became more excited and gained a deeper belief in Asea and the opportunity. We began sharing the product with friends and followed the plan. We had lots of support and tools to build with."*

**Part 4:** A 20 second story of where you are now, how it has affected your life, your family's life, your work, friendships, etc. and how you will continue to use, and enjoy this product and opportunity in the future.

*"Today, we are Triple Diamond distributors, have thousands of people using this amazing product. The product has helped everyone in our family. Our quality of life has increased dramatically both in health and in wealth. I am a work at home entrepreneur and am looking forward to the future with increase and delight. It all began with an email!"*

