



# 75 SECOND PRODUCT TESTIMONIAL GUIDE

Sharing your story is the most powerful way to attract customers and distributors to your Limitless business, especially if you follow a few simple guidelines to increase impact.

Pick a Find Your Limitless Pak and get started on your story! You can start with as little as your first serving on at least one product in each pak. Then build the rest of your story over time. Of course, your Thrive Story will develop over time, and continue to develop... for LIFE!

## INTRODUCTION: (10 - 15 SECONDS)

Prepare your introduction as if you are talking to a stranger. Once you have your intro down succinctly, then it will be easy to extract only the necessary items for a person you know. You wouldn't introduce yourself and your story to your Mom the same way you would a stranger.

My name is: \_\_\_\_\_ I am from: \_\_\_\_\_  
(What do you do?) \_\_\_\_\_ (What do you love?) \_\_\_\_\_

## YOUR BASELINE: (15 - 20 SECONDS)

Briefly explain your circumstances wherein you were experiencing discomfort, lacking energy, confidence, strength, etc. Share how you were introduced to Limitless products, even name your pak, and how simple they were to incorporate into your lifestyle.

My circumstances before: \_\_\_\_\_  
\_\_\_\_\_

How I was introduced: \_\_\_\_\_  
\_\_\_\_\_

How simple to implement: (Which FYL Pak?) \_\_\_\_\_

## BENCHMARKS: (20 - 25 SECONDS)

Taking Limitless products offers continual progress with benchmarks along the way. Share them! Use the established claims for the product to talk about your measurable improvements.

My Benchmarks: \_\_\_\_\_

Established Claims: \_\_\_\_\_

Your Measurable Results: \_\_\_\_\_  
\_\_\_\_\_

## CLOSE & CALL: (15 - 20 SECONDS)

Offer your genuine passion for Limitless products and your commitment to be a "lifer." Make mention that while you know these products are scientifically validated (which is huge) what really made the impact was your personal experience.

Genuine Passionate Closing Statement: \_\_\_\_\_  
\_\_\_\_\_

Call to Action: (I found my Limitless, let's help you find yours) \_\_\_\_\_  
\_\_\_\_\_