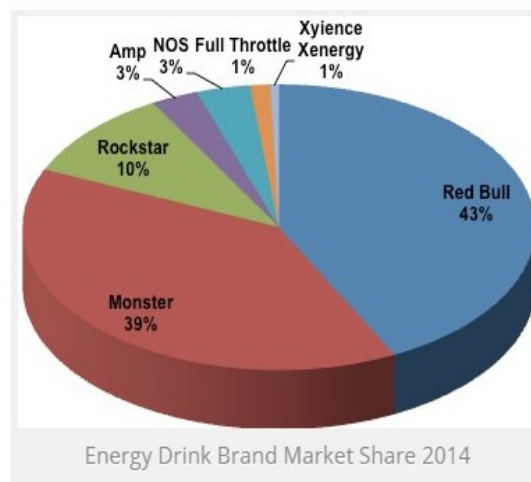


Marketing Synergy Worldwide's e9



Synergy Worldwide has a fantastic energy drink **called e9**.

And when properly marketed has huge potential to create loyal customers. Especially in a \$50 billion dollar global energy drink market.



This marketing strategy will help you understand how to use this product to acquire customers and attract business builders to **help you be Elite Honors Qualified**.

But before we get into specific numbers the above chart is from **The Caffeine Informer** showing you the direct competition. And, next on the next page I've placed a **comparison table on how e9 stacks up against the Big 5**:

	e9	Red Bull	Rockstar	Monster	Amp	NOS
Calories	20	110	140	100	120	110
Added Sugar	No	Yes	Yes	Yes	Yes	Yes
Carbohydrates	5g	28g	31g	27g	31g	28g
Added Anhydrous Caffeine	No	Yes	Yes	Yes	Yes	Yes
L-arginine	Yes	No	No	No	No	No
Vitamin C	500%	0%	0%	100%	0%	100%
Thiamin (B1)	100%	0%	0%	0%	0%	0%
Riboflavin (B2)	100%	0%	200%	100%	20%	0%
Niacin (B3)	200%	100%	100%	100%	10%	25%
Pantothenic Acid (B5)	100%	50%	100%	0%	10%	0%
Pyridoxine (B6)	1000%	250%	100%	100%	10%	100%
Folic Acid (B9)	50%	0%	0%	0%	0%	25%
Cyanocobalamin (B12)	2000%	80%	-100%	100%	10%	100%
Cost per unit**	\$1.30	\$2.29	\$2.39	\$2.49	\$2.49	\$1.99

As you can see by the chart above, e9 is compared to the top 5 energy drinks, and outperforms all of these energy drinks in all categories of comparison.



e9 Healthy Energy The Natural Way - Video

This video provides a detailed explanation of e9 and how it stacks up against the competition.

https://youtu.be/T1bXuQ5_fDw

Non-branded Video

Run Time: 15:41

Click on the image to play

Your Working Goal: To move 24 boxes then repeat

This might sound like a lot but from our experience a simple sampling program can create a lot of product movement. Here's why:

Unlike ProArgi-9+ that may take time for people to feel the effect, **with e9 the effective is immediate and noticeable for most people.** By identifying people who are lacking energy and giving them one stick to sample, you will help them feel the difference with e9 and create the desire to purchase more.

You would price point a box of e9 at \$39, which is the suggested price from Synergy Worldwide.

We've seen conversion rates as high as 50% in the sampling program. Meaning that half of the people you give a sample to will want to purchase a box of e9.

Thus one box of 30 sticks used as samples could generate 15 customers.

(We've developed a Pass Out Card to help you market and establish price points for selling the product. We'll show you this later in the presentation.)

Our Recommendation is to buy a 24 Pack of e9

Order Date:	8/10/2017
Order Number:	8523425
Amount:	\$ 594.56
CV:	450

Cost per box: \$594.56 divided by 24 = **\$24.77 (Round to \$25)**

Elite Rebates: Not eligible

Profit per box: \$39 - \$25 = **\$14 per box**

Customer Sales	Profit per Box	Profits From Sales
24	\$14	\$336.00

Depending on how much effort you want to put into this e9 marketing strategy, **you have the potential to develop a nice profit margin.**

Marketing Strategies



Strategy #1 – Simple Pass Out Card and Sampling Program

Use the following pass out card with 1 stick of e9 for your potential customer to sample.

Front of Card

Ask For The Power of e₉ Energy
Ready to Live Life to Its Fullest?
Would you like to:

- Enhance Your Physical Energy and Performance
- Improve Your Mental Alertness and Concentration
- Avoid the "Crash and Burn" of Traditional Energy Drinks
- Stimulate Your Body's Ability to Produce Energy Naturally



Join the e₉ Healthy Energy Revolution
See back for directions on how to use this Convenient, Affordable, and Amazing Source of Natural Energy!

Back of Card

For As Little As \$1.17 Per Serving!



Convenient - Affordable
Your Satisfaction Guaranteed
Our **exclusive** all natural, high energy, low calorie formula empowers you with the energy you desire to enjoy life to the fullest.

When Your Energy is Low e₉ Will Be There!

1 Box \$39* 2 Boxes \$78* 4 Boxes \$140* (Saves \$16)
*30 servings per box plus S&H and sales tax where applicable

Directions: Mix your e9 packet in 8 to 12 oz of water and drink over a period of 30 minutes. Mixes best in room temperature water.
Caution: Do not take within 4 hours of bedtime so you can fall asleep on time.

FREE!
A Single-Serving Sample is Available Upon Request!

Call Me/Text Me If You Want To Order

The PDF for the front and back of the card are 4 up. This means there are 4 cards on the front and 4 cards on the back. **This way when your printer prints the cards and cuts them a 8 ½ x 11 sheet of paper will produce 4 cards.**

25 sheets = 100 cards
50 sheets = 200 cards

This allows you to scale your marketing efforts and control your costs.

How many people could you pass this out to each week? Target Market – Anyone who is lacking energy. How many events could you go to each week in your area? Meet up groups. Church. Family, friends, and neighbors. If they have questions, then use this flier:

Naturally Increase Your Energy and Protect Your Cardiovascular Health with e9 from Synergy Worldwide!



BENEFITS OF e9

- Long lasting healthy energy through a unique, low calorie formulation
- Supports cardiovascular health with L-arginine
- Enhances mental and physical energy levels
- Maintains alertness, improves cognitive capacity, and increases physical performance
- Stimulates the body's natural ability to produce energy
- Great-tasting Tropical Burst flavor



Directions: Take 1 packet per day (or when you're needing a boost in energy) and mix it with water.

**For More Information
On This Cost Effective,
Health Enhancing,
Energy Drink Contact:**

e9 energy comparison

	e9	Red Bull	Rockstar	Monster	Amp	NOS
Calories	20	110	140	100	120	110
Added Sugar	No	Yes	Yes	Yes	Yes	Yes
Carbohydrates	5g	28g	31g	27g	31g	28g
Added Anhydrous Caffeine	No*	Yes	Yes	Yes	Yes	Yes
L-arginine	Yes	No	No	No	No	No
Vitamin C	500%	0%	0%	100%	0%	100%
Thiamin (B1)	100%	0%	0%	0%	0%	0%
Riboflavin (B2)	100%	0%	200%	100%	20%	0%
Niacin (B3)	200%	100%	100%	100%	10%	25%
Pantothenic Acid (B5)	100%	50%	100%	0%	10%	0%
Pyridoxine (B6)	1000%	250%	100%	100%	10%	100%
Folic Acid (B9)	50%	0%	0%	0%	0%	25%
Cyanocobalamin (B12)	2000%	80%	100%	100%	10%	100%
Cost per unit**	\$1.30	\$2.29	\$2.39	\$2.49	\$2.49	\$1.99

*e9 contains guarana, a source of natural caffeine

**Prices based off individual quantities.

Strategy #2 – Market to Business Owners

Just drive around your town and make a list of all the potential business owners that could use extra energy and market this product to their customers.

Barber Shops

Hair Salons

Nail Salons

Massage Therapists

Health Clubs

Personal Trainers

Independent Grocery Store Owners

Approach them first as a customer. Here's a potential script.

“Hi my name is Dan Hammer and I'm introducing a new natural energy drink into the area. I've a free sample. Here's my card. Just follow the instructions on the back of the card. My suggestion is to take it today when your feeling tired. If you like it and want more, then just call or text me. Easy, affordable, and convenient. Just don't take it 4 hours before going to bed.”

Establish them as customers first and then ask them if they would like to market the product to their customers.

If they answer yes, then help them develop their sampling program and marketing materials.

If they answer no, then ask them if you could put marketing material on their counter.

One Final Note on the e9 Pass Out Card and Fliers

In this Marketing Action Plan you will find a section with all our tools and resources for this MAP. This section you'll find PDFs that you can download to your computer and print off.

Or you can send the PDFs to your printer to have printed.

Specific to the e9 Pass Out Card, the back of the card allows you to add your contact information. It's an auto fill PDF meaning that you just need to add the information to the first box and it will automatically fill the other 3 boxes.

We would recommend your Name and Phone Number. This way they can call you or text you for their order. If you want you can add your email address but we would not recommend adding a website address.

Location for Marketing Material

Click on <http://www.thesynergylibrary.com/>



Our Synergy Family
Combining Passion With Competency To Be Elite Honors Qualified

The Synergy Library

The Synergy Library is designed to empower you and your team to greater success. It's all about the implementation of knowledge to achieve a positive outcome. **Our Synergy Library will help you combine your passion with competency to achieve greater success.** Our Synergy Library will give you, and each of your team members, access to marketing tools, strategies, and exclusive informational pages. All designed to make it easier for you to grow your Synergy business. **As we create new resources they will be hosted in The Synergy Library.** Take time right now to browse The Synergy Library.

scroll down to and click on the “Enter Here”

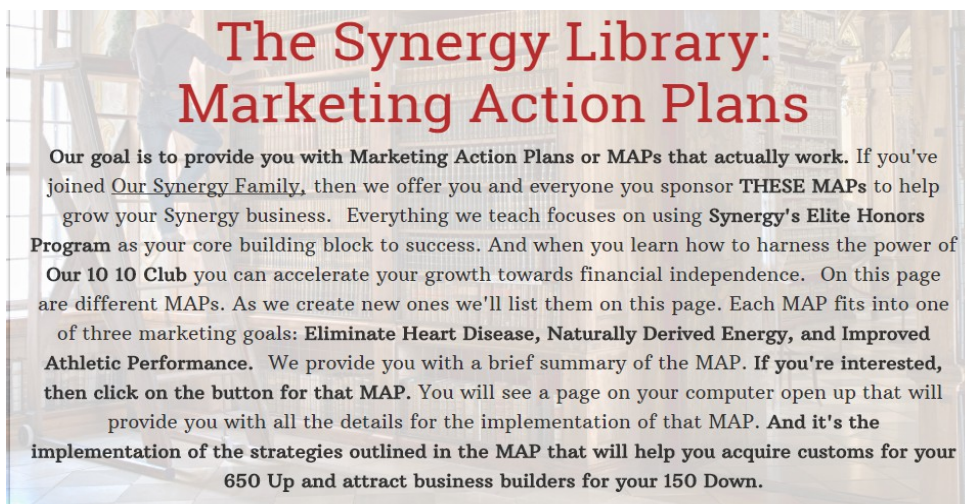
Marketing Action Plans = MAPs

To help you be Elite Honors Qualified we've developed specific **Marketing Action Plans**. These MAPs will help you implement specific marketing strategies designed to acquire customers and attract business builders.



Enter Here

takes you to this page

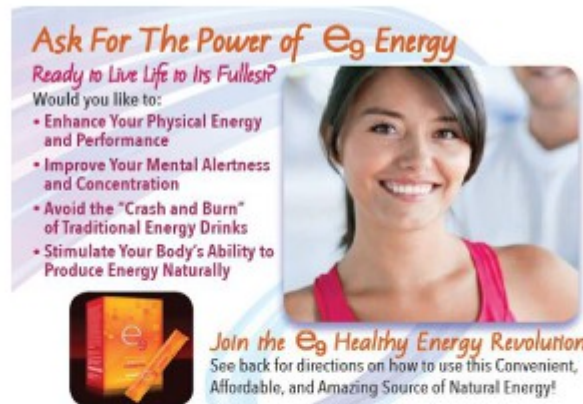


The Synergy Library: Marketing Action Plans

Our goal is to provide you with Marketing Action Plans or MAPs that actually work. If you've joined **Our Synergy Family**, then we offer you and everyone you sponsor **THESE MAPs** to help grow your Synergy business. Everything we teach focuses on using **Synergy's Elite Honors Program** as your core building block to success. And when you learn how to harness the power of **Our 10 10 Club** you can accelerate your growth towards financial independence. On this page are different MAPs. As we create new ones we'll list them on this page. Each MAP fits into one of three marketing goals: **Eliminate Heart Disease, Naturally Derived Energy, and Improved Athletic Performance**. We provide you with a brief summary of the MAP. **If you're interested, then click on the button for that MAP.** You will see a page on your computer open up that will provide you with all the details for the implementation of that MAP. **And it's the implementation of the strategies outlined in the MAP that will help you acquire customs for your 650 Up and attract business builders for your 150 Down.**

scroll down to and click on “Enter Here”

e9 Marketing



Ask For The Power of e9 Energy
Ready to Live Life to Its Fullest?
Would you like to:

- Enhance Your Physical Energy and Performance
- Improve Your Mental Alertness and Concentration
- Avoid the “Crash and Burn” of Traditional Energy Drinks
- Stimulate Your Body’s Ability to Produce Energy Naturally

Join the e9 Healthy Energy Revolution
See back for directions on how to use this Convenient, Affordable, and Amazing Source of Natural Energy!

In this MAP we outline a **simple marketing strategy on how to use Synergy's e9 energy supplement** to build a viable Synergy business. We've developed a **Pass Out Card with a simple sampling program** that can create customers and attract business builders.

[Enter Here](#)

takes you to this page



The Synergy Library: e9 Marketing Action Plan

Your first step is to watch the video to the right. This video will walk you through the e9 MAP and help you understand how to use it to create your 650 Up and 150 Down for the Elite Honors Program.

Below you will find all the PDFs that are associated with this e9 MAP. This includes the Business Plan, the e9 Pass Out Cards, and other promotional fliers.



where you will find all of these resources:

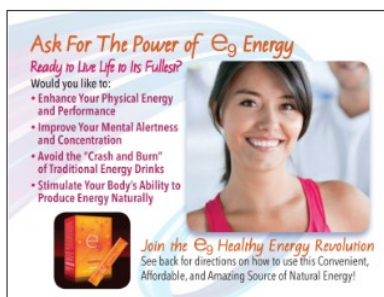
e9 Marketing Action Plan



This PDF is the same one used in the above video. This way you have a written document to refer to.

[Download](#)

e9 Pass Out Card Front



This is the front of the e9 Pass Out Card. There are 4 images to the page so that when print 1 page produces 4 cards.

[Download](#)

e9 Pass Out Card Back



This is the back of the e9 Pass Out Card. There are 4 images to the page so that when print 1 page produces 4 cards.

[Download](#)

e9 Fact Sheet



This PDF is the same one used in the above video. This way you have a written document to refer to.

[Download](#)

e9 Brochure



This PDF is the same one used in the above video. This way you have a written document to refer to.

[Download](#)

e9 Comparison Flier



This PDF highlights both the benefits of e9 and how it compares to the rest of the energy drinks.

[Download](#)

If you have any questions, then please contact:



Dan Hammer
1-800-966-3012
dan@agingnomore.com