

## WLC Script for Advertising Responses

(updated May 2011)

**Thank them for calling and ask them their name and where they saw the advert.**

**It's a 12 week course. We'll be covering a different nutrition subject each week, so you learn some really useful information about weight management. You get the opportunity to win cash prizes at the end of the challenge and we'll be giving away weekly rewards as well.**

**Are you currently on a weight loss plan at the moment?**

**We work with a health and nutrition company called Herbalife. I lost 2st (13kg) using Herbalife products over 12 years ago and have kept it off. That's why I now work as a Herbalife Wellness Coach helping other people to do the same.**

**There's no obligation to use Herbalife products, you are very welcome to join the club and use another weight loss plan.**

**We'll be doing some sampling throughout the course, so you can try our products if you're interested.**

**The £39 covers the entire 12 weeks and part of this goes towards admin fees. The rest goes into the prize pot. As your own Weight Loss Coach, I'll also follow you up and make sure you're getting the best results.**

**So shall I reserve you a place?**

**We only have limited spaces available and they are filling up. So what we're doing is taking pre-registration and pre-payment to guarantee your space.**

**Ok great (either arrange time to pop round and get address details)**

**or if they're opting for card details do this.....Do you have a pen and paper?**

**Great – here's my details (your name, address and obviously contact numbers are on flyer) Get their name, address, postcode and contact numbers and then take card payment.**

**OK, lovely – I'll be sending you a receipt and registration form in the post – Please can you make sure you bring the registration form with you on xxxxx**

**Just a final question. Do you have any friends who would be interested in joining you, so that you can support one another? OK great, well if they register too, we'll give you a free gift on the night. So ask them to give me a call as soon as they can.**

**Lovely – well I look forward to meeting you on xxxx**

**If they're not sure about paying for Challenge, explain you run the 1st week as a Registration Week where you invite everyone interested to come along and have a chat and get more information.**