



SUSAN TORBORG
R3 DIRECTOR



How to Grow Your Warm Market Naturally with R3

Melaleuca's R3 Weight Loss Program is a fantastic way to grow your warm market. Since 95% percent of Americans have tried to lose weight in the past five years, chances are that almost everyone you know is seeking to live a healthier life. When you incorporate R3 into your business, you will never run out of prospective customers. You'll keep your contact list alive and strong!

When I built my Melaleuca business to Senior Director 8 before I joined Melaleuca's corporate team in 2019, I scheduled weekly one-on-one coffee dates and gathered with people in small groups to get to know them better. This enabled me to build relationships—and it allowed my friends to build new relationships too. Each friendship expanded my warm market. It never took long for the topic of weight loss to arise. I would freely share the R3 Weight Loss Program with whomever I was meeting with and would go

on to show them exactly how I was maintaining my goal weight. This led to many questions and allowed me to make Melaleuca product recommendations for their specific needs. It also led us to follow R3 together as friends. We would do our own R3 challenges. We came together with a common goal, and that helped everyone to get to know each other better. We held each other accountable, cheered for each other's successes, and helped each other. These challenges turned acquaintances into real friends.

**MANY MARKETING EXECUTIVES USE
R3 TO GROW THEIR BUSINESSES.
HERE ARE A FEW APPROACHES THAT
ARE PROVING SUCCESSFUL.**

SADIE KOLVES

National Director

"Hi (friend), I hope you're doing well. I wanted to reach out to you because you mentioned you've been wanting to work on your health and wellness this year. Brent and I live our lives by following R3, and it truly fits into everyone's lifestyle. I would love to share the details about R3 with you. Do you have some time tonight after 6:00 for me to give you a quick call?"

JODY MORGAN

Executive Director

"Have you heard of R3? It's a six-week metabolism reset plan that is easy to follow with no deprivation. I'd love to share it with you to see if you think it would be a good fit."

STACY BODNAR

Executive Director 9

"Hi (friend), I'm gathering a couple of girlfriends to dive into the R3 Weight Loss Program for the next six weeks. Let's have a blast by doing it together! I could use an accountability partner, and it's always more fun with friends. Will you join me?"


Approaching from a wellness perspective allows your prospective customers to feel that you care about them as a person, not just someone to sell something to! Sharing what has improved your health—like a supplement that improved your cholesterol or a nutrition program that helped you achieve your ideal weight—lays a foundation of trust so that they'll be open to listening to what you have to say and they'll share more about themselves with you.

As you participate in the R3 lifestyle and invite others to do the same, you're going to build your warm market and add people to your contact list. During or after R3 challenges, people will ask about the products. You'll be able to schedule Melaleuca Overviews to help them set up accounts to shop. Others may just enjoy the camaraderie of the

group, and that's okay. Focus on sharing R3 as a way to help others improve their health. Those you introduce to R3 will feel safe because they trust you. They'll be your biggest advocates and will refer others your way.

People connect and collaborate when it comes to health, and weight loss all the time! And since R3 is a free program that is available to all Melaleuca Members and Non-Members alike, it's a low-barrier way to introduce others into the Melaleuca community.

This month, give it a try! Embrace what R3 can do for your health and share your story with others. It's as simple as that! R3 paves the way to countless conversations about health and wellness. And each conversation is the start of a relationship that can lead to yet another Melaleuca approach. 



Melaleuca's R3 Weight Loss Program is built around a recurring six-week weight loss plan with three two-week phases: Reset, Reintroduce, and Real Life. It helps shift your body from fat-storing mode to fat-burning mode without counting calories.

Go to Melaleuca.com/R3 to learn about the R3 program and get ready for the Show Up Challenge starting in June!