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R3: Melaleuca's Best-Kept Secret?

What do you know about Melaleuca's unique R3 Weight Loss Program? If you haven't tried living the R3 lifestyle for yourself and invited others to try an R3 Challenge with you, then this article is for you!

That's because R3 is truly Melaleuca's best-kept secret. Every Melaleuca Member (including you!) cares about their wellness—that's why they love being part of The Wellness Company! And every Marketing Executive is eager to share Melaleuca with more people. R3 is a great way to reach both of those goals!

EVERYONE WANTS WHAT R3 OFFERS

Everywhere you turn these days, people are searching for ways to live healthier lives. Even though 95% of Americans have tried to lose weight in the past five years, this desire for health goes beyond the scale. North Americans are dedicated to building habits of health that will boost their overall well-being. The US wellness economy is the largest in the world—it's a \$1.8 trillion market! I am not exaggerating when I say that everyone you meet wants what R3 can offer.

While R3 is called a weight loss program, it's important to remember that achieving and maintaining a healthy weight is simply a by-product of living a balanced life and stacking healthy habits. With R3, anyone can improve their overall well-being. They can feel more

energized, improve their quality of life, and take control of their health for the long haul. Here at Melaleuca, we know what most people are just starting to figure out: good health isn't a destination—it's a lifestyle.

YOU'LL EASILY GROW YOUR WARM MARKET

Melaleuca's first Critical Business-Building Activity is adding names to your contact list. R3 actually helps make this easier to accomplish. How? We all know that Melaleuca offers a lot of solutions that can help people live better lives. But getting people to open up about their needs isn't always easy, especially when those needs are related to specific health concerns or finances, which people are often very private about. However, North Americans are more open regarding weight loss and fitness. These topics come up often in daily conversations, and people connect and collaborate when it comes to wellness and weight loss. Think about it—everyone wants a gym buddy or some friendly peer pressure for a new diet.

If you're living the R3 lifestyle, you are instantly in a prime position to share your health journey and invite others to join you on an R3 challenge. And since R3 is a free program that is available to Members and Non-Members alike, it's a low-barrier way to introduce others to the Melaleuca community.

During and after R3 challenges, people will ask you about Melaleuca products. You'll be able to schedule Melaleuca Overviews to help them set up accounts and shop.

THREE WAYS TO USE THE GROW APP FOR R3 CONTACTS

Tailoring your approaches to an individual's needs makes good business sense, and the Grow app can help you do that with your R3 warm market.

1. **Organize your contact list** by adding an R3 label to the appropriate contacts. Then you can easily filter your contacts to share R3 news and products.

2. **Simplify sharing digital R3 resources**, like success stories, challenge invitations, and the Introduction to R3 video.

HERE'S HOW: On the bottom right of your screen, press More. Then select Digital Library. Go to folder 04. Customer Care. Then select the folder titled 03. R3.

3. **Simplify R3 enrollments.**

On the bottom right of your screen, press More. Then select Contact List/Enrolling. Choose Scripts. Press the file titled Approaches and find the R3 Approach. Personalize this script and send it to anyone in your contact list, or copy the script to paste into your preferred app.

After your approach, send your contact the Introduction to R3 video (see step 2 above). Follow up with your potential customer, answering any questions they might have. Close the deal, then send them an

enrollment link by pressing More at the bottom right of the screen, selecting Contact List/Enrolling, then selecting the appropriate name. On your contact's profile, click the green button that says "Invite to Melaleuca" and follow the steps.

You'll want your new Member to engage with other R3 participants. Invite them to join the R3 community. In the R3 files of the Digital Library (see step 3), click on Melaleuca.com/R3 and send a link.

YOUR NEXT THREE STEPS

With another R3 Weight Loss Challenge starting in January, now is the time to put your plan into motion. Statistics show that 95% of your contacts are actively looking for what you have with R3, so don't be shy. Here's what you need to do next:

1. **Download Melaleuca's Grow app and organize your contacts with the R3 label.**
2. **Speak up about R3 in face-to-face conversations and online to grow your warm market.**
3. **Invite your contacts to try the free R3 program.**

As long as you keep speaking up and inviting others to participate in R3, you'll see your business-building efforts go further and make a huge impact in the lives you touch. **LIA**