

Living The "Berry Good life" in the face of covid-19



HOW WE STOPPED
PAYING FACEBOOK
AND INSTAGRAM AND
STARTED PAYING OUR
CUSTOMERS INSTEAD



BY SCOTT AND CHARITY BERRY

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CHAPTER ONE

HOW WE GOT HERE



For those that have never met us in person, We are Scott and Charity Berry, creators of “The Berry Good Elixir Company”. For the past three years we have been on an incredible adventure chasing the “American Dream”. Starting from nothing, we had created our very own unique supplement company that supported our family financially while we grew and navigated the ups and downs of personal business ownership. We struggled a lot in the beginning and made many embarrassing mistakes, mostly from inexperience.

Business dynamics would change with the seasons and we would be caught off guard, always looking at a list of things we should have done but had not. We started our business in February of 2018, so by February of 2020 we had learned a lot. We made it through the harsh Maine winter like old pros, with a solid and loyal customer base and a growing product line, we were positioned to have a great 3rd year.

As we went through the spring season we were really gaining momentum, over the winter we met a lot of new customers with social media marketing but our true love was summer and all the large public gatherings, that’s where we really shine. When we do large events we are face to face with thousands of potential new customers, giving out samples and talking with people about the common problems we all deal with. This is how we have built the whole business from the beginning, face to face, person to person.



HOW WE GOT HERE

This third summer, we were ready!! We had every weekend booked from May until October with quality craft fairs, trade shows and fairs! By the end of the season we could potentially meet and talk with over 100,000 new people!

Then, Covid19 hit!! One by one all the shows started to cancel, in a panic we threw all of our energy into social media marketing. We dedicated all of our marketing budget to that one area. Then, the censorship started!! Many of our ads started getting flagged and taken down, before long we were completely shut down from doing any marketing at all with the very companies we had spent thousands with just a few short months earlier.

As far as marketing was concerned, Covid19 had put us between a rock and a hard place. Only our loyal customers were keeping us alive but many of them were also struggling financially because of covid restrictions. If we were going to survive covid19 as a business we needed a miracle!

Our miracle came in the form of "Affiliate marketing". Never again would we spend marketing money with companies that would censor us. From this day forward we will give all of our marketing dollars to our customers!



CHAPTER TWO

ASSESSING OUR CHALLENGES

When the pandemic scare started we were very nervous. While we were very confident in our own level of health and the health of our immune systems, the whole scenario was quite disturbing. If it was really that contagious and really that deadly then everyone would be sick including lots of truck drivers and then the whole distribution system would crash and we could have been in for some dark and desperate times. We hunkered down hard with a pantry full of supplies and plenty of Elderberry Elixir.

After a couple of weeks we were relieved when we realized that it was not going to be as bad as we had imagined. As we looked around we noticed many others poking their heads out with that look of relief. The rest of the world still seemed a little overly cautious but we figured that they would all catch up soon enough.

When our first couple of public shows cancelled, we were frustrated but figured "better to be safe than sorry." When all of the shows started to cancel, we started to realize that something else was going on. We were no longer experiencing a "public" health crisis, we were experiencing a "Political" health crisis. As the political push to stay locked down intensified, we accepted the notion that our summer income stream had just vanished. We needed a new direction and we needed it quickly.

We latched on to what we were comfortable with, social media marketing. We started to pour our advertising dollars into boosting ads on social media platforms and fine tuning our website to be more "search engine friendly." While this does work, it is quite expensive and not very efficient because your marketing to stone cold strangers instead of "friends sharing with friends." As frustrated as we were, we tried to be thankful, we were blessed to have our own business in a time when many people were out of work and even though we were struggling, we were getting by. Leads would trickle in with new people that didn't know us at all, many would just keep on moving but some, impressed with our customer reviews would try our products, become new customers and then new friends.



ASSESSING OUR CHALLENGES

When our posts and ads started getting flagged as untrue by so called "Independent fact checkers" again we were frustrated but not surprised as many of our "Philosophies" go against the grain. What we did not realize is that many of our own customers were not seeing our stuff, friends that had "liked" our pages and signed up to follow, were still not seeing posts, ads or discount promotions. With a little research we found out that the social media giants not only had algorithms that filter out stuff they don't agree with, they also install bots or filters on your personal device that blocks incoming data without your knowledge. If you know where to look you can delete these filters but it takes constant maintenance (as they keep coming back) and most people don't even know that they are there. In desperation (embarrassingly) we poured more and more money into this thankless marketing strategy.

Eventually we were completely banned from running any ads on social media. We had put all of our eggs in one basket and suddenly that basket had turned against us. We were in a really tight spot, sales and income were declining because many of our beloved customers were struggling financially. Let's face it, if you have to choose between buying groceries for survival or buying supplements for optimal health, the choice is clear. We had lost our two major sources of new growth, public gathering shows and social media marketing. Friends and followers were still sharing our posts but many were not being seen and all were labeled as "Fake News."

This whole mess was discouraging to say the least, not only were we struggling as a business but the social network that we enjoyed every day was disintegrating. In this time of uncertainty we all relied on information from each other in order to try and make sense of it all. It was becoming obvious to us that the powers that be were grooming the public for a mandatory vaccine (this is the scariest scenario we could ever imagine!!) Every time someone would share a video that questioned the narrative or pointed toward a conspiracy, that video would disappear. The whole world was being censored and most people did not realize it!



ASSESSING OUR CHALLENGES

So, to summarize our challenges:

- The whole world is going Bat Shit Crazy!
- Every bit of information that we are being fed is bullshit!
- Our loved ones are being groomed to take a poisonous vaccine!
- The tools that we use to to grow our business no longer exist.
- The communication between us, our customers and friends is being heavily censored, throttled and filtered!
- Many of our friends and customers are struggling financially.

We were praying for answers, we needed a miracle and we needed it fast!!



CHAPTER THREE OUR MIRACLE

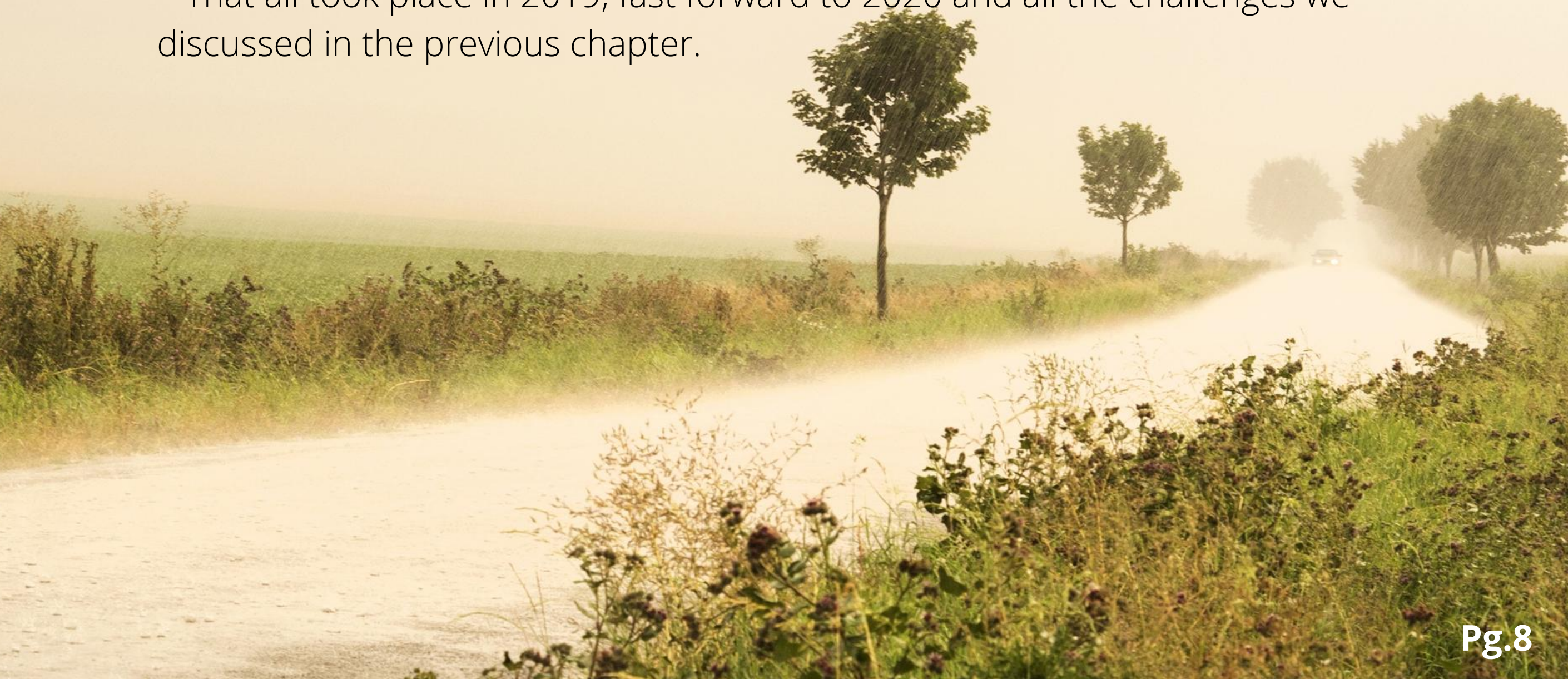
So often in life, the answer to our prayers comes not from receiving something new but by recognizing the blessings that we already have.

Our miracle came in the form of recognizing the unused benefits of a profit sharing program that we already had but were not fully utilizing. Way back when we first started our business we had one product (Elderberry Elixir) and only a few customers. To help encourage our friends to spread the word we offered a small referral fee to anyone who sent new customers our way. This was a fun, effective way to foster growth in our new enterprise. As our business volume and customer base grew this "referral" program became impossible to track and manage.

At that time we searched for a referral tracking app that would plug into our website. What we ended up choosing was a profit sharing app that paid out a percentage for every sale that came from a referral. The app tracked all the referrals and all the payouts and the payouts were all executed through PayPal. This new app was the perfect solution and it performed exactly as we had hoped. Many of our biggest "sharers" signed up to be affiliates and receive payouts on a monthly basis via PayPal.

When we were shopping for apps, the one we chose said it could be used as an amazing marketing tool for "Explosive growth" and also an opportunity for your customers to build an exciting income stream if that's what they wanted to pursue. This is not a new concept, it's called Affiliate Marketing and some people make a lot of money by promoting other businesses' products. At the time, we were just looking for a referral tracking system, we were already so busy with all the other aspects of running and growing our business that we really didn't have time for a new direction or a new focus. Basically we ignored all the features of this new tool other than referral tracking and payout and it performed flawlessly in that regard.

That all took place in 2019, fast forward to 2020 and all the challenges we discussed in the previous chapter.



OUR MIRACLE

As we searched for solutions to our challenges, we looked under every proverbial rock we could think of. Some outdoor events started to open up and a few venues became available to vendors but all required wearing a mask. We are not willing to wear an unconstitutionally mandated mask for the sake of public safety when we know the complete opposite is true. We will not take part in an obedience test designed to prepare people for the next, upcoming, unconstitutional mandate. With that being said, we totally respect those that are forced to comply in order to keep their job and support their family. We support everyone's right to wear a mask or not based on their own risk assessment, fears and beliefs. Anyway, we won't be doing big events or any events any time soon.

We continued searching for answers reexamining every tool we had and every old idea we had ever discussed. When we looked at our affiliate profit sharing app, we realized that our miracle was right there the whole time.

Our solution: Our Affiliate marketing app includes these features

- Opens a line of communications between us and our closest customers that can't be censored, throttled or filtered.
- Allows us a way to share Natural Health topics and ideas without censorship.
- Gives us a place to post product related and health related content.
- Tracks all referrals and pays out for life.
- Also pays out for new referrals that come from your referral.
- Gives us a place to post training material for those interested in building a recurring income.
- Gives us a way to market our business on social media through our affiliates.
- Gives our affiliates a way to earn income if they are struggling financially.

The perfect solution was right there the whole time, we just didn't recognize it.



CHAPTER FOUR DETAILS

Before we get into the details of the profit sharing plan, let's talk about "Six degrees of separation." Six degrees of separation is the idea that **(1)** you know people, **(2)** those people know people that you don't know, **(3)** those people know a group of people that neither you nor your friends know. If you follow this pattern out only six times it includes every person in the world. So you are only separated from knowing every person in the world by "Six degrees of separation." When you apply this concept to social media and affiliate marketing the potential is limitless! You may not know many people personally but the people you know, know everyone else!

The layout of the profit sharing plan is pretty straight forward.

- Sign up to be an affiliate and you receive a link that takes people to the "The Berry Good Elixir Company" website where you get credit for that traffic.
- Any sales that result from traffic using your link pays you back 16%.
- You can use your own link to get 16% back on all your own favorite products.
- On your Affiliate dashboard you will find a growing list of marketing content. If you see some you like, attach your "Link" to it and share it.
- Not everyone will click (we all know that) also, not every one that clicks will become a customer and try our products. Those that do, you receive 16%.
- All future sales from that customer (using your link) pays you 16% for life.
- Your visitors will be encouraged to sign up for our newsletter to receive notifications of new product promotions and specials.
- Your visitors will be encouraged to join our affiliate marketing program.
- Your new affiliates will be given their own special link.
- Whenever someone buys using their new link, they get 16% and you get 8%.
- As the referral tree grows deeper you still get credit but your percentage gets cut in half at every new degree of separation.
- The plan includes payouts for up to 6 degrees of separation as follows: 16%, 8%, 4%, 2%, 1%, 1/2%




CHAPTER FIVE

HELP WANTED


When we first started "The Berry Good Elixir Company" website we had big dreams and ambition but very little experience and expertise. We knew that Charity's herbal medicine formulas were powerful and effective and that once people tried them, they would become excited about their own personal results. This becomes obvious when you read all the "Glowing" reviews and personal testimonies. We also knew that Charity could share her knowledge of natural health topics in ways that made sense to everyone. Her ability to connect with individuals on a personal level through social media and in person was the driving force of our growth and early success.

Like any business, our success and future security relies on quality products, first class customer service and a growing customer base of satisfied customers. While our income comes from product sales, our business is really about connecting with people, understanding their struggles and then helping them find solutions that work and make sense. Take this recommendation for example.



Denise Morse  recommends **The Berry Good Elixir Company.**

Yesterday at 8:38 PM · 

The products are fantastic but I think what's better is the customer service that goes with it. You can message a question or 5 and get responses in just a few hours. Even if they don't carry something that caters to your current needs, charity directs you to a business that will! This is such an amazing business and products! Thanks for being here, and helping us heal the natural way!!! 

HELP WANTED

From the very beginning our growth has come from personal contact, building trust and familiarity and then finally, having our customers share their experience with their friends and loved ones.

Every time we step away from that framework and market/advertise to total strangers, the results and experience are not as warm and fuzzy. We live in a cynical world, in cynical times. To deal with strangers that constantly question our integrity, our service or our products is exhausting and demoralizing.

Those are some of the reasons that we are so excited about this customer/affiliate profit sharing program. We don't want to spend our marketing dollars with multi billion dollar companies so that we can market to complete strangers that don't know or trust us. We would much rather pay you, the customers that we know and love, to share our company with the people that you know and love.

So, if you're reading this E-book and you already know and trust our company, you are the affiliate we are looking for. On the other hand, if you are a professional that makes your living with Affiliate Marketing by targeting strangers, you are not the affiliate we are looking for. If you're reading this because one of our customers shared it with you but you don't really know us or our company, we ask that you stick around a little bit and get to know us before becoming an affiliate.

If, after all that you still think becoming an affiliate is a good idea, here is a list of what you'll need to get started.

- A genuine affection for "The Berry Good Elixir Company" products, service and Natural Health philosophies.
- A home computer or hand held device with internet access.
- A PayPal account to receive your monthly payouts.
- A willingness to share content that you believe in.

Pretty simple really, share what you love, get paid for results!



CHAPTER SIX

HELPFUL TOOLS AND SUPPORT

Just recently, as we considered rejuvenating this program, we realized that we needed to learn more about the world of affiliate marketing. We did some research on what makes a good program and what professional affiliate marketers consider important. This is the list that we came up with.

- Quality products with genuine reviews.
- A wide range of products to offer.
- Customer service support that handles all transactions, shipping, returns and frequently asked questions.
- A well designed website that builds trust and encourages visitors to buy.
- An e-mail/newsletter subscription that allows for future marketing to leads.
- A recovery program that addresses abandoned carts with incentive marketing.
- A clean, easy to use affiliate dashboard.
- A helpful affiliate training program including "real person" support.
- Quality content to share on any and all social media platforms including texts and e-mails.

We are proud to say that most of those checklist items we already have, although, we are constantly fine tuning our website for better flow, affiliate training is new to us and is evolving presently and our available marketing content is somewhat limited but aggressively growing.

As we throw all of our energy into this new program it will get better and better. Our goal is to create a customer based profit sharing program that is easy to understand, fun to use and profitable for our affiliates and our company.



CHAPTER SEVEN

FUTURE VISION

At first glance, our website appears to present quality organic supplements for sale. Without a doubt, the financial support for our business comes from product sales but that is not the driving force of our company, our passion or our future goals.

Our true passion and vision is to help others understand and embrace the amazing natural healing abilities of the human body and mind. If more people truly understood that their diets controlled all aspects of their health and that their beliefs controlled all of their habits and choices the world would be a much healthier place. For those of you who have ever communicated with Charity directly, you know that her passion is information and education. The more you learn, the healthier you become!

While we always have new exciting products in the pipeline, our future vision is to create a whole series of E-books that will address all matter of natural health topics in an easy to absorb format.

Here is a list of ideas we have on the drawing board

- Many free e-books on topics from cancer, diabetes, lyme disease, weight loss, anxiety and depression to Preparing your immune system for covid, juicing, herbalism, women's hormones, habits, goal setting and exercise. These will be free and will be invaluable tools for not only all who read them but to affiliates to market and bring more and more people to our site.
- Seminars and classes both in person and via internet as well as personal one on one consultations both in person and on the internet, will someday soon be on our site as a product to purchase.
- We have some exciting plans for a few different weekend long retreats for those really looking for in depth training in many areas, such as juicing, plant based diets, changing habits, fighting or recovering from disease to name just a few examples.



FUTURE VISION

Not only will these be great tools for the individual and the marketing affiliate but they will also be great tools for us as a business. Whenever we meet a new customer or client, inevitably, similar conversations occur. A customer will ask " what product should I take for this problem or that condition?" The herbalist in us wants to say "Take this tincture or take that elixir" but the Natural Health Consultant wants to say "You need to understand the root cause of your condition and correct it on a biochemical level with your diet, and yes, we also have a product that will help, because of it's biochemical make up." That's quite a mouth full and has never really worked. Many people are looking for quick answers, when what they really need is a quick study course.

In the future we want to be able to direct that new person to our own easy to digest library of e-books and say "study these three selections". In the past we've been limited to quick social media post, short phone conversations and/or a suggested reading list of various books, articles and videos. These new tools will stream line our ability to help current and future clients and customers get quicker knowledge, faster results and lasting improvements!

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