



# UNBOXING YOUR ULTIMATE LIFESTYLE TRANSFORMATION

Congratulations on deciding to do an Ultimate Lifestyle Transformation Unboxing Video! You are on your way to sharing your journey with your friends, family, and followers; and giving yourself some accountability along the way.

Going public and letting everyone know what you are doing can help you to stay on track with your program and help you gain support from others who would be interested in joining you.

If you do not already have a referral or discount code to share, ask the person you purchased your package from how to get one.

*Are you willing to set aside perfection in favor of authenticity?*

We are going to cover the steps and give you tips on how to do a great unboxing AND do not overthink it. Go over your checklist and trust yourself to do the rest. It does not have to be perfect; it just has to be authentic.

## BEFORE YOUR LIVE STEP 1. PREPARATION

### Products/Box

- Open your box ahead of time to check for contents. Make sure everything is in the box.
- Unwrap the paper on the Terra Pouch.
- Remove one bottle of Apothe-Cherry from its box.
- Organize the marketing materials and placemat.



**PRO-TIP:** Pre-peel any labels on the pouches that you want to show. It's a bit tricky, so do not do this on camera when you are Live.

## WiFi

- Ensure your WiFi signal is strong and that you have full bars before you start.

PRO-TIP: Check your upload speed at [speedtest.net](https://www.speedtest.net) and aim for an UPLOAD value of around 6 Mbps.



## Sound

- Pay attention to any noise. Wind noise can come from fans or air conditioners. Check for dogs, neighbors, landscapers, kids, clanking dishes, people talking, TVs, music etc.
- If you have an external mic or headphones, that may give you better sound quality.

PRO-TIP: Don't ask people during the Live if they can hear you. They will let you know if they are not able to.

## Lighting

- Make sure you have good lighting facing towards you from the front and that you are not backlit.
- Check for any heavy shadows where it will be hard to see or overly bright spots that will get washed out.
- Use a selfie light or ring light if you have one and shoot your video in the daytime if you can.

PRO-TIP: Place your light source above or in front of the camera, but out of the frame, so that it does not cast a shadow on you or the products.

## Framing

- Check for clutter and what will be in your background.
- Do a test by going to Facebook and press Live without actually going live. You will be able to see the aspect ratio and what will be in the frame of your video, which may be different than if you use the camera on your phone outside of Facebook.
- Make sure your face and head are fully in the frame, along with being able to see the products you want to show.
- Shoot your video horizontally and check that the description for your Live is also showing up horizontally. Make sure that your orientation does not shift.

PRO-TIP: Use a tripod or other secure way to hold your device steady. Stay with one frame instead of moving the camera around too much or relying on unsteady hands.

## Time

- Pick a time to go Live that works for your audience's time zone.





# UNBOXING YOUR ULTIMATE LIFESTYLE TRANSFORMATION

PRO-TIP: Less is more! Plan to keep your Live to 10 minutes or less.

## Audience

- Do a block post or a Live post to let your people know about your upcoming Live. Let them know when you will be doing your Unboxing ahead of time.
- Invite your audience individually and ask people to support you.  
“I will be going live tomorrow and I am a little nervous, will you come on to support me?”  
“Hey, I was wondering, what are you doing tomorrow at noon? I’m going to be going LIVE about that program I was telling you about. It would be great if you could join me while I go Live! Can you make it?”

PRO-TIP: Facebook algorithm hack - Spend 15 to 30 minutes before you go Live, liking and commenting on the Facebook posts of people that you want to see your live and have engagement with.

## Description

- Write a good description for your post.
- PRO-TIP: Express your excitement and remember to keep the Purium brand name reserved for people you engage with one-on-one.  
“I’m ready to make a permanent, lasting change in my life! And I’m so excited to show you what’s in the box I received that is going to help me do it! Join me as I unbox my Ultimate Lifestyle Transformation.”  
“You’ve been asking me to tell you what I’m doing! Today, I’m going to show you!!! It’s all about making a permanent, lasting change and this is how it starts.”  
“I’m so over the Quarantine-15... pounds that is! Time to shed the weight and get back on track. I’m ready to feel better and this is how I’m going to do it.”

## Practice

- Get help from your up-team support, hop on a Zoom and do a run through to get the nerves out and make sure you are hitting all the points.

PRO-TIP: Ask for help with your story if you have not yet created one.

## Appearance

- Just before going Live, take a look in the mirror and check your clothes, teeth, hair and makeup.

## DURING YOUR LIVE STEP 2. GO LIVE

This is your opportunity to tell everyone how excited you are for the journey you have embarked on and what you hope to get out of the experience. There are already videos and resources that talk about the technical aspects of each of the products you will be taking. For this video, you can incorporate your story and let them know what excites you about each product.



## Introduction

- This is where your excitement matters!  
“Good morning/good afternoon! Thanks for joining me today. I’m so excited to share what’s in the goodie box I received in the mail, straight to my door.”
- Start right away with your introduction without waiting for people to jump on to join you live. Many people will watch the replay afterwards.
- You can acknowledge people joining you and also, do not get too distracted; keep focused on your message.

PRO-TIP: For engagement, you can ask people to comment if they are watching Live or on the Replay.

## Share Your Story

- The most important part of this is your enthusiasm.
- Refrain from using the Purium brand name. You want people coming to you, not searching Google or buying from Amazon. Also, we want to create curiosity, so people want to ask you how to get their hands on a Transformation too. Strategically cover the labels with your placement of your hand when showing the product.
- Talk in first person about your journey and refrain from talking at your audience. “I am doing this because ... I have seen friends get amazing results that inspired me to try this program.”
- Don’t sell others on why they need to do it. You can share what results others have gotten.
- Take 60 seconds to share your excitement with them and tell them why you decided to make a permanent, lasting change. Let them know the results you are looking forward to experiencing or talk about the benefits of the results you have already gotten. A format you can use is: What was going well, then something changed that was not so good, then what you hope to gain as a result of your transformation.

**New Transformation** (If you have never done a Transformation): “You may not know that I used to be an athlete in high school and college. Then, when I got my first corporate job, I was going to the gym several times a week. When my workdays got longer, so did the time between my workouts ... until they stopped all together. When I look in the mirror now, I see only the shadow of the athlete I used to be. The biggest problem though, is not the weight I put on, but more so, it’s how unhealthy I’ve become. I used to be able to eat whatever I wanted, and my body would burn it off. I developed some really bad eating habits from that, and now I’m ready to make a permanent, lasting change. I’m doing this for myself, but also so I can be an example for my kids. I’m ready to break my food addictions, get better sleep and get some of this extra weight off so I can go back to being active and feeling good in my body!  
It starts right here with this box.”

**Results from Transformation** (If you have already done a Transformation): “You may not know that I used to be an athlete in high school and college. Then, when I got my first corporate job, I was going to the gym several times a week. When my workdays got longer, so did the time between my workouts ... until they stopped all together. When I looked in the mirror, I only saw the shadow of the athlete I used be. The biggest problem though, was not the weight I had put on, but more so, it was how unhealthy I had become. I used to be able to eat whatever I wanted, and my body would burn it off. I had developed some really bad eating habits from that, and I decided that I was going to make a permanent, lasting change. I did it for myself, but also to be an example to my kids. I’m going to show you what helped me to break my food addictions, get better sleep and get the weight off so I could go back to being active and feeling good in my body. It started with what’s in this box.”

PRO-TIP: Modulate your voice to be congruent with what you are saying. This is how you convey the seriousness of what was not good and the joy or excitement of the benefit you received.

**\*We do not make any medical claims. Results will vary from person to person.**

## Box Overview



- This is a special kit that comes in its own box.
- The placemat should be on the top. “Check this out: (Read) Welcome to your Ultimate Lifestyle Transformation. It has all my steps laid out, goes over the products in the box and makes the schedule really easy. On the back, there’s space for me to track my progress and provides all my resources for support.” “There are 3 schedules to choose from, depending on your lifestyle and your goals. I’m going to do the Simple one for now.”
- There is no need to go over each sheet in the box. “I’m looking forward to checking out the rest of this info later. There are flyers that talk about how to enhance, refine and maintain my results after my first 30 days.”

## Showcasing the Products

- Show each product individually. You will be able to explain the benefits that you are excited to experience for the products: I am so looking forward to getting better sleep and being so much sharper at work, being more productive etc.
- Do not focus on the features or on the list of individual ingredients and what they do.
- Do not make the Purium name on the label obvious.
- Share a short description of the benefits, not features of each product. Highlight the benefit you are most excited to experience from each.

PRO-TIP: Mention the Terra Pouch and envelope packaging that is part of our initiative to go plastic free in 2021.



# UNBOXING YOUR ULTIMATE LIFESTYLE TRANSFORMATION

**\*We do not make claims. We do not treat, cure, heal or mitigate any diseases.**

Here are some examples of how to talk about the products and some of the benefits you might mention for each of the products. While there are many to choose from, try to stick to 2 or 3 for each one. The placemat that comes with your kit also lists potential benefits. There is a space under each product for you to come up with your own benefit you want to share.

1. This is my absolute favorite because
2. I'm really looking forward to
3. I can't wait to try this one so that
4. This one has me excited
5. This one is going to save me so much time
6. The Apothe-Cherry (product name) is the best
7. I love the way the Power Shake (product name) is packaged
8. I heard that the Biome Medic (product name) helps to support
9. The Super CleansR (product name) really helped me to



## SUPER AMINO 23

- I'm usually too busy in the morning to do anything for myself. I keep these on my nightstand and take them before my feet hit the floor in the morning, before I do anything else. It doesn't take a lot of time, effort or energy, but I love being able to do something for me first.
- Super Amino 23 is what I use to break my fast in the morning and put my body in go mode.
- This is what's going to keep my skin tight and my body toned.
- 10 of these before every workout has helped put me in the best shape of my life.
- This is my fat burning secret right here. I take them first thing in the morning, before my feet hit the floor in the morning and it puts me in fat burning mode in 23 minutes flat.





# UNBOXING YOUR ULTIMATE LIFESTYLE TRANSFORMATION

## POWER SHAKE



- This one drink equals more salads than I could chew in a day.
- Power Shake is the fast and easy way for me to get all of my nutrients.
- I'll drink this twice a day. It doesn't take a lot of time, effort or energy to make my Power Shake and do something good for myself.
- Sugar cravings be gone! Power Shake is going to help me kick my sugar addiction so I can start to make better choices.
- This is going to help making better choices for my body so much easier.

## BIOME MEDIC

- Biome Medic is our most important product! Even if you've never heard of glyphosate, you've probably heard of Round-up. I learned that it's in the air we breathe, the water we drink and the food we eat. We have constant and unavoidable exposure to it every day and it does terrible things to our gut. My digestion has never been great and now I know why. That's about to change. Biome Medic removes glyphosate and rebuilds the gut. I'm about to feel a whole lot better and I won't be afraid to eat when I'm with my friends anymore!
- Biome Medic supports the gut, our second brain. I've heard that our gut is where most of our immune system is; and that it can even affect our ability to think and impact our emotions too. It feels so important to me right now, in this time, to support my immune system and be able to think clearly and rationally. I want to keep myself healthy and make good decisions.
- I love this package! Biome Medic used to come in a bottle, but these new envelopes are part of the initiative to go plastic free in 2021. I love a company that cares about that.
- We live in the busiest and most toxic society known to man. Biome Medic is one of the most important ways we can detoxify our bodies and I'll be using it as part of this program to detoxify and nourish my body. Having a healthy gut is so important and this makes it easy.
- This is one of the reasons why I choose this program. Biome Medic is the first and only product of its kind, designed to remove glyphosate/Round-up from the body and rebuild the gut. My inflammation has gone down dramatically since I've been taking it. And, my belly has shrunk and isn't so bloated any more. I feel better and my clothes fit better too.

## APOTHE-CHERRY

- We take our Apothe-Cherry so we can go to bed at night and age backwards in our sleep.
- I've heard that Apothe-Cherry is so powerful that some people, who were addicted to sleeping pills, were able to go to sleep and get their dreams back.
- Many gout sufferers have used tart cherry for its anti-inflammatory properties. Our tart cherries have naturally occurring melatonin so we can get deep, restorative sleep, which is important for all body functions. Plus, I'm a





# UNBOXING YOUR ULTIMATE LIFESTYLE TRANSFORMATION

much nicer person when I get up in the morning after having my Apothe-Cherry and I can get so much more done after getting a good night's rest.

- With this, my body just feels good and I'm not waking up with stiff joints in the morning. I wake up feeling like I can dance.
- My new night cap! I'm drinking this tonight in a wine glass and waking up refreshed.

## SUPER CLEANSR

- Here is another example of a package that has helped eliminate over 30,000 lbs. of plastic from going into a landfill.
- Ok, this one has to do with something we all have to take care of, but we don't talk about publicly too often. This is the deep colon cleanse to take out anything old hanging out in the bowels... including anything hanging out in there from eating too much raw fish, if you know what I mean. It doesn't sound fun, but I would rather that any parasites I have in my body come out, then stay in!
- Just like a well-maintained car needs an oil change, my body is feeling the need for a deep colon cleanse. This is going to help me move out old, impacted matter in my bowels and help me release potential energy-draining parasites. It's one more layer of detoxifying to help me get the best results possible.

## ADD-ONS

- Did you get anything besides the Ultimate Lifestyle Transformation? This is your chance to showcase it and let them know why you got what you got.
- So, one more thing, I've been so stressed lately that I also decided to add on Bee Energetic to reset my adrenals. It gives me a bit of pep in my step, instead of having to get a venti latte during my overnight shift. I heard this might help me get better results with my weight loss too.
- Oh, and I also decided to buy some of these silicone bags to store my terra pouches in. I want to do my part in the move towards being plastic free and these are easy to throw in my bag to take to the soccer field for practice. I can feed the whole team!
- One more thing that I had to get was the Epi-Genius Kids for my \_\_\_\_\_. It has the Biome Medic in it, along with protein, fruits and veggies in a chocolate drink. It's going to be so much easier to get some good nutrition in these little bodies and I... well, I'm a big kid too. I'll be having some of that!

## ULTIMATE LIFESTYLE TRANSFORMATION

- That's the Ultimate Lifestyle Transformation! There's so much in this box! It provides 60 meals in 30 days! That's amazing!
- This is the company's most popular program; it's the one that is right for most people when they are getting started.



- There it is, empowerment in a box! Not only will it help me shed some weight, break my food addictions and help me with my mood and energy, I'm excited about what I'll create in my life when I get my confidence back. I'm going to do this for me, because I deserve it. I have got to take care of myself first if I'm going to be there for anyone else, especially my family.

Start Date: \_\_\_\_\_

- Let them know when you are starting your Transformation so they can join you. Deadlines drive decisions.

### Call to Action

- Invite them to do it with you and tell them why it is important. "I am looking for a permanent and lasting lifestyle change. I need help to do it. I would love for you join me so that we can support each other, and we can all get the best results together."  
"If you're my friend, my family or my co-worker, I want you to do it with me. You're part of my lifestyle and we can get permanent, lasting changes together."
- Ask them to take an action. "I know you want to join me, and I've been receiving your requests for information. Drop me (an emoji, gif, word or phrase), and I'll make sure to include you and get you a special discount code to use."

### Conclusion

- Thank you for joining me today. It means so much to me that you showed up to support me today. I'm looking forward to being able to return the favor and for us to have an amazing Transformation together.

## AFTER YOUR LIVE STEP 3. FOLLOW UP



Congratulations on completing your Live Unboxing! Our work is not quite done yet. We do not post and pray. We follow through and help our people get started right. Do not blindly and randomly send out Permalinks for people to make their purchases without making contact first.

### Follow Up

- First, with the people that expressed interest. "I'm so excited that you want to join me! What was it about what I shared that caught your attention? What goals would you like to achieve with this?"
- Second, with those who commented. "Thank you so much for supporting me on my Live today! It meant so much for me to see that you were there. I noticed that you commented... (about, on or reference what they said)." "I noticed you caught the replay of my unboxing video." Ask a question about their comment if it is relevant. Also, ask them what they liked about what you shared. Personally invite them to join you on your Transformation.
- Next, with those who liked/reacted to your Live. "
- Always get consent: Ask them if you can add them to a private Facebook group or if it would be okay to send them



# UNBOXING YOUR ULTIMATE LIFESTYLE TRANSFORMATION

more information via text, email, or messenger. Find out how they best like to receive information. Do they prefer a video, an audio recording, a PDF or to read other people's stories?

## Proactively Reach Out

PRO-TIP ALERT: This is where the gold is! Proactively reach out to people who you want to be part of your group and ask them, "Did you happen to see my Live on Facebook today? (It does not matter whether they have seen it or not.) I was thinking about you because I'm looking to make a permanent, lasting change in my life and you're an important part of it."

"Did you happen to see my Live on Facebook today? There was a part where I was talking about \_\_\_\_\_ and I thought of you because you've mentioned in the past that you were interested in/it was important to you that/you had a goal around \_\_\_\_\_.

## Provide Inspiration, Then Information

- It is easy to want to explain how everything works; and send them videos and other information. Start with telling them a story about someone who had similar goals as them. Add them, upon their consent, to the private Facebook group with pictures and stories. Then, send them the information about the products and programs that might fit them best.

## Help Them Place Their Order

- Always use an electronic Gift Card from the Purium app, send them a Permalink, or get a link to a specific product/package from iShopPurium.com so that their discount code is already embedded and attached to the specific product or packages that are recommended for them.

## AFTER THE ORDER STEP 4. FOLLOW THROUGH



### Ask For Referrals

- I'm so happy you are ready to make a permanent, lasting lifestyle change for yourself. Who would like to do it with you? Who lives in your household that would do it with you? Our lifestyle is affected by those around us, who of your friends, your family and your co-workers have been talking about the same kind of goals we have?

### Support Their Transformation

- Guide them in taking their before and after pictures.
- Help them register for the Transformation Contest.



# UNBOXING YOUR ULTIMATE LIFESTYLE TRANSFORMATION

- Go through their products with them when they receive them.
- Get them plugged in to all their resources.
- Stay in contact with them to help keep them on track and ask if they or anyone around them are noticing any changes.

Congratulations on sharing your Ultimate Lifestyle Transformation with the world and paying it forward, so someone else can be inspired to make a permanent, lasting change too. When you complete all these steps, you are making strides in surrounding yourself with people with the same goals.



**“In helping others, we shall help ourselves, for whatever good we give out completes the circle and comes back to us.”**

**– Flora Edwards**