

How to use the new USANA Health and Freedom Solution Online Presentation



BACKGROUND

The new HFS DVD was introduced in August, 2010 at the USANA International Convention. The concept was to take all of the information already included in the proven Health and Freedom flip chart presentation, improve even further on it, and make it even easier for ALL Associates (everyone from brand new Associates to experienced veterans) to share the USANA message with their prospects.

The feedback from those using the new HFS has been incredible. They report significant increases in personal enrollments as well as sharply higher duplication and momentum in their teams among those who are using this powerful new tool.

For example, in extensive field surveys conducted by USANA earlier this year, the average new Associate responded that it took several **months** for them to become comfortable enough to present USANA to their prospects. After learning how to use the HFS presentation, however, Associates now say that they are ready to do a professional USANA presentation in a matter of several **days**!

Do you now see how dramatic the impact can be on your business can be if the HFS presentation is used consistently throughout your team?

RECENT DEVELOPMENTS

In October, 2010 USANA made it even easier for all Associates to share the HFS message by making it available online.

All USANA Associates who are subscribers of the USANA Income Maximizer can now quickly and easily share the HFS presentation with as many people as they want to for free.

NOTE: If you are not already a USANA Income Maximizer subscriber, just call USANA or go online to add it to your Autoship. The Product Number of Income Maximizer is 824, and the cost is \$19.95US for a four week subscription

HOW THE HFS ONLINE PRESENTATION WORKS

To view or share the HFS Online Presentations with others, follow these steps:

- . Go to www.usana.com and log on to the USANAToday web page
- . In the upper left corner of USANAToday, click on “The Income Maximizer”
- . Under “Subscription Services”, click on “Health and Freedom Solution”
- . Click on the grey box to the right of “Select Market” and choose from “Australia – English”, “Canada – English” or “United States – English”

At this point, the first of the six HFS Presentation segments will begin playing.

Note that you can “Change Image” or “Edit Contact Info” to the left of the video screen.

If you haven’t already watched the complete HFS online video, now would be a good time to do so. Note that you can move through each of the six HFS segments by clicking on the numbered boxes at the bottom of the screen.

SHARING THE HFS PRESENTATION WITH OTHERS

If you are meeting one-on-one with your prospect, you can view the presentation together on any computer that you are logged in on.

Or, you can send your prospects a professional, personalized e-card by e-mail with a direct link to your personal HFS online presentation which your prospect can view at their convenience. Here’s how:

- . Click on the green “Send to a Friend” box in the lower right corner of the screen
- . You will be presented with boxes for “Your Name”, “Your E-Mail”, “Subject”, “Select Recipients By”, and “Add Recipients E-Mail”, where you can enter the e-mail address of one or more people that you want to send the HFS Online Presentation e-card to.
- . Insure that the information in each of the boxes is correct, and click on the green “Send” button. That’s all there is to it!

We recommend that you experiment and practice by sending an HFS Online Presentation e-card to yourself so that you know what it looks like and what your prospects will be receiving from you.

SOME TIPS ON USING THE HFS ONLINE PRESENTATION E-CARD

While you can send the HFS Online Presentation e-card to a number of people at one time by entering multiple e-mail addresses, we recommend that you send out the e-cards one at a time with a personalized subject line such as *"Bob, I Thought You Would Find This To Be Of Interest"*, or *"Jill, Here Is The USANA Information I Promised To Send To You."*, or, *"Matt, Here's How You Can Be Your Own Boss."*, etc.

Always, always, always follow-up, follow-up, follow-up. Never assume that your prospects viewed, let alone received your HFS e-card. Call them up, ask them if they received it, and ask them what they liked best about it.

YOUR NEXT STEPS

. If you are not a USANA Income Maximizer subscriber yet, and would like to see what the HFS Online Presentation e-card looks like first, just send us an e-mail and ask us to send one to you.

. Start using the USANA Health and Freedom Solution as soon as possible, if you aren't already.

. In addition to using the HFS online presentation with your new prospects, be sure to share it with those prospects in your pipeline as a way of following up with them.

. Share this information with as many of your team members as possible, especially inactive Associates. Once they see how easy it now is to share the USANA message with others, they will very likely become re-energized and re-motivated quickly.

As always, if you have any questions or need additional information and support, please don't hesitate to contact us any time.



Pete & Dora Zdanis
USANA Star Diamonds
Four Million Dollar Club Members

Nutritionals You Can Trust

Our Mission and Our Passion: "To provide world-class support to committed entrepreneurs in changing lives with USANA, the #1 ranked direct sales company for ten straight years, which offers the highest rated nutritional supplements in the world."

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