

# Your Business Plan

## October 2015: USANA® Pure Rest

Use this plan to take advantage of our trusted partnership with *The Dr. Oz Show*. Dates and times are subject to change.



**USANA**  
HEALTH SCIENCES

### Key Dates and Times

**September 30, 8:00 p.m. MDT:** Pre-show conference call to prepare you for this month's show. Go to <http://bit.ly/USANAPreshowSept2015>.

**October 8, check local listing for time and channel:** Pure Rest™ is featured on *The Dr. Oz Show*.

**October 14, 8:00 p.m. MDT:** Post-show conference call. Go to <http://bit.ly/USANAOctSolution2015>

### Featured Product Talking Points

1. Pure Rest contains melatonin, a naturally occurring hormone in your body that helps regulate normal sleep and wake cycles to help you fall asleep gradually.\*
2. Pure Rest is a non-habit forming supplement, which means you take it only when you need it. And it won't leave you feeling groggy.
3. Each orange-flavored tablet is sugar free, and made from non-animal sources. Plus, tablets are easily split in half so you can take only as much as you need.

\*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.

## Your To-Do List

### **September 29: Prepare your plan for this month's episode of *The Dr. Oz Show*.**

The [Communication Edge Landing Page](#) makes it easy for you to find The Dr. Oz Show tools. When you log in, you'll see the "Share The Dr. Oz Show" section, where you can pick the type of content you want to send—eTool, video, or social media.

### **September 30: Attend the pre-show conference call.**

Make sure your team joins the call, too. See "Key Dates and Times" above for details.

### **October 4: Invite your friends and family over to watch the show.**

Whether you watch live or record it and have a viewing party later, have people over for the show, some ice-cold Rev 3 Energy® drinks, and delicious USANA® Foods products.

### **October 5: Make sure to add *The Dr. Oz Show* segment to Your Personal Website.**

This month's segment will automatically appear on Your Personal Website once we receive the link—it varies, but usually 48-72 hours after the show airs. If you've already added it, you're good to go. If you haven't, you should do that now.

#### **Here's how you add the video to your site:**

1. On The Hub, click on "My Business"
2. Select "My Website" from the menu
3. Now you are in edit mode. Click on the box at the bottom called "Show All Optional"
4. Scroll down to where the show segment content is found and click the green "Show" button

### **October 7: Encourage your contacts to tune into the show tomorrow.**

We have tools to help you spread the word about tuning in for *The Dr. Oz Show*. Go to [Communication Edge](#) and send out the "Tune in" eCard to your customers and contacts. Also go to [The Dr. Oz Show Tips and Tools page in The Hub](#) to find approved social media content to send out on your favorite site—Facebook, Twitter, Instagram, etc. This special social content makes it easy to link directly to your shopping cart, as well.

### **October 8: Watch and/or record *The Dr. Oz Show*.**

Check your local listings for time and channel on [www.doctoroz.com](http://www.doctoroz.com).

### **October 8: Share about the show on social media.**

Look at the [USANA Health Sciences corporate Facebook](#) or [Instagram page](#) for items to share with your contacts.

### **October 9: Send the follow-up eCard to your contacts.**

[Communication Edge](#) has two eCards that will send the recipient to Your Personal Website to view this month's segment.

### **October 14: Attend the post-show conference call.**

Make sure your team joins the call, too. And follow-up with questions about how you might be able to help them take advantage of this month's show.

## The Dr. Oz Show Shareable

Visit [Communication Edge](#) each month to find a new customizable tool about our trusted partnership with *The Dr. Oz Show*. Add your personalized message, and start sharing.

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## Bookmarks

**Wondering where you can find information or sharable content about *The Dr. Oz Show*? Look no further.**

### The Hub

**September 29:** A story will go up on The Hub that will help you build using our trusted partnership.

**September 29:** Content on *The Dr. Oz Show* Information section—found under “Training” on The Hub—will be updated. You can find tips, tools, product talking points, partnership guidelines, and Dos and Don'ts. You'll also find pre-approved status updates you can share on your Facebook and other social media sites. This section is a great resource for you each month.

### E-mail/Newsletter

**September 29:** We will kick off this month's *The Dr. Oz Show* content in the newsletter with links to this month's rotating story and business plan. Those who don't receive English-language newsletters will receive an e-mail with this month's show information.

**October 6:** A reminder will go out in the newsletter about watching the show that week. Those who don't receive English-language newsletters will receive an e-mail reminding them to tune in.

**October 13:** Look for more information about the post-show conference call in the newsletter.

### What's Up, USANA? (October 1–8)

Our social media team tailors the blog home page (<http://www.whatsupusana.com>) each month to support the content presented on *The Dr. Oz Show*. Visit the blog each day to read and share posts leading up to and following the October 8 episode featuring Pure Rest.

Even more, visit our [YouTube channel](#) and share our latest videos to help spark conversations about USANA on social media.

## Facebook and Other Social Media (Sept. 29– Oct. 14)

Make sure you visit our social media sites—[Facebook](#), [Twitter](#) and [Instagram](#)—the week leading up to the show to share the information we provide. You can expect compliant status updates that you are free to share on your own social networks, as well as unique images that are perfect for sharing on Facebook, Twitter, Instagram, or Pinterest.

### www.doctoroz.com Content

If you want to impress one of your potential customers or teammates, send them to [www.doctoroz.com](http://www.doctoroz.com) on October 8. USANA basically takes over the show's homepage. Or you can show them the [Trusted Sponsorship Partners page](#) on the site whenever you want.

[Blog.doctoroz.com](http://Blog.doctoroz.com) is a great resource, and guest blogs by members of the USANA family can be found around the time each month's show airs.

## Product Bundles

For easy upsell, we've bundled together products that compliment this month's featured product. Check out this month's product bundles:

### Sleep Support Duo

(#170.010100) \$34.90 (29 SVP)

- Pure Rest™
- Active Calcium

### Rest and Restore Pack

(#170.010199) \$83.85 (64 SVP)

- Pure Rest™
- Active Calcium
- Mega Antioxidant
- Chelated Mineral

## Act Now

You've reached the end. Getting here shows you're committed to capitalizing on USANA being a Trusted Partner and Sponsor of *The Dr. Oz Show*.

But you need to take it a step further. Turn this commitment into action. Complete the items on your to-do list, send e-mails, text your contacts, start conversations, invite everyone to watch the show, and share the exciting news about Pure Rest being on *The Dr. Oz Show*.