

## Grow your business by sharing your love for all things Crunchi

When it comes to sharing, attitude is everything!



### 1. Be authentic.

Just be honest, and transparent. Share why you joined Crunchi. Your story is more powerful than you may think! Be real and stay true to yourself. You may be surprised at how people respond.

### 2. Keep it short and simple.

Don't feel like you have to be a scientist or know all the product ingredients to advise potential Clients on how to use Crunchi. You might be more comfortable focusing on the Clean Beauty Movement or the Crunchi brand and mission. Less can be more when you're making the first introduction. A simple, enthusiastic introduction will likely open more doors for further engagement than any scientific lecture would.

### 3. Embrace enthusiasm.

Your excitement, energy, and passion for the Clean Beauty Movement may be the most powerful sales tool you have. Positive vibes and genuine enthusiasm can pique interest in an instant. It's a great place to start!

### 4. Ask open-ended questions.

When engaging with a potential client, ask open-ended questions. Their answers might reveal interests and needs that you can address with Crunchi!

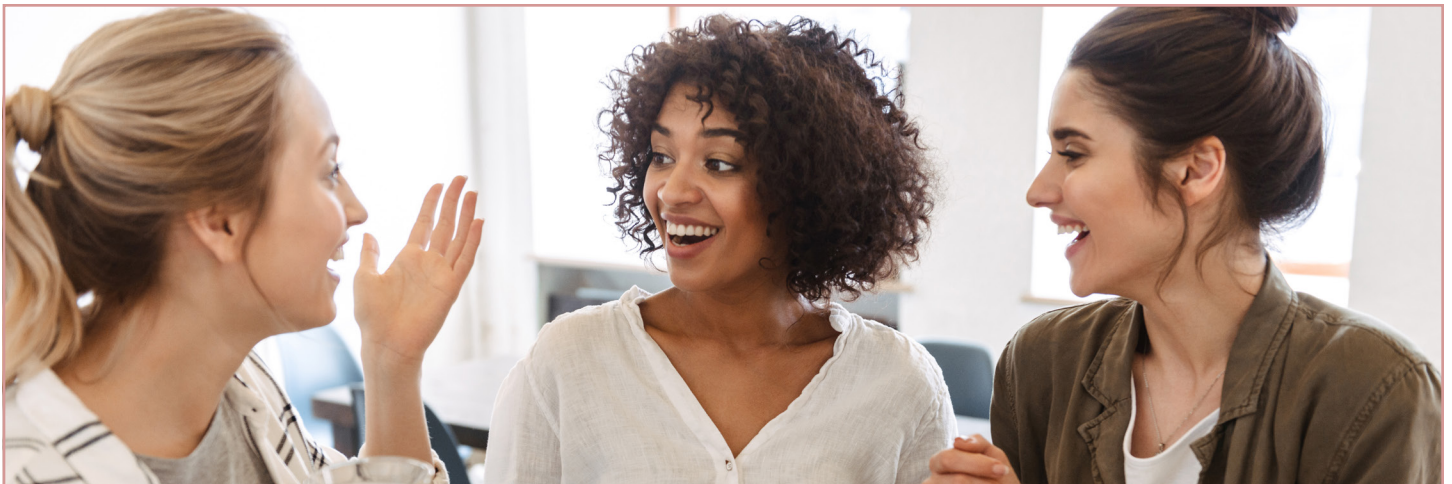
Here are some examples of open-ended questions. (Notice: they can't be answered with a simple yes or no.)

- *What have you heard about the Clean Beauty Movement?*
- *What are some of your favorite beauty products?*
- *What are your skincare goals?*
- *Do you use a toxin-free facial sunscreen?*
- *Would you be interested in hosting an event with your friends friend's to learn about the Clean Beauty Movement? It's fun-and you might even earn products!*

## Opportunities for sharing in everyday life

### When you're asked, "What do you do for a living?"

This is a natural opportunity to share why you love being an Independent Business Owner with Crunchi. If they respond with interest feel free to share more about what Crunchi is, and what it means to you. You can even guide them to your personalized replicated Crunchi website or social media client group where they can learn more.



### Not sure how to express what Crunchi means to you? These examples might help.

*I've had the joy of transitioning from life as a [fill in the blank] (e.g.: real estate agent, stay-at-home, parent, former CEO), to running a full-time online Clean Beauty business where I educate people on how to lessen their daily exposure to toxins. It's been beyond gratifying!*

*I have come so far in my career! After spending years in corporate America I'm now a full-time, work-from-home parent with a Clean Beauty business where I help educate people on how to reduce their toxic body burden. It's so nice because I can do everything online and not miss a beat with my family.*

*I am a partner and parent of three children, with a career in hospitality. I love all of those roles, but my REAL passion is my part-time Clean Beauty business where I get to help people detox their personal care products ! It's brought me so much joy and has truly been amazing.*

*My full-time work position is with an accounting firm and I enjoy it! I've also recently chosen to add a part-time Clean Beauty business to my plate because I am so enthusiastic about educating people on ways to make healthier choices with what they put on their bodies.*

*I am so glad you asked because I just recently plugged into a new Clean Beauty business that has an incredible mission around health promotion and disease prevention. I've always been so passionate about toxin-free living and helping people, but never found an outlet to do so. And now I have!*

## When you are having a conversation with someone in your Warm Market

**Warm Market:** Close friends and family from your [Memory Jogger](#).

When you're talking with someone in your Warm Market, it will be natural for you to update them on your life and interests – that's what friends and family do! This can be an easy and organic way to introduce them to, and get them excited about, Crunchi!



### Having a hard time imagining what that will sound like? These examples might help.

*Sarah! I am so pumped; I found something that I love and you know when I find something that I love I need to share it with my favorite people! I couldn't wait to tell you that I just partnered with this amazing new brand of toxin-free skin & makeup products that I am obsessed with. I am ecstatic to be able to help educate on the lack of regulations in the cosmetics & personal care industry! Did you know that it's been over 80 years since our federal laws regulating cosmetic safety have been updated?!*

*Kate, I am so excited that you're one of the first people to hear my good news! You know that I've been trying to live a healthier lifestyle and become more conscious of what I'm putting inside of and on top of my body, so I chose to align myself with the Clean Beauty Movement and start a business sharing my favorite safe skincare and cosmetics! As I learn more about our daily exposure to toxins, I feel a calling to communicate what I'm learning with others. I can't wait to receive my collection and show you everything when it arrives!*

*Jenny! How are you? I hope you are having a fabulous week! I just found the most AMAZING new product and have been dying to tell you about it. You have always been a solid resource and example for toxin-free living, and it's no secret I have learned SO much from you. I just recently aligned with the Clean Beauty Movement and started a business sharing all my toxin-free faves! I'd love to show you the collection when it arrives, I know you will love it as much as I do!*

## When you are communicating with your Open Market

**Open Market:** People you don't know well, friends of friends, neighbors, Facebook friends, community friends, colleagues, and strangers.

Talking to your Open Market about Crunchi may sound daunting right now, but we're confident that with a little practice and experience it will become second nature! Before you know it you'll be confident striking up conversations when you:

- Spot someone wearing a gorgeous lipstick
- See someone else reading labels in the personal care aisle
- Get a compliment on your makeup from a friend or stranger
- Have friends ask about your intriguing social media activity
- Hear someone expressing a skincare concern, desire for a simpler skincare routine, or higher-performing makeup

These are great opportunities to strike up a conversation, but we've saved our favorite for last. When someone shares with you a desire for a supportive community, time/financial freedom, or a career of their own-in other words: the benefits of joining the Crunchi community! You can solve their problem and grow your business while you're at it!

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## What's next?

Whether you're sharing Crunchi with your Warm Market, your Open Market, or having an everyday interaction, the results will be the same. You will either receive interest or get a no. Here's what to do next.

### **YAY! You received interest!**

Congratulations! That's so exciting! This is a great time to walk people through your new website, help them start to detox their skincare routines and makeup bags and tell them about the social media group that you started. That way they can stay connected, learn about new products, and enjoy everything Crunchi has to offer!

### **You receive a no.**

If you get a no, that's completely okay! It happens to all of us sometimes. Just respond with something like this, *"No worries at all! Let me know if you ever do decide you'd like to try anything. And if you know anyone who loves trying new makeup or is passionate about living a toxin-free lifestyle, please don't hesitate to let me know; I'd love to share more about this movement with them!"* Whatever you do, don't let a no keep you from sharing about Crunchi at your next opportunity.

Think of it this way. When a server asks if you'd like more coffee and you tell them 'no', they don't take it personally. They just go to the next table and offer them coffee. When you get a 'no', you can be just like that server. Just move on to the next table and offer them a cup of Crunchi! Planting those seeds is what will ultimately help you to create a sustainable long-term business.