



AQAVE
CONVENTION 2023

ORLANDO | FLORIDA



TOP STRATEGIES TO ACQUIRE CUSTOMERS AND BUILD A MASSIVE CUSTOMER BASE

Lisa Nicole Cloud



CUSTOMERS ARE THE BACKBONE OF YOUR BUSINESS

LET'S TALK STRATEGY

WORK YOUR WARM MARKET

STRATEGY 1



WARM MARKET

FAMILY

FRIENDS

COLLEAGUES

PEOPLE YOU KNOW

WORDS THAT WORK

I NEED YOUR HELP. CAN YOU PLEASE DO ME A FAVOR AND SUPPORT MY BUSINESS AND TRY ONE OF MY PRODUCTS.

I HAVE SOME AMAZING SUBLINGUAL VITAMIN SPRAYS THAT ARE ALL NATURAL AND VERY EFFECTIVE. CAN YOU TRY A SPRAY AND GIVE ME YOUR THOUGHTS.

I'M VERY CLOSE TO MY NEXT PROMOTION AND I WOULD GREATLY APPRECIATE YOUR SUPPORT.

EMOTION VS LOGIC

LEAN ON THE RELATIONSHIP

EVERY NO GETS YOU CLOSER TO A YES

DO NOT TAKE THE NO'S PERSONAL

A YES BUILDS YOUR BUSINESS

A NO BUILDS YOUR CHARACTER. EMBRACE THE NO'S

WORDS THAT WORK

I NEED YOUR HELP. CAN YOU PLEASE DO ME A FAVOR AND SUPPORT MY NEW BUSINESS AND TRY ONE OF MY EXCITING DIGITAL LEARNING COURSES.

THESE COURSES ARE AMAZING AND TEACH YOU ABOUT VIABLE BUSINESSES YOU CAN START TO CREATE MULTIPLE STREAMS OF INCOME.

I'M VERY CLOSE TO MY NEXT PROMOTION AND I WOULD GREATLY APPRECIATE YOUR SUPPORT.

EMOTION VS LOGIC

LEAN ON THE RELATIONSHIP

EVERY NO GETS YOU CLOSER TO A YES

DO NOT TAKE THE NO'S PERSONAL

A YES BUILDS YOUR BUSINESS

A NO BUILDS YOUR CHARACTER. EMBRACE THE NO'S

STRATEGY 2

IDENTIFY GREAT VENDING OPPORTUNITIES



VENDING BEST PRACTICES

HAVE A NICE PROFESSIONAL, INVITING TABLE SET UP

HAVE PRODUCT LITERATURE AND BANNERS DISPLAYED

ALWAYS HAVE PRODUCT TO SAMPLE

BE A PRODUCT OF THE PRODUCT AND SHARE TESTIMONIAL

COLLECT PROSPECT INFO OF ALL PERSONS WHO STOP BY THE TABLE

COLLECT PROSPECT INFO OF ALL PERSONS WHO STOP BY THE TABLE

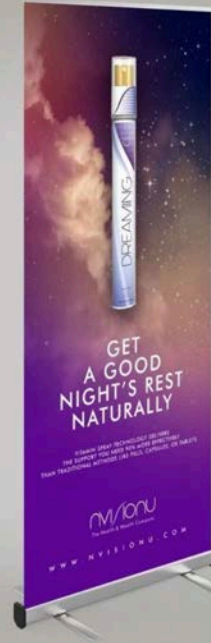
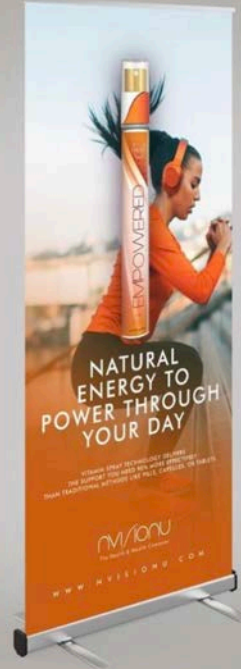
GIVE YOUR BUSINESS CARD OR SPRAY PIQUE CARD OUT



USE THE PROFESSIONAL NVISIONU BUSINESS BUILDING TOOLS



PROMOTE THE NVISIONU BRAND



NEW PRODUCT ALERT

INTRODUCING THE NVU RETAIL DISPLAY



STRATEGY 3 RECRUIT RETAIL LOCATIONS

GREAT LOCATIONS TO PLACE RETAIL DISPLAY SYSTEM



- RETAIL STORES
- DOCTOR'S OFFICES
- FITNESS GYMS
- VITAMIN, SUPPLEMENT AND
- WELLNESS SHOPS
- MEDI SPAS

VENDING DISPLAY STRATEGY



- IDENTIFY A DESIRED PLACEMENT LOCATION
- LEAVE SAMPLE LOCATION SCOUT LETTER
- SCHEDULE IN PERSON MEETING TO SHARE PRODUCTS AND RETAIL DISPLAY CONSIGNMENT OPPORTUNITY
- EXECUTE RETAIL CONSIGNMENT AGREEMENT
- CASH APP SALES COMMISSIONS WEEKLY TO CONSIGNEE

DOWNLOAD DOCS AT


<https://tinyurl.com/RETAILAGREEMENTS>

ORDER YOUR RETAIL DISPLAY TODAY



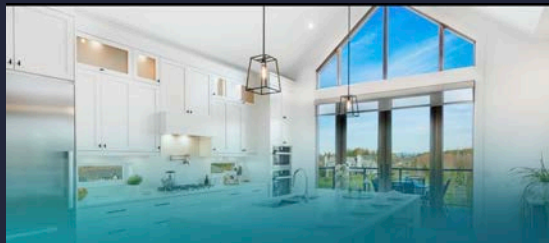
\$249 PRE-ORDER SPECIAL

STRATEGY 4: LEVERAGE SOCIAL MEDIA PIQUE THE CURIOSITY OF YOUR FOLLOWERS AND FRIENDS



ASK ME HOW TO
CREATE A METAVERSE
BUSINESS AND BUILD
A PORTFOLIO OF DIGITAL
REAL ESTATE + NFTS
...AND MORE

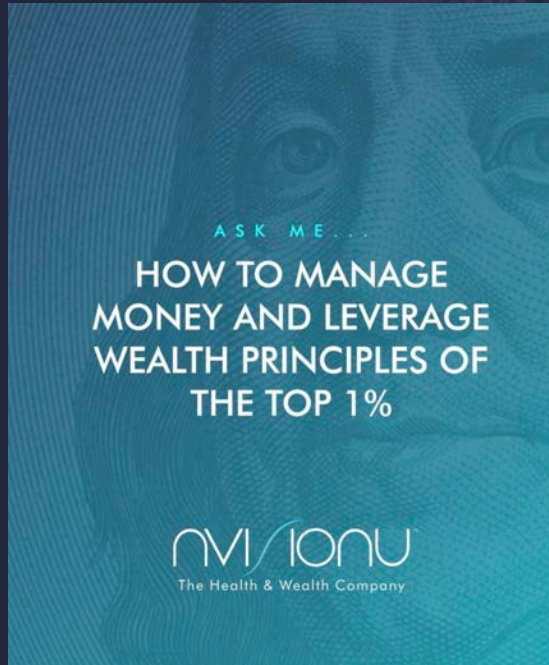
nvisionu
The Health & Wealth Company



LEARN HOW PEOPLE
ARE GENERATING
RENTAL INCOME
WITH AIRBNB®

ASK ME HOW

nvisionu
The Health & Wealth Company



ASK ME...

HOW TO MANAGE
MONEY AND LEVERAGE
WEALTH PRINCIPLES OF
THE TOP 1%

nvisionu
The Health & Wealth Company

SOCIAL MEDIA CONTENT



SOCIAL MEDIA STRATEGY



- **POST A ASK ME HOW THOUGHT PROVOKING QUESTION ON SOCIAL MEDIA AND ASK YOUR FOLLOWERS TO REPLY OR TAG A FRIEND**
- **SEND A PRIVATE DIRECT MESSAGE TO YOUR SOCIAL MEDIA FRIENDS ASKING THEM A DIRECT PROBING QUESTION? (10-20 A DAY IS A GOOD START)**
- **POST REELS DAILY**
- **GO LIVE EVERY CHANCE YOU GET FROM THE ALIVE CONVENTION**

The types of content consumers want to engage with



68%
Images



50%
Video



30%
Text-based posts



26%
Stories



26%
Polls



22%
Live video



17%
GIFs



16%
URLs/links to brand content



11%
Q&As or AMAs



10%
UGC

SOCIAL MEDIA STRATEGY

USE ENGAGING POSTS

DO YOU KNOW ANYONE LOOKING TO LOSE WEIGHT?

DO YOU KNOW ANYONE WHO SUFFERS FROM SLEEP DISORDERS?

DO YOU KNOW ANYONE WHO DRINKS ENERGY DRINKS OR LOTS OF COFFEE?

DO YOU KNOW ANYONE WHO FEELS THEIR VISION IS DECLINING?

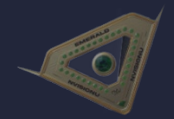
DO YOU KNOW ANYONE WHO SUFFERS FROM BEING NERVOUS OR ANXIOUS AND WANTS GREAT PRODUCTS TO HELP THEM RELAX?

DO YOU KNOW ANYONE WHO IS LOOKING FOR FOR PRODUCTS THAT CAN HELP THEIR HAIR TO GROW, SKIN TO GLOW AND TO AGE LESS?

STRATEGY 5: IMPLEMENT MARKETING CAMPAIGNS



1. UTILIZE TEXT MARKETING STRATEGIES
2. SEND OUT REGULAR EMAIL CAMPAIGNS
3. SEND OUT BIRTHDAY PROMOTIONS
4. SEND OUT TIME TO REORDER EMAIL REMINDERS TO EXISTING CUSTOMERS
5. POST ON SOCIAL MEDIA SPECIAL PRODUCT PROMOTIONS
6. SOCIAL SELLING IS POWERFUL
7. GO LIVE ON SOCIAL MEDIA AT THE BEGINNING OF THE MONTH WHEN YOUR PRODUCT ARRIVES



STRATEGY 5: IMPLEMENT MARKETING CAMPAIGNS

1. TEXT MARKETING SOFTWARE OPTIONS

SLICKTEXT

TEXT JOIN TO 866-757-0666

[HTTPS://TINYURL.COM/TRYSLICKTEXT](https://tinyurl.com/trylicktext)

USE PROMO CODE STR1743

TO SAVE 15% OFF FIRST MONTH

2. SEND OUT REGULAR EMAIL CAMPAIGNS

MAIL CHIMP

[HTTPS://TINYURL.COM/NVUOPTIN](https://tinyurl.com/nvuoptin)

[HTTPS://TINYURL.COM/TRYMAILCHIMP](https://tinyurl.com/trymailchimp)

EMAIL VS SMS MARKETING

	Email	SMS
Open Rate:	20%	98%
Deliverability:	50% reported spam	10% reported spam
Click-Through Rate:	2.78%	45-98%
Response time:	90 minutes	90 seconds

broadvoice

STRATEGY 5: IMPLEMENT MARKETING CAMPAIGNS

3. SEND OUT BIRTHDAY PROMOTIONS
4. SEND OUT TIME TO REORDER EMAIL REMINDERS TO EXISTING CUSTOMERS
5. POST ON SOCIAL MEDIA SPECIAL PRODUCT PROMOTIONS
6. SOCIAL SELLING IS POWERFUL
7. GO LIVE ON SOCIAL MEDIA AT THE BEGINNING OF THE MONTH WHEN YOUR PRODUCT ARRIVES



ORDER YOUR RETAIL DISPLAY TODAY



\$249 PRE-ORDER SPECIAL