

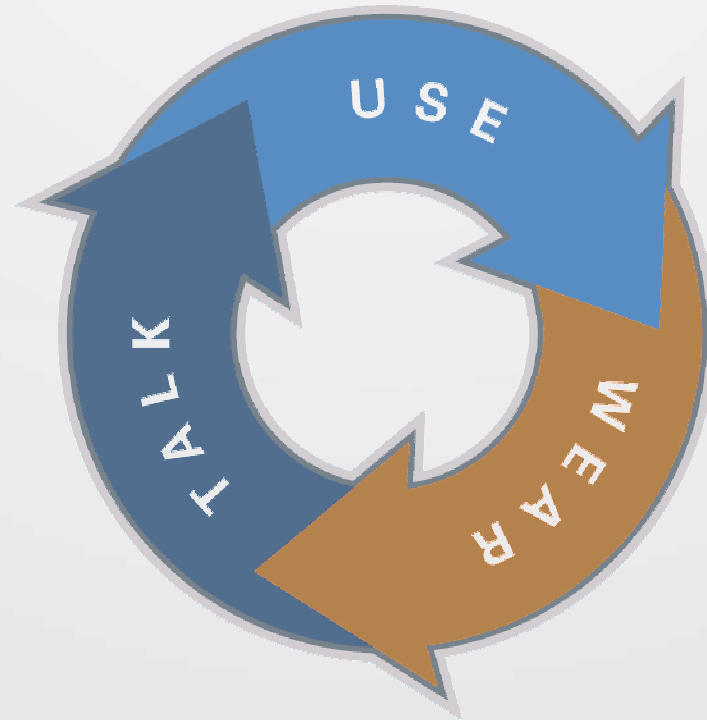
# Herbalife Extravaganza Turin

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Silvia Rochette

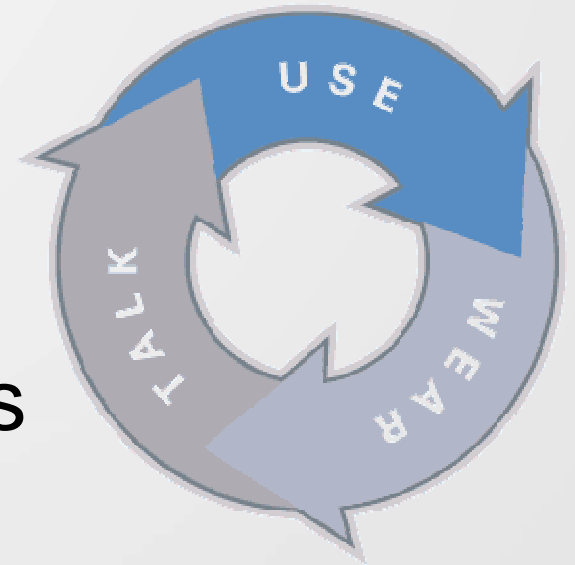


# The business **CONCEPT** is simple !



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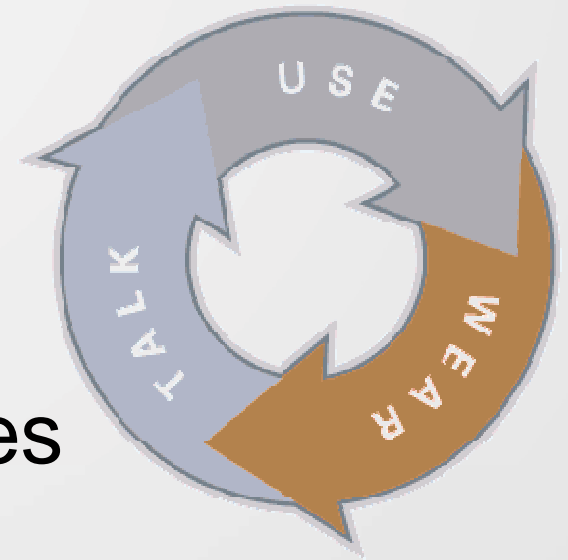
- **USE** the products, every day !
  - Get results, share with others
  - It gives us confidence
  - Become “a product of the products”



# WEAR

When we **WEAR** :

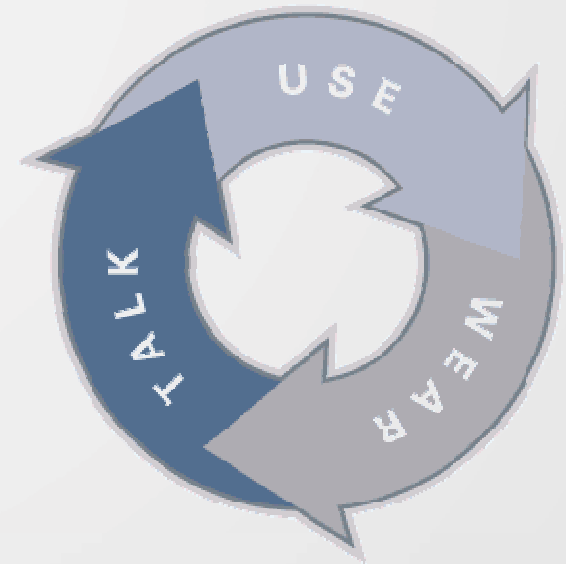
- Button / Herbalife Clothes
- Creating attention / Provokes conversation
- Wearing the Brand = promoting and advertising



# TALK

**TALK** to who ?

- People we know
- People we don't know, yet !
- **TALK** about the Products & Opportunity
- Sharing your personal story (products & business)



# TALK

“Talk to some people, *make some money.*  
Talk to more people, *make more money.*  
Talk to a lot of people, *make lots of money.*”  
Mark Hughes



# CONCEPT

The business **CONCEPT** is simple !

- **USE** = Use the products « seriously »
- **WEAR** = Wear the Brand and be proud
- **TALK** = Talk to people about the products and the opportunity, every DAY !



# CONCEPT

When we USE, WEAR, TALK,  
consistently, we can achieve our dreams!

Success is possible when  
we are **consistent** and **persistent**.



# DUPLICATION



- TELL
- SHOW
- TRY
- DO



**HEAR ABOUT**

**SUCCESS STORIES**



# The Stories / Testimonials

- One story can make the difference
- Many stories could make the difference
- One person can make the difference

(Mark Hughes)



# SUCCESS STORIES

## REMEMBER !

Nothing is more powerful than  
**success stories**  
from real people who use the products,  
get results and talk to others.

