

*The IMPaX lifestyle offers the ultimate:*

*The time to live your dream,*

*The income to afford it,*

*And the health to enjoy it...*



## ***That's Exciting!***

**Why does “That’s Exciting” promise to be the most important (and exciting!) video in IMPaX history?** *Because IMPaX flew in “the best” from Colorado and filmed a high-energy home get-together held recently in the Bay Area. It captures the excitement of how IMPaX is changing lives.*

**Very important for you: This DVD (also available in VHS) can serve as your entire presentation!** Hear why so many physicians and health experts believe that IMPaX products stand alone. Hear the compelling testimonies of IMPaX customers. *Whether shown to one person or a house full of guests, this DVD is convincing.*

**The pressure is off!** *No more hesitation because talking to groups makes you nervous or you don’t know enough about the products. Just plug in the DVD and let it do the presentation for you!*

**DVD/VHS @ \$5 each**

**OR SAVE**

**20 DVD’s or VHS @ \$3.50 each**

**50 DVD's or VHS @ \$2.50 each**



**Read on reverse side:**

**“3 Ways to Grow Your Business with ‘That’s Exciting!’”**

## **3 Ways to Grow Your Business with “That’s Exciting!”**

**1. Home Get-togethers**—Invite as many friends, acquaintances and relatives as possible to attend a Home Get-together. Start by serving EnerPrime smoothies and toast everyone’s health. Tell everyone what excites you most about IMPaX and how the products have benefited you.

Then play “*That’s Exciting!*” (VHS or DVD) and let it do the presentation! Your guests will enjoy a highly motivating 18 minutes.

After the presentation, recap the 3 starting options outlined in the DVD. Have plenty of applications, Home Get-together Product Order Forms and product on hand to get people started. Have extra DVD’s of “*That’s Exciting!*” available for those who answer “Yes!” to the question “Can you do what I just did?”

**2. Individual Presentations**—Meet with a friend, a colleague, a relative or an acquaintance. Share your IMPaX testimony with them. Plug “*That’s Exciting!*” into their VCR or DVD and watch it with them. After the presentation recap the 3 starting options. Have product and paperwork on hand to get them started. Ask “Can you do what I just did?” Give the DVD to those who answer “Yes!”

**3. Long Distance**—Phone those prospects who live hundreds or thousands of miles away and share your testimony with them. Say what excites you about the IMPaX products and opportunity. Learn what’s of special interest to them, e.g. “I wish I could sleep better,” or “I’d love to quit work and be home with the children,” etc. Tell them how “*That’s Exciting!*” can change their life for the better. Send them the DVD with the following note attached:

*“This DVD has been of great benefit to me and to those with whom I’ve shared it. Had a feeling you’d like it too.*

*Tell me what you think!”*

*Regards,*

Send no literature with the DVD. Your prospects are more likely to watch it promptly if it’s the only way to find out why you’re excited. Follow up and ask what they liked best about the DVD. Use 3-way calling to help those who want to start on the product to make their first order from IMPaX. Arrange a Planning Session with those who want to start a home based business with IMPaX.