

WELCOME BACK SAMPLE SCRIPT

EMAIL:

Hello *[name]*,

[Insert your own personal opening that references past conversations.]

Happy New Year! I know we haven't talked in a while, but I wanted to reach out to see how things are going. I was looking at some business reports and noticed your Isagenix membership has lapsed. You were so *[insert adjective]* when you got started and had such great results *[if they did not, use your discretion here]*, and I wanted to let you know Isagenix is offering a special promotion that includes free membership renewal for one year (a US\$29 value) plus free shipping (up to US\$25) to past Members who re-enroll under the promotion.

Isagenix has found that many former Customers stop using their products due to a few common reasons like:

- Affordability.
- Their personalized system needed tweaking to help them reach a new goal.
- Frozen Autoship and forgetting to reorder.
- Life events.

If you can relate to one of these reasons, or had some other reason for canceling or allowing your membership to expire, please let me know! I'm sure I can help find a solution.

Or maybe you're not ready to commit to a full system but there are a few Isagenix products you want to get back in the habit of using. If so, you can order by logging in to your Isagenix account. If you forgot your password, that's OK! The system will prompt you to update it. Here is your Member ID *[Insert Member ID]*. You can get your Autoship membership renewed for one year free (a US\$29 value), which unlocks the lowest pricing plus your first order back will be shipped for free (up to US\$25).

Isagenix has done so much for me and those I care about, and I want it to do the same for you. Also, since you've been away, we've added great new flavors, products, and solutions to our line that can benefit your evolving needs and lifestyle! I would love to tell you more about them.

I look forward to hearing from you!

Best wishes,

[name]

P.S. If you prefer not to receive further emails from me regarding Isagenix, please let me know.

PHONE:

Hi *[name]*! This is *[name]*. We haven't spoken in a while; how are you?

Great! I'm so glad to hear that. Happy New Year! I just wanted to give you a call because I was thinking about you. I was going through my reports and noticed your Isagenix membership expired.

I was sorry to see that, but I have some good news! Right now, we have a special promotion that would allow me to welcome you back with free membership and free shipping on your first order!* Would you be interested in learning more?

When you first started Isagenix, what were your nutrition goals and what are your current goals? OK - I have a great solution for that! *[Explain solution to the Customer.]*

Like I said, when you jump back into Isagenix, you'll be getting a free one-year membership (a US\$29 value), up to US\$25 off shipping on your first order, and your old spot in my Placement Tree, which can benefit you if you decide to share Isagenix with other people like I'm doing right now.

I have everything ready to go on my end, and we can work together to find a system or pak that best fits your goals. All you have to do is log in to your Isagenix account. I have your Member ID, and if you forgot your password, the system can reset it for you! Are you ready to restart Isagenix this new year?

***NOTE:** Make sure the person you contact understands that free membership is for one year only and that free shipping is limited to US\$25 and can be used only once. Also, remember that the person must enroll with Autoship.