

ProLon Webinar Planning Outline

FASTING MIMICKING: A New Way To Lose 5-8 Pounds And Keep It Off *even if you've struggled with yo-yo dieting for years*

PROBLEM

[Slide – Evolutionary progression]

Modern trends have made us overweight

- Animal protein
- Sugar

-EXTERNAL

- too much weight
- health issues
- reduced longevity

-INTERNAL

- feel unattractive
- sluggish
- depressed

The real problem is that diets are discouraging and counterproductive.

-PHILOSOPHICAL

I believe that people should be able to reach and maintain a weight that makes them feel good about their health and their appearance.

ASPIRATIONAL IDENTITY

[Need slide with pictures of happy, active people]

My mission is to

- empower you to take charge of your health
- teach you a system for reaching and maintaining your ideal weight
- provide education, support, products, and inspiration

If you can lose 5-8 pounds in just one cycle, you can repeat your success.

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[Slide “Rising Star” comment]

[Slide 23 excerpted paragraph “I’m proud of myself for jumping in and doing this...” etc.]

ABOUT Dr. Carp MD

[Need slide with Dr. Carp website photo or similar]

- MD in South Florida
- I didn’t start out as a nutrition expert. In fact, I began my career as a dermatologist.

EMPATHY

- a patient healed herself from lupus through nutritional and lifestyle modification.
- turned into a nutritional obsession, finding and testing healthy, healing food options based on foods eaten by traditional cultures.

AUTHORITY

- treated hundreds of patients through lifestyle modification and nutritional changes.

We need to go back a few generations to remember the nutritional wisdom of our ancestors, combined with the latest science.

EDUCATE

[Slide: Intermittent fasting was #1 in 2018]

[Slide: What is fasting]

- Fasting
- Biological fasting
- Misconceptions

[Slide: Optimize Body]

- Autophagy

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- Your “train” analogy

AGITATE PROBLEM & INVALIDATE COMMON SOLUTIONS

[Slide: Types of fasting]

Popular solutions:

- Time-restricted
- Intermittent fasting
- Prolonged fasting

[Slide: Fasting Impact * REMOVE FMD *]

Explain weaknesses and invalidate each type:

- Caloric Restriction
- Time-restricted
- Intermittent fasting
- Prolonged fasting

[Slide: Prolonged fasting Water only]

Advantages of prolonged benefits

- Weight loss
- Metabolic health
- Cellular cleaning
- Stem Cell Priming

[Slide: Prolonged fasting disadvantages]

Disadvantages of water-only fasting

Keto discussion optional

PLAN

What’s needed: Benefits of prolonged fasting without the disadvantages

UNIQUE MECHANISM

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[Slide: Fasting Mimicking]

[Slide: Fasting Impact (including FMD line)]

Success

EXTERNAL SUCCESS

Slide: Healthy weight loss

EMOTIONAL SUCCESS

Belly fat discussion

- GENERAL solution

Short periods of weight loss followed by a maintenance eating plan you can live with.

-FUTURE PACE

Imagine losing weight quickly and safely, and then keeping it. No more yo-yo dieting, struggling to lose weight only to gain it back in no time.

Stimulate Action

My goal is to give you a quick win — psychologically and biologically — and put you on the road to a healthier weight.

- Empower you to take charge of your health
- Teach you a system for reaching and maintaining your ideal weight
- provide education, support, products, and inspiration

SOLUTION

[Slide: Biological Effects of ProLon]

[Slide: Dr. Longo]

[Slide 16 Research logos]

WHAT YOU GET

[Slide: ProLon (Add Retail Value)]

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- Describe kit

[Need Slide Listing Extras (assign Retail Value to each)]

- Maintenance Protocol
- Miracle Noodle Sample Pak
- Facebook Support Group

BENEFITS

-Emotional benefits

A quick win — mentally and biologically — to give you confidence to make better decisions about your weight and health.

-Practical benefits

System for reaching and maintaining your ideal weight

[Slide: FMD benefits]

[Slides: Benefit slides 1-5]

PRICING

-Retail price

[Need slide: What you get, with individual prices and a total retail value]

[Slide: List extras]

[Slide: show calculation with savings]

-Price drop

You pay for only the ProLon kit

--Rationalize the discount

Webinar special, unavailable elsewhere

Discounted price

\$249

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--Reinforce savings

[On Slide: Show difference between Retail Value and \$249]

PRICE JUSTIFICATION

-Apples to oranges

Cost of a lifetime of Nutrisystem versus cost of the offer

--Compare to expensive real alternative

Cost of the California Fasting spa versus cost of the offer

--Compare to cheap common purchase

Waste hours searching the web and stores for the latest weight loss gimmick.

--Profits/savings ROI

The ProLon offer is cheaper and more effective

No food to buy for 5 days

MORE VALUE

[Need Slide including Bonuses (Assign Retail Value to each)]

- Webinar Series
- Fast Action Bonus (first 3-5 customers) 1-on-1 with Dr. Carp, MD

[Need Slide including ProLon, Extras, and Bonuses (Assign Retail Value to each)]

You pay for only the ProLon kit: \$249

RISK REVERSAL

Guarantee? None

-Terms:

None

--Satisfaction

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Quality guaranteed?

--Performance

none

-Ridiculous

none

-Length

None

OFFER RECAP

[Slide: what you get & dollar value]

- Just one benefit worth the price of admission
- Price is the same as you would pay from the ProLon site for product only

CALL TO ACTION

SOFT CTA

[Need Slide: how to purchase]

- Click to order page
- Confirm what you get
- Receive your order in about [X] days

Click the button below

URGENCY

Join the new Facebook Group

-Limited time

Cutoff so we can start a support group all at one time

-Personal urgency

If you're unhappy with your current weight, your situation won't change until you change your methods.

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SUMMARY

Slide: Summary of benefits of Fasting Mimicking Diet (FMD)

- Value
- Urgency

2ND CALL TO ACTION

-With/without

[Need slide depicting dieting frustration]

- Years of yo-yo dieting versus establishing a new normal

[Need slide with pictures of happy, active people]

You get

- empowered to take charge of your health
- a system for reaching and maintaining your ideal weight
- all the education, support, products, and inspiration you need

Click the link to go to the order page. See you inside.

[Ending slide]