

**theorem.**

**Let's  
Get Started.**



# Before My Products Arrive.

Create a list of who you know that would love Theorem products.

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Work with your sponsor to prepare a plan of how you'll use social media to market your new business and decide what methods you'll use. We suggest both Instagram and Facebook be a big part of your new business.

Start telling a few of your closest friends what you are doing and how excited you are to share this with them. When you are excited, they will be too!

Take a few "before" pics of your hair to save for some posts you'll do once you are using the products.

Make sure you have downloaded the Theoem App. In the app there is a sample feature where you can purchase samples in a 5 pack or send an individual sample to a potential customer or Hair Specialist. When sending a sample, a customer is 20-30% more likely to buy the full sized product after trying!



# My Pretty Little Box Arrived.

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- ✓ Take a few pics of the adorable packaging and how it arrives.
- ✓ Shoot a quick unboxing video.
- ✓ Post the pics and unboxing on social media.
- ✓ Use the products immediately! Follow the instructions on the bottle for your specific hair type.
- ✓ Order some samples of Density to share with friends using the Theorem App.

## Ready to Rock and Roll.

Share, share, share: pictures, testimonials, and videos about your thoughts on the product.

Before you try the product, take a picture of your hair. Once, you have used the product for a significant amount of time, take another photo to use for a before and after photo. Start posting pictures periodically to show your success using Theorem products. Don't forget to Include your customer's photos & testimonials as well.

Reach out to your network of friends, family, work associates, and social media contacts to let them know how transformative Theorem products have been for you.

Prepare a few key points to send as a response to questions, comments, etc. from your posts. Your Sponsor or Leader will be happy to share some popular responses with you.

Use the "Power of 10" to connect with potential Customers & Hair Specialists.

When a customer purchases from you, it's a good idea to share the "How to use Our Products" video. You can find this on the Theorem HQ site.