

Leah — Why Should I Care?

THE SCENARIO

Leah is active and healthy. She knows a lot about wellness already. She knows about food, exercise, water, and supplements.

She has a routine that works for her and she has kept it for a long time. That is not easy to do.

You say the words Cellular Intelligence. To her it sounds technical and far from daily life. You have a short time before her next appointment.

YOUR TEAM'S TASK

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| 01 | THE OBJECTION | <p><i>"My routine works for me. Why add something I do not understand?"</i></p> <p>Leah says this to you. What would you say back?</p> |
| 02 | IF THEY PUSH FURTHER | <p><i>"Is this a real category? Or is it just a new name for regular wellness?"</i></p> <p><i>"I already spend enough on my health. This sounds like one more thing."</i></p> <p>Choose one. How does your answer change?</p> |
| 03 | THE REAL CONCERN | <p>Leah is protecting a routine that works. She is not asking you to prove the science. She is asking if this is worth her time.</p> |
| 04 | NEXT STEP | <p>What small next step lets Leah decide for herself if this matters?</p> |

SUCCESS MEANS

Leah can explain the category in her own words.

WRITE YOUR TEAM'S PLAN

YOUR ANSWER	IF THEY PUSH FURTHER
THE REAL CONCERN	NEXT STEP

Maya — It Is Just Salt and Water

THE SCENARIO

Maya reads labels. She asks questions before she tries a new product. This is a good habit.

She turned the bottle over and found two ingredients. She has also heard the words redox signaling and cellular communication, and they did not help her.

She told you she wants to understand the product. She does not want a sales speech. You have good materials, but you do not remember every study in detail. That is fine.

YOUR TEAM'S TASK

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| 01 | THE OBJECTION | <p><i>"I read the label. It is only salt and water. Why should I believe it does anything?"</i></p> <p>Maya says this to you. What would you say back?</p> |
| 02 | IF THEY PUSH FURTHER | <p><i>"Then I could make this at home for free."</i></p> <p><i>"Why is this not on the news?"</i></p> <p><i>"When a doctor supports this, I will take it seriously."</i></p> <p>Choose one. How does your answer change?</p> |
| 03 | THE REAL CONCERN | <p>A short ingredient list is Maya's proof that there is nothing here. She is not being difficult. She is using the only information she has.</p> |
| 04 | NEXT STEP | <p>Which resource or follow-up fits her real question, and what will you agree to discuss later?</p> |

SUCCESS MEANS

Maya knows what is supported and what is not.

WRITE YOUR TEAM'S PLAN

YOUR ANSWER	IF THEY PUSH FURTHER
THE REAL CONCERN	NEXT STEP

Daniel — I Do Not Feel Anything

THE SCENARIO

Daniel has ordered for two months. He was excited when he started. He told two friends about it.

Today he calls you. He says he does not feel different, and the product is not cheap. He is deciding whether to order again.

He is not angry. He is disappointed. He is also being honest with you, which most people would not bother to do.

YOUR TEAM'S TASK

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| 01 | THE OBJECTION | <p><i>"I have used it for two months and I do not feel anything different."</i></p> <p>Daniel says this to you. What would you say back?</p> |
| 02 | IF THEY PUSH FURTHER | <p><i>"It is expensive for something I cannot feel."</i></p> <p><i>"My friend said she noticed a difference in a week. Why not me?"</i></p> <p>Choose one. How does your answer change?</p> |
| 03 | THE REAL CONCERN | Daniel expected a clear signal and did not get one. He needs an honest answer, not a bigger promise. |
| 04 | NEXT STEP | What will you suggest he do next? What will you say if he wants to cancel? |

SUCCESS MEANS

Daniel feels heard and makes his own choice about ordering again.

WRITE YOUR TEAM'S PLAN

YOUR ANSWER	IF THEY PUSH FURTHER
THE REAL CONCERN	NEXT STEP

Marcus — I Am Not a Salesperson

THE SCENARIO

Marcus has used the products for nine months. He speaks well of them when people ask. Friends now ask him what he uses.

Two coworkers bought the products after hearing him talk. He never tried to sell them anything. He is already doing the thing he says he cannot do.

He has mentioned that extra income would help. He has never asked you about the business. Today at lunch he asks how you got started.

YOUR TEAM'S TASK

01	THE OBJECTION	<i>"I am not a salesperson. I would hate to make people uncomfortable."</i> Marcus says this to you. What would you say back?
02	IF THEY PUSH FURTHER	<i>"I do not want my friends to think I joined a pyramid scheme."</i> <i>"I do not have time to take on another job."</i> Choose one. How does your answer change?
03	THE REAL CONCERN	Marcus is protecting his relationships, not avoiding work. In his mind, sharing and pressuring are the same action.
04	NEXT STEP	What one small step could he try this week that does not feel like selling? What will you say if he says no?

SUCCESS MEANS

Marcus chooses a small step or a clear no.

WRITE YOUR TEAM'S PLAN

YOUR ANSWER	IF THEY PUSH FURTHER
THE REAL CONCERN	NEXT STEP

Alex — Why Should I Keep Going?

THE SCENARIO

Alex has spent three years building this team. For the last eight months nothing has moved. Same effort, same routine, no growth.

On a team call, Alex finally says it out loud in front of everyone.

Alex is still showing up. That tells you something. A motivating speech will help for one day.

YOUR TEAM'S TASK

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| 01 | THE OBJECTION | <p><i>"I have put in so much work already. Why keep going if this is as far as it goes?"</i></p> <p>Alex says this to you. What would you say back?</p> |
| 02 | IF THEY PUSH FURTHER | <p><i>"Almost everyone I talk to thinks this is a pyramid scheme."</i></p> <p><i>"I am not earning enough to justify the hours."</i></p> <p>Choose one. How does your answer change?</p> |
| 03 | THE REAL CONCERN | <p>Alex has not run out of effort. Alex has run out of evidence that the work is going somewhere.</p> |
| 04 | NEXT STEP | <p>What one action could Alex choose for the next seven days? How will you support it?</p> |

SUCCESS MEANS

Alex owns the decision and has one clear action.

WRITE YOUR TEAM'S PLAN

YOUR ANSWER	IF THEY PUSH FURTHER
THE REAL CONCERN	NEXT STEP