



# 10x10 Marketing

WAKAYA  
PERFECTION™

# 10x10 Marketing Plan

Contact 10 people a day by 10 PM and watch your business boom!



Building your Wakaya Perfection business is simple when you have an effective system. The 10x10 Marketing Plan is a proven method that will help your business grow quickly. Individuals who have used this program report significant increases in orders, team members and INCOME!

**The plan is simple: Contact 10 people a day by 10 PM and follow up.**

Sharing Wakaya Perfection with others is easy when you realize how much you have to offer! Our products and income opportunity help people take control of their own health and lifestyle.

- **We have the Secret to Fat Loss!** No more yo-yo dieting, no more starvation, no more fatigue. With BulaFIT you will enjoy great energy, unbelievable mental clarity while turning your body into a fat burning machine!
- **Celebrities and professionals love us!** From personal trainers like Owen McKibbin to medical doctors like Dr. Randy Lundell D.O., professionals around the globe love Wakaya's holistic approach to health and our hi-impact products.
- **High-Impact Pink Fijian Ginger and Turmeric!** One of "Oprah's Favorite Things" *twice*, our proprietary strain of ginger comes from the pristine shores of Fiji. Pink Fijian Ginger and Fijian Turmeric is unbelievably potent and provides wealth of health benefits.
- **Genius of a Billionaire!** Wakaya Perfection was created by billionaire founder of Fiji Water, David Gilmour. The management team is a group of seasoned professionals who believe in and practice the time honored values of integrity and respect.
- **A Plan to a Grand and Beyond!** Our compensation goal is simple: Obtain more Independent Ambassadors earning \$1,000 or more per month than any company in our industry. Our compensation system puts the lion's share of commissions within reach of the average person.
- **Perfect Timing!** From the remarkable health benefits of turmeric and the power of ketosis, to providing impressive commissions early on, Wakaya Perfection has an astonishing track record. We're in the forefront of many of today's most important health and business trends.
- **Vacations, national events, recognition and so much more!** The spirit of Wakaya Perfection is found in its people. We have a positive and refreshing culture created by team members and Ambassadors who really care. We love providing world-class recognition, exciting national events, luxury cruises, vacations and more!

## The Plan in Action

When you commit to work the 10x10 Marketing Plan, you commit to growing your business at an accelerated rate. There are 3 simple steps to introduce someone to Wakaya Perfection:



**STEP 1: Make contact**

You can do this! Making an initial contact with someone can be nerve racking at first. Just remember how much you have to offer! Before you know it, you will be able to introduce anyone to Wakaya Perfection.

Who should you contact? Let's make a list. You know many more people than you may realize. Write 20 people you are related to, 20 people in your community, 20 people from your past, 20 people from work, 20 people from church/school or other organizations. You can also look at your phone's contact list or your social media contacts. Chances are that you have hundreds or even thousands!

Once you have your list, you can make contact. Remember, contacting individual people is much more personal and shows that you thought of them individually. **Don't send group texts, messages, or posts.** You can contact people via text, social message, phone, or in person.

Here is an example of what you might say via a text or social message:

Hey \_\_\_\_\_, I just found a way where we can lose weight without starving ourselves!

Hey \_\_\_\_\_, I just found a way where we can lose weight and make money!

As they reply to your text, respond accordingly and quickly! You want to work with positive people, so avoid negativity! Only continue to communicate with people that respond positively.

**4 types of responses and your reply:**

Really? Cool! [Any positive or curious reply.] → Great, I have a short 10 minute video I want to send you. Can you watch it right now?

[They try to call you.] → Don't answer. Instead, when your phone rings, hit MESSAGE and then CUSTOM and write:  
Sorry, can't pick up right now, but I want to send you a quick 10 minute video. Can you watch it right now?

[No response.] → Don't respond. Leave them alone.

[They respond rudely or unpleasantly.] → Don't respond. Leave them alone.

## STEP 2: Share a tool

Wakaya Perfection provides professionally created videos, catalogs, brochures and other tools to make sharing easy and effective. One of your greatest tools is the **Secret to Fat Loss Video** (visit your website at [\[username\].secrettofatloss.com](http://[username].secrettofatloss.com)).

Once you have made contact and received an initial response, share a link to the appropriate tool. Here is an example of what you might say via a text or social message:

4 types of responses to your question from Step 1 and your reply:

Sure, I have time to watch it now!

Awesome, here's the link: [copy video link here] I'll call you in 10 minutes.

[They can't watch video now.]

No problem. When would you be able to watch the video?

When they respond with a time they can watch you reply:

Perfect. I'll reach out to you

Write the date on your contact list along with a note about what you talked about.

[If they don't want to watch it.]

No worries—have a great day!

[No response.]

Don't respond. Leave them alone. Write the date of this contact on your contact list and a note about their response. You can reach out to them again in a few months.

### STEP 3: Follow up & 3-way call

Call your prospects after they watch the video (or review the tool) that you have sent. This is a *live* follow-up call! This helps ensure that you can better hear and understand their response. They will also be able to feel your enthusiasm and energy.

In anticipation of a 3-way call, be sure your team leader is available and aware that you may be joining them in on your phone call.

Here is an example of what you might say:

**LIVE  
FOLLOW-UP  
PHONE CALL:**

Hi \_\_\_\_\_, Thanks for taking the time to watch the video. I have a couple questions for you... First, what did you like best about the video?

Respond positively to what they say about the video and agree that you liked that part also.

On a scale of 1–10, with 1 being: *Why did you make me watch that video?* and 10 being: *I'm ready to get started*, where would you place yourself on that scale?

Refrain from speaking while you wait for their answer.

[8–10]



Great, that's exactly how I felt when I first looked—let's get you on my website and I'll show you how simple the process is to get started. Then I'll introduce you to \_\_\_\_\_(team leader) who has helped me with my success, and will be there to help you as well.

[2–7]



Ok, that probably means that you have a few questions. I did, too. What questions can I address for you that would get you closer to a

[0–1]



Ok, thanks for your time! Have a great day.

[STEP 3 CONTINUES ON NEXT PAGE]

If they have questions, listen carefully and attentively. *Remember—you are new and don't need to have all the answers!*

These are great questions. As you know, I myself am new, but there's someone I work with directly, \_\_\_\_\_(team leader), who is an amazing team leader. He/she is very familiar with the business and would be perfect to answer your questions. Please hold the line a minute.

3-way your contact with your team leader immediately, then continue with introductions:

**EDIFY YOUR  
TEAM LEADER  
AND YOUR  
PROSPECT:**

Hi \_\_\_\_\_ (team leader), thank you for taking my call on such short notice. I have \_\_\_\_\_(prospect) on the line with us. As you know, I'm still new at the business and I told \_\_\_\_\_(prospect) how helpful you have been to me starting my new business.

Continue to introduce your prospect to your team leader. Describe your relationship with the prospect using any of the following suggestions:

I've known \_\_\_\_\_ (prospect) for \_\_\_\_\_ years...  
We did \_\_\_\_\_ together...  
We live near each other...  
We worked together at \_\_\_\_\_...

So, \_\_\_\_\_(team leader). \_\_\_\_\_(prospect) just watched our video and rated themselves a [#] for interest and has some really great questions. I know you are the best person to answer them. So with that, I'll turn the call over to you!

Press MUTE and let your team leader take over. Do NOT interrupt. Listen and take notes. Once your team leader answers their questions your team leader will say, "Ok, \_\_\_\_\_(prospect) I believe we addressed most of your questions. I now have a question for you: You were at a [#] when we started. How much closer to a 10 are you at this point?"

Based on your prospect's response your team leader will take them to the next step:

[8–10] → Your team leader will turn them back to you to get started right away. You can enroll them and start building together following this same simple system they just experienced.

[7 or below] → Your team leader will recommend videos, conference calls, podbeans, local meetings or additional 3-way calls. Schedule another call to follow up after they review the additional information.

When the 3-way call is over, your team leader will turn the contact back over to you. Thank your team leader and remind the prospect that the team leader will be there for them too when they begin their business and that we all work together as a team!

Sharing Wakaya Perfection is *that* easy! Repeat these 3 steps for each of your 10 contacts each day, making further follow-up notes on your list as needed, and you'll be amazed at how quickly your business team and customer base grows!