

marketamerica



LOREN'S 15% OFF *playbook*

*Tips direct
from your
CEO for
winning more
customers.*

Loren Glazier

LOREN'S 15% OFF PLAYBOOK

Use the promo to **acquire** customers (new + reactivated), not just to stock up.
Lead with the problem. Let the 15% be the reason they act **today**.

The 3 Pools to Hit First

- 1) Warm new (followers, DMs, story viewers)
- 2) Past customers (6-18 months ago = goldmine)
- 3) Referrals (friends of customers convert fastest)

DAILY 15-MINUTE CUSTOMER SPRINT

- **10** New Conversations (DM/text)
- **5** Follow-ups
- **2** Referral Asks
- **1** Mini-Consult (60 seconds)

Non-negotiable: No links first. Start with a question, not a catalog.

THE 60-SECOND MINI-CONSULT

Ask:

- What's your #1 goal right now?
- What have you tried that didn't work?
- Simple (1 product) or System (2-3 products)?

Close: "Both are 15% off right now—want simple or system?"

SCRIPTS (COPY/PASTE)

New (warm)

Quick question—are you wanting help with (**skin/energy/weight**)? Everything is 15% off. Want my top 2 picks based on your goal?

Re-activate

You used to get (**product**)—how did you like it? With 15% off, do you want to restock or try the **next step** that pairs with it?

Try new

If you could improve ONE thing—skin, energy, sleep, cravings, hydration—which would you pick? Tell me your #1 and I'll send my top 2.

Referral

Who do you know dealing with (**dry skin / 3pm crash / cravings**)? Introduce us and I'll take care of them like family.

WHERE TO FIND NEW CUSTOMERS THIS WEEK

- Story viewers + poll voters (DM them immediately)
- Local community Facebook groups (lead with a question)
- Gym / salon / school events / airports (ask their #1 goal)
- Past customer list (6-18 months ago = fastest wins)
- Partner plan: trainers / estheticians / stylists (trade introductions)

- Don't blast links.
- Don't lead with "15% off everything!"
- Don't recommend 10 products—give Simple vs System.
- Don't spend the promo only stocking up—growth is new customers.

10 READY-TO-POST STORY FRAMES

POLL + DM CTA

Post 1-2 per day. After every poll, DM every voter the same day.
Keep it human. Keep it short.

FRAME 1 — Pick your goal

On-screen: Everything is 15% off this week.
What do you want to improve most?
Poll: Skin glow / Energy / Weight & cravings /
Hydration
CTA: Vote + I'll message you my top 2.

FRAME 2 — 3pm crash

On-screen: Do you crash at 3pm?
Poll: Yes / No
CTA: DM “ENERGY” for my simple routine
(15% off).

FRAME 3 — Winter skin reset

On-screen: Dry, dull, or tired skin? Let's fix it.
Question box: What's your #1 skin concern?
CTA: Reply “GLOW” and I'll recommend
simple vs system.

FRAME 4 — Cravings & bloating

On-screen: Cravings + bloating are not a
personality trait.
Poll: I want help / I'm good
CTA: Vote and I'll DM my top 2 picks
(15% off).

FRAME 5 — Hydration check

On-screen: Hydration check: Are you drinking
enough water?
Poll: Nope / Pretty good
CTA: DM “HYDRATE” for my easy add-on tip.

FRAME 6 — My 60-second routine

On-screen: My 60-second routine (what I
actually do).
Talk: 2-3 steps + why you love it.
CTA: Reply “ROUTINE” for my
recommendation.

FRAME 7 — Results / proof

On-screen: Real results come from routines.
Add: testimonial text or your own note (with
permission).
CTA: Reply “START” and I'll help you choose.

FRAME 8 — Past customer check-in

On-screen: If you used to love (product)...
restart week.
Poll: Yes I did / I'm new
CTA: Vote and I'll DM your best next step
(15% off).

FRAME 9 — Referral ask

On-screen: Who do you know that needs
help with skin/energy/weight?
Question box: Tag them or drop their
first name.
CTA: I'll take care of them like family.

FRAME 10 — Last call

On-screen: Last call: 15% off everything is
ending soon.
Poll: Send me options / I'll pass
CTA: Vote “options” and I'll send simple vs
system.

EXECUTION TIP:



After every poll, DM every voter:

“Saw you voted for ___, do you want a
simple option or a system option?”