



# marketamerica

LOREN'S  
**15%  
OFF**  
*playbook*

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

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# 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)

<b>New (warm)</b>	Quick question—are you wanting help with <b>(skin/energy/weight)</b> ? Everything is 15% off. Want my top 2 picks based on your goal?
<b>Re-activate</b>	You used to get <b>(product)</b> —how did you like it? With 15% off, do you want to restock or try the <b>next step</b> that pairs with it?
<b>Try new</b>	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.
<b>Referral</b>	Who do you know dealing with <b>(dry skin / 3pm crash / cravings)</b> ? 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?"