

30-Day Drops Follow-Up Campaign

PRE-START (Before Day 1)

NOTE: The first message is sent to a customer on the day the drops are shipped to the customer.

If drops are ordered via Pipeline Funnels order form - BP ships the drops, then BP moves contact in the Pipeline from "New Customer" to "Drops Shipped/Waiting to Start"

If drops are ordered via PartnerCo website - BP estimates when the company will ship the drops. On that date, add Customer to the Pipeline and place in "Drops Shipped/Waiting to Start"

If drops are hand-delivered - BP adds Customer to the Pipeline and places it in "Drops Shipped/Waiting to Start."

If BP is using the "Piggy Back" option from Upline's PF Account - BP adds Customer to the Pipeline and places it in "Drops Shipped/Waiting to Start."

Message 1

Hey {{contact.first_name}}, I'm so excited for you to get started with the drops!

We've created this 28-day program to guide you step-by-step, keep you accountable, and help you overcome the things that may have made it hard in the past. Just reply back with the word START on the day you begin to take them.

{{user.first_name}}

Message 2

So excited for you to benefit from these drops!

Before you start please make sure you've completed all of the recommended steps for a successful start. I've outlined them for you on the 'Getting Started' page. Tap here:

{{trigger_link.sK50At5zrIM1JLQRvUo8}}

GETTING STARTED PAGE EXAMPLE: <https://products.partnercofunnels.com/slenderiiz-start>

Note: Partners using the Leader Elite “piggy back” program have a slightly different page that is generic without contact info and photo on the getting started page.

Message 3

IMPORTANT: Text me START on the day you are ready to start the drops!

Message 4

{{contact.first_name}}, I put together a page for you with some info to help you get started with the drops. Be sure to download the Measurement PDF and record your starting measurements. <https://products.partnercofunnels.com/slenderiiz-start>

GETTING STARTED PAGE EXAMPLE: <https://products.partnercofunnels.com/slenderiiz-start>

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Message 5

Hi {{contact.first_name}}, if you haven't received your drops yet, they should be arriving any day now. Remember, reply back with START on the day you start the drops.

Message 6

Hey {{contact.first_name}}, just checking in.... did the drops arrive? Any challenges or roadblocks in getting started? Let me know where you're at and how I can help.

DAY 1A

Welcome to your Drop journey! Take Drop 1 (clear) 10 min before meals (no food or drink). Drop 2 (brown) with breakfast/lunch + 3pm boost if needed. If you forget your drops before the meal, take them as soon as you remember. Let's go!

If you haven't seen this yet, check out the Getting Started Page: Tap here: `{{trigger_link.sK50At5zrIM1JLQRvUo8}}`

GETTING STARTED PAGE EXAMPLE: <https://products.partnercofunnels.com/slenderiiz-start>

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DAY 1B

We have an accountability group for support, recipes, and tips. Here's the link: `{{ custom_values.facebook_group_url }}`

Please make sure to put my name in the membership question when you request to join the group. I will stay in communication with you from an accountability standpoint and to cheer you on - please reach out with any questions! I can't wait for you to love these!

DAY 2

Detox in progress = water is key. Drink at least 8 cups today to flush toxins + avoid headaches. Feeling tired/cranky? Bathroom more than normal? No worries. It's totally normal. Your body is resetting! This too shall pass.

DAY 3

Set a phone alarm or leave a sticky note by your coffee pot as a reminder to take your drops! Little habits = big change.

DAY 4

Smaller plate = tricked brain. Try it at lunch and take your drops beforehand to help control appetite and cravings! How are you sticking to the approved foods list?

DAY 5

Headache? Lightheaded? It's likely detox. Stay hydrated, get rest, and avoid sugar. Your body's doing big work behind the scenes! Tired of plain water already? Try adding True Lemon or Stur to give your water a little kick! Keep going, you're doing great!

DAY 6

Hormone help in a bottle. Your drops are powerful for balancing and boosting energy. Want to see how? Reply VIDEO and I'll send you a quick one.

“VIDEO” REPLY

Your drops are powerful for balancing and boosting energy. Tap this link and watch the video with Dr. Kristal Vance to learn more about these drops and what they are going to do for you! Tap here: <https://products.partnercofunnels.com/slenderiiz-start>

VIDEO POINTS TO: <https://products.partnercofunnels.com/slenderiiz-start>

Note: Partners using the Leader Elite “piggy back” program have a slightly different page that is generic without contact info and photo on the getting started page.

DAY 7

Week 1 = DONE! You've shown up for YOU, and that's the hardest part. What's one win you're proud of? Reply and let me know.

DAY 8

Prep tip: Chop veggies + prep snacks today so you're not caught hangry! And yep...don't forget your drops before meals!

DAY 9

Appetite picking up? Protein is your friend. Aim for 80+ grams today to stay full + burn fat. Need easy options? Reply PROTEIN and I'll send some right over.

KEYWORD “PROTEIN” REPLY

QUICK GRAB-AND-GO OPTIONS

- *Protein shakes (like our Pure Nourish protein or another clean plant-based protein powder)
- *Hard-boiled eggs
- *Beef or turkey jerky (low sodium/sugar)
- *Protein bars (watch the ingredients, IQ non peanut butter flavor are on plan)
- *Canned tuna or salmon pouches

BONUS: HIGH-PROTEIN SNACK COMBOS

- *Apple slices + almond butter
 - *Homemade protein balls
 - *Celery sticks + hummus
-

DAY 10

Sluggish results? Let's troubleshoot:

- *Eating enough? (1250+ cal)
- *Drinking water?

*Cut dairy/sugar?
Reply "COACH" and I'll walk you through it!

***If customer replies keyword COACH, a push notification via the app is sent to the Brand Partner and a task is created, so the BP will know to follow up with the customer.*

KEYWORD “COACH” REPLY

Got it. Thanks for letting me know you need a little help. I've made a note here to give you a call. Hang in there, you've got this!

DAY 11

Lemon water in the AM helps detox the liver and boost your digestion. Try it before your drops tomorrow!

DAY 12

Did you know dairy is a top hormone disruptor? And it also causes inflammation! Try cutting it this week and see how your body feels, especially if you're feeling bloated or sluggish!

DAY 13

Sleep is your secret weapon. Aim for 7 to 9 hrs + cut off Drop 2 by 3pm to sleep soundly.

DAY 14

2 weeks in. YES!!! What's changed the most for you...energy, cravings, sleep? Shoot me a text, I'd love to hear it.

DAY 15

Snack smarter: protein + fiber = full longer. Apple + almond butter or peppers + hummus. And don't forget those drops!

DAY 16

Mindset shift time: "I don't need that" >> "I can't have that." You're not restricted, you're in control. Focus on what you CAN HAVE!

DAY 17

Move your body today; even 10 mins helps! Stretch, walk, dance. Take your drops before for an energy and metabolism boost!

DAY 18

Bloat? Try this detox water today: lemon, cucumber, mint in water. Hydration helps drops work better too!

DAY 19

NSVs = Non-Scale Victories

More energy? Clothes looser? Fewer cravings? Reply and share with me so we can celebrate!

DAY 20

Today's combo:

*Healthy fat

*Lean protein

*Veggies

Pair with movement + drops = fat burning activated

DAY 21

3 weeks in - you're CRUSHING IT. Doesn't it feel great to be taking charge of your health?

I'm placing an order... can I put you down for another box? Or if you want, I can show you how to get them at my cost. Reply back 1 or 2.

1. {{custom_values.slenderiiz_price}} reorder
2. You want to talk about a deeper discount

REPLY “1” ORDER ANOTHER BOX

Great, I'll put you down for another box of drops! I'm excited about the wins you've had so far and look forward to helping you continue!

***Brand Partner needs to get another box of drops to the customer. If BP has their own Pipeline Funnels account the text message will include either a link to the PF Drops order form page or the BP's link to the drops on the PartnerCo website so they can purchase immediately.*

REPLY “2” NEXT BOX CONVERSATION

Let's get you this next box of drops! Before you send me any money... it may make sense to spend the \$29.95 (one time) to get them at 30% off (or even free). Here's a quick video that explains it. Let me know what you want after. {{trigger_link.Krld1ig8IJY8uA72vExa}}

LINK POINTS TO: <https://products.partnercofunnels.com/next-box-savings>

DAY 22

Can you believe it's the final week on your Drops?! This is the time to lock in, stay consistent, and finish strong. I'm here to keep you accountable. Let's make this week count!

DAY 23

Your body talks - cravings, mood swings, energy dips - they're all signals. Today, tune in:

- Am I truly hungry or just bored?
- How do I feel after I eat?
- What foods energize vs. drain me?

This journey isn't just weight loss. It's relearning you.

DAY 24

Plateau? Here's your checklist:

- Protein goal hit?
- Dairy-free?
- Water intake up?
- Sleeping well?
Need help? Reply PLATEAU

** If customer replies keyword PLATEAU, a notification is sent to the Brand Partner via the app - to follow up with the customer.

REPLY “PLATEAU”

Nothing is worse than a plateau - thank you for sharing this with me. I've got plenty of suggestions you can try. I've made a note to give you a call so I can find out a little bit more about your routine and then we can talk about some solutions to get your body back on track.

DAY 25

Blood sugar affects cravings. Balance every meal with protein, healthy fat, and fiber to help your drops do their thing!

DAY 26

Reminder: It takes at least 90 days for your body to fully reset. If you're staying consistent, your metabolism is working behind the scenes, and that magic moment where everything 'clicks'? It's coming! Be patient with the process (I know, easier said than done!). You've got this.

DAY 27

You've worked hard - rest matters too. Take 10 mins for YOU today. A bath, a book, a walk. Self-care = hormone care.

DAY 28

YOU DID IT! 28 days strong! (or are super close) I am so proud of you! Let's celebrate the victories, big and small.

I'd love to help you continue on to reach your goals. That could be another box of drops and/or trying out some of our other incredible products that help with energy and mood and focus. How can I help?

LOST MOMENTUM

FOLLOW UP 1

Hey [CUSTOMER NAME] - haven't heard from you in a few days. I get it... life happens! Let's work together to get you back on track. Let's chat. I know we can help.

FOLLOW UP 2

Hey [CUSTOMER NAME], this will be my final message to you about the drops. My sincere desire is to help you improve your health goals, but I want you to know your friendship means more to me than anything else. If the drops aren't for you, that's OK. If there is anything I can do to help you with your health goals, I hope you'll reach out and let me know.