Email Template – Letter to Inactive Customers

NOTE: This should ONLY be sent to an individual and not as a group. It must be personal or it can’t be genuine. The motivation for this must be that you care for these folks and really want them to be healthy. The side effect – if you will – is that it will help grow your business.

SUGGESTED EMAIL TITLE: Checking up on you and your health

Hello,

I hope this note find you and your family well. [MAKE A PERSONAL CONNECTION regarding something that you and the customer share – for example, “It was wonderful to see you last week at the band concert at school. Jonny was awesome on his solo.” Again this is a personal appeal.]

You have been inactive with Plexus for a while and I am following-up with you to see how you are doing. My basic question to you is do you believe your overall health is where it needs to be for you to actually be the person you want to be for yourself and your family - both now and in the long term. If you feel like you have achieved your health and wellness goals then that is super and I totally applaud you for getting there, but if not, I would like you to consider coming back to Plexus and continuing your journey to better health.

There are many reasons people might discontinue a program, but the one that concerns me most is that they became discouraged when the desired success may have been right around the corner. I have read so many stories of Plexus users who were in that boat but either persevered or even quit but later came back and eventually achieved their goals. I have hesitated in the past to bring this up with customers, because I did not want to be pushy. But when I consider that the primary reason I was attracted to Plexus was to provide a path to better health for people I care about, I concluded that I should make a better effort to help my friends through the discouragement. So this is me finding my courage and boldness.

For many, the overall goal of good health becomes overshadowed by slow progress with that very laudable initial goal of losing weight. We get frustrated when we compare our results with others who are losing weight faster; however THAT is the key difference between a race and a journey. With a journey there is no prize for finishing early – the goal is to just get there. All of us are different and unique which is awesome. That means that with any health and wellness program, the results we experience will occur at a different paces, but the true measure should be that we are making progress toward becoming healthy.

To put it another way, let’s say a person with a weight loss goal was not losing weight as quickly as he or she wanted; however because of the health benefits of Plexus products they simply felt better, had more energy, had blood sugar, cholesterol, and lipid levels that were closer to where they should be. Perhaps he or she was even seeing a positive impact in other areas health areas. There are many customers who utilize our detoxification products (Plexus ProBio5™ and Plexus BioCleanse™) as part of their weight loss regimen; however, the primary purpose and benefit of those products is to maintain a healthy digestive track. I’m sure you have seen me comment before that 90% of our health is in our gut. Another concept to consider - and quite frankly one that helped encourage me through the slow times or long plateaus - was remembering how long it took me to put on the weight I wanted to lose. Using that comparison as perspective, I realized that my “slow” progress was relative and actually quite incredible.

I have come to love Plexus Worldwide® and what has driven me to follow-up with you is that I want to make sure you exhaust every opportunity to experience the good health I am experiencing and that I am seeing with so many others. As a company, our core beliefs are simple: Be Trustworthy, Be Honest, Be Reliable, and Be Responsible. These beliefs encompass all that we do. You can have confidence in the quality of our products along with the support of me and the company to help you succeed if you do decide to give it another try.

Again, if you are happy where you are with your heath then I am extremely pleased for you, but if you are not, please give me a call at [INSERT YOUR PHONE NUMBER HERE] so we can discuss what steps we can take to move forward. No matter what you decide, please know that I will always be there to encourage you.

Enclosed is a brief summary of our products in case you prefer reading. You may see a couple of new options. I look forward to working with you again on your journey to health [PERSONALIZE THE CLOSE]

Sincerely

[YOUR NAME]

[YOUR PHONE]

[RECOMMENDED ENCLOSURE - 021 - Plexus Product Briefs]