

Be Connected for Success

Test Market Scripts

Hi <Firstname> I was wondering if you'd be willing to help me out with something. We've been looking for a way to *<get out of debt, pay off our car, stay home with the kids, increase our income, etc.>*

After carefully searching for what we felt would work, we found something. But before we completely get ourselves too deep we're doing a test market through our friends who we trust will give us an honest assessment. It's kind of a look under the hood and test drive before we buy kind of thing,

So would you be willing to test something out for me?

Test Market Script #2

Hey, <Firstname>, how's it going? Hey, can I get your help with something? I've got this new thing I'm doing a test market with. I don't know if you knew it or not but I was looking for a business that would enable me to *<get out of debt, pay off our car, stay home with the kids, increase our income, etc.>*

The important thing was that it had to be something where I would be helping people. I've started a business with a company called LifesMiracle, and we have products that help people with their health problems.

I'm working with doctors who understand degenerative diseases, weight loss, and helping people to have more energy.

I'm thinking that it might really take off because I am personally working with one of the National Managers who has created the largest group in the country.

But before I commit fully to this advertising campaign, I want to do a test market. So would you be willing to be one of my customers for a month or two and try these products out? I'd really like to get your honest opinion to see if it's something you'd use monthly and refer to other people.

If you don't like them, you can get a 100% refund. It would really help me out to have your feedback for my test market, would you be willing to do that for me?