

# Tru-Chocolate System Summary

Simplicity is the key. Any attempt to complicate the steps and dialogue is discouraged. Don't try to reinvent, this system it is proven and has created millions of sales revenue in just a short period of time. We are going to discuss two items in this summary 1. Explanation of the Tru Chocolate system 2. How to do a chocolate party.

## **Business System Overview: The 4 D's**

- 1. DEMO**
- 2. DRINK**
- 3. DIAL 1-512-404-1223**
- 4. DUPLICATE**

## **Weight Loss Instructions:**

Tru-Chocolate is a healthy, weight loss chocolate where people are losing up to a pound per day. In order to make this claim, people must follow the program exactly. Drinking a lot of water increases the effectiveness of the chocolates.

- **40 pounds or *LESS* overweight (According to the Ideal Body Weight Chart)**  
One chocolate 10 minutes before each meal, 3 times a day, with at least one large glass of cool to cold water.
- **40 to 99 pounds overweight (According to the Ideal Body Weight Chart)**  
Two chocolates 10 minutes before each meal, 3 times a day, with two large glasses of cool to cold water. Additionally, you can add two more chocolates at night to help discourage snacking before bed.
- **100 pounds or *MORE* overweight (According to the Ideal Body Weight Chart)**  
Three chocolates 10 minutes before each meal, 3 times a day, with at least three large glasses of cool to cold water.

## **Medication:**

If anyone is on a prescription drug they should take the prescription 1 hour before, or 1 hour after a chocolate as the chocolate is a wonderful and natural detoxing agent to the body. TRU Chocolate will recognize the prescription as a foreign and flush it out of the body.

## **Detoxify: "5 Day Cleansing Program"**

There are some very wonderful detox products in the Youngevity line including Tru-Chocolate. The chocolate is very effective in helping the body kill Yeast/Candida, detoxing the skin, and cleanse the colon.

Within 5 days of starting the Tru-Chocolate Weight Loss Program, a person should see measurable results. These results include the following:

- Loss of weight (up to 1 lb. per day)
- Decrease of cravings for sweets & snacks (balancing of blood sugar between meals)
- Decrease in food consumption (your meals will become smaller)

\* Note: If a person does not experience the results listed above within their first week, their digestive system is likely bogged down and not responding properly to the Tru-Chocolate and they should start the 5-day Cleansing Program. Once they have completed the Cleansing Program, they can resume with the Tru-Chocolate and expect measurable results.

Sharing the Tru Chocolate and Tru Liquid Chocolate story with your neighbor or business associate, is basically the same as having people over to your home for a chocolate party. Let's discuss further in detail step-by-step.

**Chocolate Parties: How to have them... What to do... Who to call...** This can be the most fun you're going to have making money. Who do you know that likes chocolate? Who do you know that needs to shed some of the extra pounds? Who do you know that could use a little extra money?

First set up a time and a place. We like to schedule the meeting about ½ hour before the evening webinars if the internet is available to use or make sure to give people time to get home and login to the Tru Chocolate webinar. Monday – Thursday Nights 7:30 pm (MST) at <http://www.chocolatewow.info>. As far as a place to hold the meeting your living room, recreation room or basement. (As long as it is not dark and dreary)

Simply start inviting people to come try this “Healthy Dark Chocolate” and see for themselves why so many people are excited about Tru Chocolate. (Some people like to use an E-vite to let people know where the next party is.)

Okay...it's the day of the party and there are things you need to do.

- Make sure you have a nice display of Tru Chocolate and Tru Liquid Chocolate in a prime location.
  - Lots of bags in an area make a better display rather than having only one lonely bag in the middle of the dining room table.
  - Perhaps you could have a nice cloth underneath them and have a little box so it looks like it is on different levels for display. Get creative!
- Brochure should be given out to people. This gives the impression that you are serious and it also gives the person something to read while waiting for the party to start.
  - You can get high quality brochures from [www.truteamtools.com](http://www.truteamtools.com).
- Make sure you have applications for joining already downloaded and ready to be filled out. You can enroll people directly on you computer if you want, but it is easier for group settings to use the company forms. Then after the party you can input them all. Doing it one by one with each guest would be very time consuming.

**THIS IS VERY IMPORTANT!!!!**

**NO FOOD AT THE PARTY!!!!**

You can serve food AFTER the presentation, but keep it out of site and away from the presentation area.

People that are hosting meetings are telling people, NOT TO EAT BEFORE COMING! The main reason is for people to experience the Tru Chocolate and Tru Liquid Chocolate to the maximum. (In the e-vite it tells people not to eat also.)

When everyone is there, welcome them and do the FIRST OF THE FOUR D's!

## **DEMO**

One of the advantages of this system is that chocolate is loved by 99% of the population. So, the ease of sharing the Tru-Chocolate with others drastically increases the growth of sales in your downline. The easiest way to share the Tru-Chocolate is by utilizing a few simple questions.

*“Excuse me, do you like chocolate?”*

*“Have you ever tried a healthy, weight loss chocolate?”*

*“Here is a piece of this amazing chocolate for you to try. The taste is more similar to semi-sweet chocolate chips, or dark chocolate and people are losing up to a pound per day by eating it.”*

Tell people why they should chew the Tru Chocolate slowly.

*“Chew the chocolate slowly and let it sink into your teeth and gums. The Xylitol is helping to strengthen the enamel on your teeth and to kill off the plaque that causes cavities and gingivitis. As you swallow the chocolate, the herbs are being absorbed that help to balance your blood sugar, curb your cravings for sweets and snacks.”*

## **DRINK**

While people are chewing the chocolate, you can use water bottles you purchased or 8 Ounce Dixie cups filled with ICE COLD WATER. Note: Do not use seltzer water!

*“Here is a bottle of water for you to drink.”*

*“In order for the herbs to become active, you need to hydrate them.”*  
(WOW! The water tastes sweet.)

*“This encourages hydration and causes the herbs to go to work. Now, if you wait 10 minutes before eating a meal, you will be satisfied sooner and you will not eat as much food as you normally would.”*

*“The water also aids in the absorption of the high antioxidant value of the chocolate. Each wafer scores over 3,000 points on the ORAC scale, and we are learning more and more how antioxidants are vital in maintaining health and prevention of major diseases like cancer.”*

Note: If a person is a consistent tobacco smoker, the taste of the water after the chocolate can be unpleasant. So, if you know beforehand that a person smokes, we recommend giving them the water before they eat the chocolate so that the liquid is in their system before they eat the chocolate. Another option is to add a bit of lemon or lemon oil to their water and follow the regular steps.

Note: If you are in a group setting it is important that you have everyone tasting the Tru Chocolate and drinking ice cold water at the same time.

Give people a few seconds to get the taste of the chocolate “WOW” moment from drinking the ICE COLD WATER and while they are exclaiming about the flavor...

Do the next “D”

## DIAL

While the person is drinking the ICE COLD WATER, dial on your cell phone the following number. Note: In a group setting, we recommend use of a speaker phone for the 3 minute Sizzle Message.

**1-512-404-1223**

After the message ends, take back the phone and turn off the call. (Do not ask the person what they thought of the call.)

\* Note: If you are hosting a Tru Chocolate party we recommend that you take no more than 2 minutes to share your story with or allow someone else to share their Tru Chocolate experience with the guests.

Keep control of the conversation by then telling the person about the types of responses that are typical so far with the following script:

*“We have sampled these chocolates to thousands of people around the country and have found that we usually get one of three types of responses.*

- ***One**, some people say “Thanks, but no thanks,” and we are fine with that, we are just glad they were able to give them some healthy chocolate.*
- *The **second** group is interested in our “Eat Chocolate and Lose Weight” program and wants to buy a bag to try. We can do that right away for \$30 retail or \$20 for wholesale members.*
- *The **third** group we run into are not only interested in the chocolate for themselves, but they see how others would be interested in losing up to a pound per day eating chocolate and want to know about our business opportunity. These are the people we link arms with right away and help them get started generating income of their own.”*

*“Which of the 3 types of people are you?”*

## DUPLICATE

Tell people that they should fill out an application and join for ten dollars. (Figure out how many bags of Tru Chocolate your guests are going to need to take daily to assist in their weight loss) Watch out because their spouses will probably steal a few and of course – they’ll want to give this to their kids for the ORAC value instead of a sugary dessert.

\* Note: In your Tru Chocolate party, if the host or hostess has 10 or more people there, award him/her with two FREE bags of chocolate. Make this a big deal of this. Then ask if anyone there wants to have a Tru Chocolate party. Tell them they, too, can get two FREE bags by having 10 or more people at their party.

Now as you finish your Tru Chocolate conversation you can now watch the webinar or send them home to view the webinars if there is time. Remember – the webinar starts at 7:30 pm MST Sunday – Thursday Nights. Log onto <http://www.chocolatewow.info> and turn up the speakers.

The webinar serves as an extension of the Demo, Drink, and Dial experience. On the webinar, people will learn more about the chocolate and its ingredients, the weight loss system, the compensation program and about Youngevity the provider of our chocolate.

When someone tells you that they are a Type 3 person interested in the business opportunity your response is...

*“Great, let’s get you started properly. (go to your back office on a computer or pull out the paperwork - application, order form, autoship form) You will need chocolate to use yourself, to sell to customers, and to sample to prospects. In order to make the most money, you will want to start with 17 bags of chocolate and a monthly order of 6 bags. This will ensure that you make 4X as much money when others join your business.”*

Item# Tru6pk Tru Chocolate Associate Jump Start Pack 6 bags of delicious Tru Chocolate  
\$120.00 (111.00 BV) + Shipping

Item# Tru17pk Tru Chocolate Diamond Builder Jump Start Pack: 17 bags of delicious Tru Chocolate  
\$331.50 plus shipping (306 BV)

Item# Tru29pk Tru Chocolate Professional Jump Start Pack: 29 bags of delicious Tru Chocolate  
\$551.00 plus shipping (500.25 BV)

<b>Ideal Weight Ranges For Adults (in pounds)</b>			
HEIGHT		Minimum (BMI = 20)	Maximum (BMI = 25)
in ft/in	in inches		
4'8"	56"	89 lbs.	112 lbs.
4'9"	57"	92 lbs.	116 lbs.
4'10"	58"	96 lbs.	120 lbs.
4'11"	59"	99 lbs.	124 lbs.
5'0"	60"	102 lbs.	128 lbs.
5'1"	61"	106 lbs.	132 lbs.
5'2"	62"	109 lbs.	137 lbs.
5'3"	63"	113 lbs.	141 lbs.
5'4"	64"	117 lbs.	146 lbs.
5'5"	65"	120 lbs.	150 lbs.
5'6"	66"	124 lbs.	155 lbs.
5'7"	67"	128 lbs.	160 lbs.
5'8"	68"	132 lbs.	164 lbs.
5'9"	69"	135 lbs.	169 lbs.
5'10"	70"	139 lbs.	174 lbs.
5'11"	71"	143 lbs.	179 lbs.
6'0"	72"	147 lbs.	184 lbs.
6'1"	73"	152 lbs.	189 lbs.
6'2"	74"	156 lbs.	195 lbs.
6'3"	75"	160 lbs.	200 lbs.
6'4"	76"	164 lbs.	205 lbs.
6'5"	77"	169 lbs.	211 lbs.
6'6"	78"	173 lbs.	216 lbs.
6'7"	79"	178 lbs.	222 lbs.