

# **YOUR 30-DAY**

# **QUICK-START COACHING GUIDE**

**Launch Your Encore Collagen Distributorship  
In 30 Days Or Less**

*Day-by-day actions. No guesswork.  
Just follow the plan.*

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## **Disclaimer**

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## **Dear Encore Distributor,**

There is no feeling in the world like getting up and going to work for yourself every morning. Having a powerful, quality product that millions of people want and need makes it even more exhilarating. The business you have chosen as an independent Encore Collagen distributor offers you exactly that kind of opportunity.

Your 30-Day Quick-Start Coaching Guide is designed to simplify the entire start-up process. This daily guide eliminates guesswork and shows you tested, proven ways to plan, organize, and reach every goal. With this guide in hand, you will know exactly what to do each day — just follow the simple day-by-day instructions.

Running a health and wellness business can seem complex at first. To be successful, every phase must be planned and thought through. You have already chosen one of the hottest products on the market — Encore Collagen Complex, the only collagen supplement with all 5 types from 5 premium sources. Now it is time to build the business around it.

Every day, this guidebook will give you a new goal that is easily reachable. If you ever have a question, contact us at [customersupport@encorecollagen.com](mailto:customersupport@encorecollagen.com). We are here to help.

You can build a very lucrative business right from your own kitchen table. Many successful entrepreneurs started with a laptop and a dream. What matters is not where you start — it is that you start, and that you keep moving forward.

Make this the year you get serious about achieving your goals. All you really need is the right product, desire, enthusiasm, and persistence. You already have the product. The rest is up to you.

To your success,

**Mark Edwards**  
**Encore Products, Inc.**

## Your 30-Day Roadmap

Here is exactly what you will tackle each day over the next 30 days. Each day is designed to take 30 minutes to 2 hours — you can do this around your existing schedule.

### Week 1: Foundation (Days 1–7)

- Day 1: Choose a Business Name
- Day 2: Set Up Your Business Address
- Day 3: Set Up Your Business Phone
- Day 4: Explore the Members Area
- Day 5: Set Up Your Workspace
- Day 6: Gather Your Essential Tools
- Day 7: Set Up Bookkeeping & Record Tracking

### Week 2: Legal & Business Setup (Days 8–14)

- Day 8: Order Business Cards & Marketing Materials
- Day 9: Get Your Business License
- Day 10: Open a Business Bank Account
- Day 11: Plan Your Start-Up Capital
- Day 12: Check Local Zoning Rules
- Day 13: Check State Regulations
- Day 14: Check Federal Regulations

### Week 3: Build Your Customer Base (Days 15–21)

- Day 15: Place Your First Wholesale Order
- Day 16: Identify Your First 10 Prospects
- Day 17: Set Up a Prospect Tracking System
- Day 18: Make Your First Personal Approaches
- Day 19: Build a Loyal Customer Base
- Day 20: Deliver Exceptional Customer Service
- Day 21: Master the Customer Follow-Up System

### Week 4+: Marketing & Growth (Days 22–30)

- Day 22: Set Up Your Social Media Profiles
- Day 23: Create Your First Social Media Content
- Day 24: Launch an Email Marketing System
- Day 25: Local Outreach & Partnerships
- Day 26: Run Your First Promotional Campaign

- Day 27: Track Your Results
- Day 28: Evaluate Upgrading to Master Distributor
- Day 29: Write Your 90-Day Growth Plan
- Day 30: Stay Motivated & Keep Going

# WEEK 1

## Foundation

This first week is about setting up the foundation of your business — name, workspace, tools, and systems. Nothing flashy. Just the groundwork that makes everything else possible.

# DAY 1

## Choose a Business Name

Your business name is a reflection of who you are and what you offer. A good name gives you credibility, tells people what you do, and helps attract customers.

Avoid generic names like "Smith Enterprises" or "J.C. Associates." When someone sees a name like that, their next thought is: "Okay... what do they actually do?" A name that gives no hint about your business forces people to work harder to understand you — and most people won't bother.

**Instead, pick a name that communicates health, wellness, or vitality. Good examples:**

- Vitality Wellness Co.
- Collagen Life Health
- Prime Wellness Partners
- [Your Name] Wellness
- [Your City] Collagen & Wellness

### Action Step:

Brainstorm 10 possible names. Say each one out loud. Check that the .com domain is available at any domain registrar. Pick the one that feels right and is easy to remember.

# DAY 2

## Set Up Your Business Address

Most jurisdictions require you to register a trade name with the county or state if you are using a business name other than your own. You have a few options for your business address:

- **Your Home Address:** Free, but becomes public record on business filings. Some people prefer to keep it private.
- **P.O. Box:** Inexpensive (\$100–\$200/year at USPS). Classic option used by major companies.
- **Virtual Mailbox (Recommended):** Services like Anytime Mailbox, iPostal1, or Earth Class Mail give you a real street address that forwards mail. \$10–\$30/month. More professional than a P.O. Box.

**Action Step:**

Choose an address option. If going virtual, sign up today — it usually activates within 24 hours.

## DAY 3

### Set Up Your Business Phone

Having a dedicated business phone number separates your business from your personal life and looks more professional. You do not need a second physical phone — modern options are much easier.

**Best options today:**

- **Google Voice (Free):** Get a free business number that rings your existing phone. Handles voicemail and texts. Great starting option.
- **OpenPhone / Dialpad / RingCentral:** \$15–\$30/month. More features, better for growing businesses.
- **Your iPhone/Android:** Use Dual SIM / eSIM to add a second line without a second device.

Set up a professional voicemail greeting: "Hi, you've reached [Your Name] with [Your Business Name]. Please leave your name, number, and a brief message, and I'll return your call as soon as possible. Thanks!"

**Action Step:**

Set up your business line today. Record a professional voicemail greeting.

## DAY 4

### Explore the Members Area

Your Members Area is the hub of your entire business. It's where you order product at wholesale, download marketing materials, and manage your account.

**Log in today at:**

[encorecollagen.com/distributor](https://encorecollagen.com/distributor)

Spend 30–60 minutes exploring every section:

- Wholesale product ordering (note the pricing tiers and bundle options)
- Product images, flyers, brochures, and sales letters — download the ones you'll use
- Social media templates and content
- Your Distributor Business Manual — your in-depth training reference
- Any training videos, FAQs, or customer service resources available

Everything is online. Nothing gets mailed or faxed. Every tool you need to run and grow your business lives in the Members Area.

**Action Step:**

Log in, explore every section, and bookmark the page. Download 3–5 marketing materials you plan to use first.

## DAY 5

### Set Up Your Workspace

You don't need a fancy office. A dedicated space at home — even a corner of a room — is enough to start. What matters is that it's YOUR space where you can work without distraction.

**Minimum setup:**

- A desk or table (kitchen tables have launched empires)
- A comfortable chair
- Your laptop or computer
- Your business phone
- A small filing system (physical folder or digital like Google Drive)
- Good lighting

Sketch a simple layout of your workspace. Make sure you have room for a small product display (a bottle or two of Encore Collagen Complex visible to keep you motivated), and a comfortable spot for recording short videos or taking product photos.

**Action Step:**

Set up your workspace today. Take a "before" photo — you'll want to look back on where you started.

## DAY 6

## Gather Your Essential Tools

Modern business tools are mostly free or cheap. Here's what you actually need:

### Free Tools (Start With These)

- Gmail (free email) — create a dedicated business address
- Google Drive (free) — store marketing materials, customer records, documents
- Google Calendar (free) — schedule follow-ups, seminars, and reminders
- Canva (free tier) — design graphics for social media and flyers
- Google Voice (free) — business phone number
- Mailchimp or MailerLite (free up to 500 contacts) — email marketing

### Paid Tools (When You're Ready to Scale)

- A basic CRM or customer tracking tool (\$10–\$30/month)
- A scheduling tool like Calendly (\$10/month) if you do consultations
- A domain name if you want a custom website (\$12/year)
- Canva Pro (\$15/month) for premium templates

### Action Step:

Sign up for a Gmail business address, Google Drive, and Canva today. These three tools alone will carry you through the first 90 days.

## DAY 7

### Set Up Bookkeeping & Record Tracking

Keeping records isn't glamorous, but it's essential. You need records to evaluate your revenues and expenses, and you need them organized for tax time.

### Simple Setup:

- Open a Google Sheets spreadsheet called "Business Finances [Year]"
- Create tabs for: Income, Expenses, Customers, and Inventory
- Track every dollar in and out

### Expense categories to track:

- Wholesale product purchases
- Shipping & postage

- Marketing & advertising
- Office supplies
- Phone & internet (business portion)
- Business travel
- Software & subscriptions
- Education & books
- Licenses & permits

Tip: If you plan to grow this business seriously, sign up for QuickBooks Self-Employed (\$15/month) or Wave (free). Both connect to your bank and automate the tracking.

**Action Step:**

Create your finance spreadsheet today. Log any expenses you've already incurred launching this business.

# WEEK 2

## Legal & Business Setup

This week you handle the paperwork — licenses, bank accounts, and regulatory compliance. It's not the most exciting work, but doing it right now prevents headaches later.

## DAY 8

### Order Business Cards & Marketing Materials

Business cards are cheap, professional, and still effective. A stack of business cards in your pocket means you're always ready when an opportunity comes up.

#### Where to order:

- **Vistaprint:** Cheapest option. 250 cards for under \$20.
- **Moo.com:** Higher quality cards, better paper. \$30–\$50 for a starter pack.
- **Canva + Local Printer:** Design in Canva (free), have a local printer produce them. Good quality, moderate cost.

#### What to put on your card:

- Your name and "Independent Encore Collagen Distributor"
- Your business phone and email
- Your website URL (if you've upgraded to Master Distributor)
- A QR code linking to your website or a lead magnet
- A one-line tagline like: "All 5 Types of Collagen. One Capsule."

While you're at it, order a small stack of flyers and brochures from your Members Area templates. 50–100 copies is plenty to start.

#### Action Step:

Order your business cards today. Also download and print 25–50 flyers from your Members Area.

## DAY 9

### Get Your Business License

Most cities and counties require businesses — even home-based ones — to have a business license. The cost is usually modest (\$25–\$200/year) and the process is simple.

#### How to do it:

- Visit your city or county clerk's website

- Search for "business license" or "business tax receipt"
- Most jurisdictions now allow online application
- Fill out the form, pay the fee, and save the confirmation

If you are using a business name other than your own, you may also need to register a "DBA" (Doing Business As). This is separate from a business license and also usually done online.

**Action Step:**

Apply for your business license online today. If needed, file your DBA at the same time.

## DAY 10

### Open a Business Bank Account

Never mix business and personal finances. A separate business checking account makes taxes easier, keeps records clean, and makes you look professional when customers write checks to your business.

**Best modern options:**

- **Online banks (Mercury, Novo, Bluevine):** No monthly fees, set up entirely online in 10–15 minutes. Great for small businesses.
- **Traditional banks (Chase, Bank of America, Wells Fargo):** Useful if you want in-person support or plan to take cash deposits.
- **Local credit unions:** Often have low fees and personalized service.

Look for: no monthly fees, free transactions, mobile deposit, and integration with accounting software.

**Action Step:**

Open your business checking account today. Have your DBA, business license, and EIN (if you have one) ready.

## DAY 11

### Plan Your Start-Up Capital

Many successful entrepreneurs started with very little capital. You don't need thousands to launch this business — but you do need a plan.

**Typical start-up costs for an Encore Collagen distributorship:**

- Business license: \$25–\$200
- Business cards & printing: \$30–\$100
- First wholesale product order (3–6 bottles to start): See Members Area
- Free samples to give to first customers: Built into your wholesale order
- Software & tools (mostly free tier): \$0–\$50/month
- Optional Master Distributorship upgrade: See [encorecollagen.com/upgrade](https://encorecollagen.com/upgrade)

Total to get started: as little as a few hundred dollars for the basics. You can scale up as revenue comes in.

If you need financing options, lenders look at the "Six C's": Capital, Collateral, Capability, Character, Coverage, and Circumstances. Most new distributors self-fund from savings.

**Action Step:**

Write down your total start-up budget. Decide what you'll fund now and what you'll add as you grow.

## DAY 12

### Check Local Zoning Rules

Most home-based businesses operate without zoning issues, but some neighborhoods and HOAs have restrictions. A little research now prevents headaches later.

**Common restrictions to check:**

- Signage (can you put a sign up at your home?)
- Customer visits (is foot traffic to your home allowed?)
- Employees (most home businesses allow family only without special permits)
- Inventory storage (some areas limit how much product you can store at home)
- HOA restrictions (if applicable)

Since your Encore Collagen business is mostly online, low-traffic, and non-polluting, you'll almost certainly be fine. But check your city's planning department website to confirm.

**Action Step:**

Visit your city or county's planning/zoning webpage. Verify that home-based businesses are permitted in your area.

## DAY 13

### Check State Regulations

State-level regulations for a home-based supplement distributorship usually involve two things: seller's permits and state licenses.

#### **Seller's Permit (Sales Tax Permit)**

If your state charges sales tax on retail purchases, you likely need a seller's permit. This allows you to:

- Buy products wholesale without paying sales tax
- Collect sales tax from retail customers
- Remit collected sales tax to the state

Most states let you apply online. Check your state's Department of Revenue website. The permit is usually free.

#### **State Licenses**

Selling dietary supplements as an independent distributor generally does not require a special state license — but always verify for your specific state.

#### **Action Step:**

Search "[your state] seller's permit" and apply online if needed. Save your permit number for future reference.

## DAY 14

### Check Federal Regulations

At the federal level, the main things to handle are your EIN (Employer Identification Number) and understanding the FTC/FDA rules that govern supplement marketing.

#### **Get an EIN (Free)**

An EIN is like a Social Security number for your business. It's free and takes 5 minutes to get at IRS.gov. You need one if you plan to:

- Hire employees
- Open a business bank account (most banks require it)
- Form an LLC or corporation
- Keep your SSN off of business paperwork

Apply directly at IRS.gov/EIN — never through a paid third-party service.

### **Understand FTC & FDA Compliance**

When marketing Encore Collagen Complex, you must follow federal rules:

- NEVER claim the product "cures," "treats," "prevents," or "heals" any disease
- Use structure/function language: "supports healthy joints," "promotes skin hydration"
- Always include the FDA disclaimer on marketing materials
- Disclose your distributor relationship on social media (FTC requirement)
- Testimonials with exceptional results require "Results not typical" disclaimers

Your Distributor Business Manual (in the Members Area) has a complete compliance guide. Review it before your first marketing push.

### **Action Step:**

Apply for your EIN at IRS.gov today. Review the FTC/FDA compliance section of your Business Manual.

# WEEK 3

## Build Your Customer Base

Your foundation is set. This week you start the real work: getting the product into people's hands. Your first 10 customers will teach you more than any book ever could.

## DAY 15

### Place Your First Wholesale Order

Today you order your first supply of Encore Collagen Complex. This is the moment your business becomes real.

**Log in to the Members Area:**

[encorecollagen.com/distributor](https://encorecollagen.com/distributor)

**What to order:**

- 6–12 bottles for your first order — enough to sample, sell, and test
- 1–2 bottles for you personally (take the product yourself — you sell what you believe in)
- 2–3 bottles as free samples for your first 5–10 prospects
- 3–6 bottles for your first paid customers

The wholesale cost and bundle pricing is visible in your Members Area. Pay online, and your order ships directly to you within a few business days.

Pro Tip: Start taking the product yourself today. You'll be much more authentic selling it when you can say "I've been taking it for 30 days and here's what I noticed."

**Action Step:**

Place your first wholesale order. Start taking the product yourself tonight (3 capsules before bed).

## DAY 16

### Identify Your First 10 Prospects

Your first 10 customers will come from people you already know. This is the fastest way to start — and the lowest-risk. Friends and family will give you honest feedback and become your first advocates.

**Who to look for in your own network:**

- Anyone over 35 who complains about joint stiffness or pain

- People dealing with skin aging, dullness, or hair/nail issues
- Friends who take other supplements or are health-conscious
- Active people — runners, gym-goers, yoga regulars — interested in recovery
- Relatives or neighbors who've mentioned mobility or wellness goals
- Coworkers who talk about getting older or staying healthy

A qualified prospect has three traits:

- A need for the product (they're already looking for a solution)
- The ability to afford it (can pay retail without financial stress)
- The authority to make their own buying decisions

**Action Step:**

Make a list of 10 specific people you know who fit the prospect profile. Write their names, how you know them, and why Encore Collagen would benefit them.

## DAY 17

### Set Up a Prospect Tracking System

You can't follow up with people you don't remember. A simple tracking system — even a Google Sheet — keeps your business organized and keeps customers coming back.

**What to track for every prospect:**

- Name, phone, email
- How you know them
- Their main health interest (joints, skin, energy, etc.)
- First contact date and what you said
- Status: Sample sent / First order / Reorder / Not interested
- Follow-up dates (3-day check-in, 3-week check-in, 60-day reorder)
- Notes from each conversation

**Tools to use:**

- **Google Sheets:** Free, flexible. Perfect for your first 50 customers.
- **HubSpot CRM:** Free tier is generous. Better for when you scale past 50 customers.
- **Notion:** Free, highly customizable. Good for people who like to organize visually.

**Action Step:**

Set up your tracking sheet today. Enter your 10 prospects from Day 16 with all the info you have.

## DAY 18

### Make Your First Personal Approaches

Today you reach out to your first 5 prospects. Don't sell — share. The honest approach works better than any sales pitch.

#### The simple script:

*"Hey [Name], I just started a business with a collagen supplement that has all 5 types of collagen from 5 different sources — most brands only have one. I thought of you because you've mentioned [their issue]. I'd love for you to try a bottle free and tell me honestly what you think after a few weeks. Would that be okay?"*

#### Why this works:

- It's honest — you're not hiding that it's your business
- It references their specific need — it's about them, not you
- It's zero-risk — a free bottle removes any pressure
- It invites honest feedback — which is how you learn

If they say yes, explain how to take it (3 capsules before bed, empty stomach, water). Tell them the full benefits build over 60–90 days, and you'll check in after a few weeks.

#### Action Step:

Reach out to 5 prospects today via text, call, or in person. Send samples to anyone who says yes. Update your tracking sheet.

## DAY 19

### Build a Loyal Customer Base

A loyal customer base is worth more than a hundred one-time buyers. Loyal customers reorder, refer, and advocate for your business.

#### How loyal customers grow your business:

10 satisfied customers → each tells 2 others → 20 new prospects  
20 prospects convert half → 10 new customers, each tells 2 → 20 more prospects  
Over 6 months, you could easily 5x your customer base from just 10 loyal people.

**What creates loyalty:**

- Delivering results (this is why taking the product as directed is critical)
- Personal attention — follow up, check in, remember details
- Fast responses to questions and concerns
- Honest communication — don't overpromise results
- Going the extra mile — handwritten thank-you notes, small freebies, birthday check-ins

**Action Step:**

Write a personalized thank-you note (text or email) to each prospect who agreed to try the sample. It takes 2 minutes per note and builds real connection.

## DAY 20

### Deliver Exceptional Customer Service

Personal service is a lost art — which means it's also your biggest advantage. Most online businesses feel impersonal. Yours won't.

**Simple ways to stand out:**

- Address customers by name in every interaction
- Respond to messages within 24 hours (same day when possible)
- Send a "welcome" text when their first order ships
- Check in personally at days 3, 14, and 30
- Remember personal details (their kid's name, their hobby, their health goal)
- Send handwritten thank-you notes to your best customers
- When they reorder, acknowledge it — don't take loyalty for granted

**The 5 pillars of great customer service:**

- Solve problems fast
- Expedite purchases and reorders
- Handle complaints with grace
- Provide personal, human service
- Stay in consistent touch

**Action Step:**

Create a simple customer service checklist for yourself. Post it near your workspace so you follow it with every customer.

## DAY 21

### Master the Customer Follow-Up System

Follow-up is where most distributors fail — and where your biggest wins come from. Use this 3-touch system for every single customer.

**Touch 1 — Days 3–4 After They Receive the Product**

*"Hey [Name], just checking in. Did you start the collagen? Remember — 3 capsules before bed on an empty stomach. Let me know if you have any questions!"*

Why it matters: Most people need a nudge to actually start taking a new supplement. If they don't start, they won't get results — and won't reorder.

**Touch 2 — Weeks 2–3**

*"Hi [Name], you're about 2 weeks in now. Most people start noticing changes around week 2–3 — better mornings, skin feeling different. What are you noticing so far? Stick with it — the 90-day mark is when the full benefits really show."*

Why it matters: Encouragement at the midpoint keeps them committed. They may be skeptical — reassurance goes a long way.

**Touch 3 — Week 4–5**

*"It's been about a month — I'd love to hear how it's going. If you're noticing results, would you be open to sharing your experience? Also happy to set you up with a reorder if you're running low."*

Why it matters: This is where you convert them from a sample/trial user to a paying long-term customer.

**Action Step:**

Schedule all 3 follow-ups on your calendar for every prospect. Use Google Calendar reminders. Don't rely on memory.

# WEEK 4+

## Marketing & Growth

You've launched. You have customers. Now it's time to scale — through social media, email, local partnerships, and smart promotional campaigns.

## DAY 22

### Set Up Your Social Media Profiles

Social media is free marketing that can reach thousands of potential customers. Today you set up your core profiles — even if you're not ready to post yet.

**Start with these 2–3 platforms (not all 5):**

- **Instagram (Highly Recommended):** Visual, perfect for supplement marketing. Create a Business Account.
- **Facebook Page:** Essential for the 35–65 demographic. Create a Business Page.
- **TikTok:** Fastest-growing platform for wellness. Great if you're comfortable on camera.

**What to include in every profile:**

- Clear profile photo (your face or a clean product shot)
- Professional bio: "Helping people feel their best with all 5 types of collagen • Independent Encore Distributor"
- Your website link (if you've upgraded to Master)
- Disclaimer: "Independent distributor. FDA disclaimer applies."

**Action Step:**

Set up 2 profiles today. Don't worry about posting yet — tomorrow you'll create your first content.

## DAY 23

### Create Your First Social Media Content

Your first 5 posts set the tone for your entire presence. Use the 4-Pillar system: Educate (40%), Inspire (25%), Engage (20%), Promote (15%).

**Your first 5 posts (do them over a week):**

**Post 1 (Educate): "What are the 5 types of collagen?"**

*A carousel post or short video explaining each of the 5 types and what they do. Your Members Area has templates — use them.*

### **Post 2 (Inspire): Your "why" story**

*A short post sharing why you started this business. Keep it real — "I wanted more energy, so I started looking into collagen..." Authenticity beats polish.*

### **Post 3 (Engage): A simple question or poll**

*"Have you ever tried a collagen supplement? Yes / No / Thinking about it"*

### **Post 4 (Educate): "3 signs your body may need more collagen"**

*Joint stiffness, thinning hair, dull skin. Quick carousel or video.*

### **Post 5 (Promote): Introduce the product**

*Now — and only now — introduce Encore Collagen Complex. All 5 types, 90-day guarantee, link to your site or DM for details.*

#### **Always include:**

- The FDA disclaimer
- Distributor disclosure ("Independent Encore Collagen distributor")
- 10–20 hashtags (on Instagram)
- A clear call to action

#### **Action Step:**

Write Post 1 today and post it. You can schedule the rest for the next 4–5 days using Meta Business Suite (free).

## **DAY 24**

### **Launch an Email Marketing System**

Email marketing generates \$42 back for every \$1 spent — the highest ROI of any channel. You own your email list. No algorithm can take it away.

#### **Today's setup (takes about 1 hour):**

- Sign up for Mailchimp (free up to 500 contacts) or MailerLite (free up to 1,000)
- Create a simple signup form for your email list
- Write your "lead magnet" offer — e.g., "5 Things Most People Don't Know About Collagen" (a free 2-page PDF)
- Write a welcome email to send when people sign up

### Your welcome email template:

*Subject: Thanks for signing up! Here's your collagen guide.*

*Hi [First Name],*

*Thanks for grabbing my free guide! I wrote it because most people don't realize there are 5 different types of collagen — and most supplements only include 1 or 2.*

*I'll be sending tips, science-backed info, and the occasional offer a few times a month. You can unsubscribe anytime.*

*If you have questions about collagen or want to chat about what might work for you, just reply to this email — I'd love to hear from you.*

*To your health,*

*[Your Name]*

*Independent Encore Collagen Distributor*

*[Your Website]*

*\*FDA disclaimer applies.*

### Action Step:

Set up your email tool today. Create the signup form and welcome email. Share the signup link on your social media profiles tomorrow.

## DAY 25

### Local Outreach & Partnerships

Your local community is full of people who can either become customers or refer customers. Today you start building those connections.

#### Visit 3 of these businesses today with brochures and a bottle of Encore Collagen:

- **Chiropractic offices:** "I have a 5-type collagen supplement that supports joint and connective tissue health. Would you be open to having brochures in your waiting room?"
- **Yoga studios & gyms:** "I'm a local collagen distributor — would you be open to a bulletin board flyer or a wellness talk for your members?"
- **Beauty salons & spas:** "Your clients already care about skin and hair. Could I leave brochures? I can also offer them to you at wholesale if you want to sell in-studio."

- **Health food stores:** "Do you stock multi-type collagen? Mine covers all 5 types — I'd love to leave a sample and pricing sheet."
- **Senior centers & community centers:** "I host free wellness talks on joint health. Would your community be interested?"

**Action Step:**

Visit at least 3 local businesses today. Bring brochures, a product sample, and your business card. Ask permission before leaving anything.

## DAY 26

### Run Your First Promotional Campaign

Today you run a small, focused promotion to generate your first paying customers. Keep it simple. One offer. One week.

**Sample 7-Day Launch Promotion:**

"This Week Only — Buy 3 Bottles, Save 15% + Free Shipping on Your First Order. Use code LAUNCH15. Offer ends Sunday."

**How to run it:**

- Post about it on all your social media profiles Monday
- Send an email to your list announcing the offer
- Share the link directly with your 10 prospects from Day 16
- Post a reminder mid-week and a final reminder Sunday morning
- Track who orders and follow up with a thank-you message

Important: Keep your promotions truthful. No fake scarcity, no false urgency. Your reputation depends on honest marketing.

**Action Step:**

Design your 7-day promotion today. Write all the posts and emails in advance. Launch tomorrow.

## DAY 27

## Track Your Results

What gets measured gets improved. Spend 30 minutes today setting up your simple tracking dashboard.

### Key metrics to track weekly:

- New prospects contacted
- Free samples sent
- First-time paying customers
- Reorders
- Total revenue
- Wholesale costs
- Net profit
- Social media followers (all platforms)
- Email list subscribers

### Ask yourself every week:

- Which marketing channels are driving the most orders?
- What time/content format is getting the most engagement?
- Which prospects are becoming customers? What do they have in common?
- What am I doing that's NOT working? Stop or change those things.

### Action Step:

Create a simple weekly tracking sheet. Fill in your numbers from your first weeks of activity. Set a calendar reminder to review every Monday morning.

## DAY 28

### Evaluate Upgrading to Master Distributor

If you've made it to Day 28 with customers coming in, you're ready to think about scaling. The Master Distributorship is built for distributors who want to go beyond their local area.

### What the Master Distributorship gives you:

- A professional e-commerce website that sells and takes payments 24/7
- Purchase Power Pricing — the deepest wholesale discount available (more profit per sale)
- Drop-shipping and fulfillment — we ship directly to your customers
- Our team handles customer service inquiries

- Monthly commission checks from online sales
- No merchant account needed — we handle payment processing

This turns your business from local-only to national. Your website works while you sleep.

**Upgrade online at:**

[encorecollagen.com/upgrade](https://encorecollagen.com/upgrade)

Note: New distributors often get the best pricing within their first 10 days. Even if that window has passed, the upgrade pays for itself quickly with the wholesale discount and automated sales.

**Action Step:**

Visit [encorecollagen.com/upgrade](https://encorecollagen.com/upgrade) today. Review what's included. If it's a fit, upgrade now — if not, bookmark it for later.

## DAY 29

### Write Your 90-Day Growth Plan

You've built the foundation. Now plan the next 90 days with clear goals and specific actions.

**Your plan should answer:**

- How many new customers do I want by Day 90?
- What monthly revenue am I targeting?
- How many bottles do I need to sell to hit that revenue?
- Which marketing channels will I focus on?
- How many social posts will I create per week?
- How many local businesses will I visit per week?
- What am I going to STOP doing (things that aren't working)?

Use the SMART framework: Specific, Measurable, Achievable, Relevant, Time-bound.

**Example goals:**

- "I will reach 50 paying customers by Day 90 by posting 3x per week on Instagram, sending weekly emails, and visiting 2 local businesses every Monday."
- "I will hit \$3,000 in revenue in Month 3 by converting 50% of first-time customers into 3-bottle bundles."

**Action Step:**

Write your 90-day plan today. Print it. Post it where you'll see it every day.

## DAY 30

### Stay Motivated & Keep Going

You've completed 30 days. Your business is launched. Now the work is to keep going — and motivation is a daily choice.

#### What keeps distributors successful long-term:

- Consistency beats intensity. Small daily actions compound.
- Keep taking the product yourself. Your belief in it fuels everything.
- Celebrate small wins. Each new customer matters.
- Learn constantly. Read about marketing, sales, and wellness.
- Surround yourself with other entrepreneurs.
- Remember your "why" — the freedom, the financial goal, the impact on people's lives.

#### When you hit slow weeks or setbacks:

- Reach out to 3 past customers — every conversation refills your energy
- Reread positive feedback and testimonials you've gotten
- Review your 90-day plan and adjust if needed
- Take one small action today. Any action beats inaction.
- Remember: growing pains are part of every business. Keep going.

The distributors who succeed aren't the smartest or the luckiest. They're the ones who show up consistently, follow up religiously, and don't quit when things get slow.

#### You have everything you need to succeed:

- A proven product (all 5 types of collagen — nobody else has this)
- A professional support system (Encore Products, your Members Area)
- A 90-day guarantee that removes risk for every customer
- A complete marketing system (your Business Manual and this Coaching Guide)
- Everything you need to go from local hustle to national business at [encorecollagen.com/upgrade](http://encorecollagen.com/upgrade)

Now go build something great.

To your health and wealth,

**Mark Edwards**

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