

ENCORE COLLAGEN

Distributor Business Manual



Your Complete Guide to Building a Successful Encore Collagen Distributorship

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Chapter 1: Welcome & Getting Started

Dear Encore Collagen Distributor,

Welcome to the Encore Products team! We are thrilled to have you on board. If you are as excited as we are about our incredible Collagen Complex, you are going to build something great.

This Distributor Business Manual gives you everything you need to launch and grow your Encore Collagen business — from product knowledge to proven marketing strategies to the tools and resources available in your online Members Area.

Whether you are brand new to sales or a seasoned entrepreneur, this manual is designed to sharpen your skills and set you up for success. Every tool, resource, and marketing asset you need is available online at:

www.encorecollagen.com/distributor

This is your Members Area — your hub for ordering product at wholesale pricing, downloading marketing materials, accessing sales resources, and managing your business.

We wish you total success. Our support team is here for you.

Best regards,
The Encore Products Team

Key Contact Information

Website	www.encorecollagen.com
Members Area / Ordering	encorecollagen.com/distributor
Upgrade to Master Distributor	encorecollagen.com/upgrade
Customer Support Email	customersupport@encorecollagen.com
Support Hours	Monday – Friday, 10am – 4pm ET

Chapter 2: Know Your Product — Encore Collagen Complex



Encore Collagen Complex

Type I, II, III, IV, V • 90 Capsules • 30 Servings
Promotes Healthy Joints & Skin*

What Happens to Collagen as You Age

Collagen is the most abundant protein in your body — the structural foundation for skin, joints, bones, tendons, ligaments, and connective tissues. In your teens and early twenties, your body produces collagen abundantly.

Starting around age 25, collagen production declines at 1–1.5% per year. By age 45, you may have lost approximately 25% of the collagen your body needs. This decline shows up as:

- Fine lines, wrinkles, and loss of skin elasticity
- Joint stiffness and discomfort
- Weaker hair and nails
- Slower recovery from exercise
- Deterioration of connective tissues
- Increased body fat as the body wraps toxins in fat when connective tissue breaks down

Taking an effective multi-collagen supplement helps rebuild these tissues from the inside out.

Why Encore Collagen Complex is Different

Most collagen supplements contain only one or two types from a single source. Encore Collagen Complex delivers all five types from five distinct, premium sources — giving your body the complete spectrum of collagen proteins it needs.

The 5 Types of Collagen in Every Bottle

Source	Collagen Types	Key Benefits
Bovine Collagen Peptides	Type I, III	Skin structure, tendon and bone support
Hydrolyzed Chicken Collagen	Type II	Cartilage cushioning, joint flexibility
Hydrolyzed Marine Cod Collagen	Type I	Superior skin hydration, fast absorption
Eggshell Membrane Collagen	Type I, III, IV, V	Cellular scaffolding, tissue organization
Avian Sternum Collagen	Type II + Cofactors	Joint cushioning + natural Glucosamine, Chondroitin & Hyaluronic Acid

Product Specifications

Specification	Details
Serving Size	3 capsules
Collagen Per Serving	1,800mg premium collagen protein complex
Capsules Per Bottle	90 (30 servings)
Capsule Type	Gelatin capsules
Allergens	Contains Egg and Fish (Cod)
Other Ingredients	Magnesium Stearate

Quality & Certifications

- ✓ Third-party lab tested (every batch)
- ✓ GMP certified manufacturing facility
- ✓ Non-GMO
- ✓ Gluten-free
- ✓ Hormone-free (all animal sources)
- ✓ Made in USA
- ✓ FDA-registered facility
- ✓ FDA GRAS (Generally Recognized as Safe) status

Reported Benefits

- Improved skin hydration, elasticity, and texture
- Reduced fine lines and wrinkles
- Joint comfort and flexibility

- Reduced morning stiffness
- Stronger hair and nails
- Tendon and ligament support
- Reduction of cellulite appearance
- Support for healthy connective tissues
- Improved mobility and recovery

How to Take Encore Collagen Complex

Recommended Dosage: Take 3 capsules (1 serving) daily. For enhanced results, take up to 6 capsules (2 servings) daily.

Best Time: Take your capsules last thing before bed on an empty stomach for optimal absorption during your body's natural overnight repair cycle. Wait at least 2–3 hours after eating.

Alternative Timing: Can also be taken before exercise for joint support.

Hydration: Drink at least 1 liter of water per day for best results.

Commitment: We recommend a minimum 90-day commitment. Over 70% of customers stay on the product long-term — the results speak for themselves.

**These statements have not been evaluated by the Food & Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.*

Following Up with Customers

- 3–4 days after purchase: Check they started taking capsules correctly. Answer questions.
- 3 weeks after purchase: Follow up on how they feel. Offer reorder.
- Keep customer records. Reach out proactively before they run out.

With 70%+ retention, every new customer is potential recurring revenue.

Chapter 3: The Master Distributorship (Optional Upgrade)

The Master Distributorship is an optional upgrade for distributors who want deeper wholesale pricing and a professional e-commerce website selling 24/7.

Master Distributor Benefits

- Purchase Power Pricing — deepest wholesale discount available
- Ready-to-go e-commerce website taking orders around the clock
- Fulfillment center ships directly to your customers — no inventory
- Customer inquiries from your site handled by our team
- Email notifications on sales
- Monthly commission payments
- No need for your own merchant account
- Enter orders for friends/family through your site for drop-shipping

How to Upgrade

Upgrade entirely online at:

www.encorecollagen.com/distributor

Follow the on-screen instructions. You'll receive email confirmation once your website is ready.

Your website: encorecollagen.com/yourstorename

Purchase Power Pricing

Master Distributors with Purchase Power get the deepest wholesale pricing. Log in to order:

www.encorecollagen.com/distributor

Purchase Power pricing is applied automatically once activated.

Chapter 4: Distributor Agreement

By participating in the Encore Collagen Distributorship program, you agree to the following terms:

- **Non-Exclusive License.** You are granted a non-exclusive license to distribute Encore Collagen Complex and use the marketing materials in your Members Area.
- **Confidentiality.** You shall keep confidential all proprietary information relating to Encore Products, its pricing, business methods, and distributor materials.
- **Responsibility.** You accept full responsibility for your own business operations and promotions. No representation has been made as to specific results.
- **Minimum Pricing.** You shall adhere to minimum retail pricing as set by Encore Products. Current pricing is in your Members Area.
- **Product Ordering.** All orders are placed online at encorecollagen.com/distributor. All sales are final.
- **Ethical Marketing.** You agree to market responsibly. This includes FTC disclosures, FDA guidelines, and all applicable laws. Spam and misleading claims are prohibited.
- **FDA Disclaimer.** Required on ALL marketing: *These statements have not been evaluated by the FDA. This product is not intended to diagnose, treat, cure, or prevent any disease.
- **Online Conduct.** No spam, adware, or unethical marketing on websites. Violations may result in termination.

By placing your first wholesale order or accessing the Members Area, you acknowledge and agree to these terms.

Chapter 5: Pricing & Ordering

Retail Pricing

Current retail pricing is at www.encorecollagen.com:

Package	Supply	Details
1 Bottle	30-Day Supply (90 Capsules)	See website for current pricing
3 Bottles	90-Day Supply (270 Capsules)	Most Popular — Best Value
6 Bottles	180-Day Supply (540 Capsules)	Best Per-Bottle Price

Wholesale Distributor Pricing

Level	Pricing	Notes
Standard Distributor	See Members Area	Wholesale rate per bottle
Master Distributor (Purchase Power)	See Members Area	Deepest discount available

All pricing at www.encorecollagen.com/distributor. Pricing subject to change — Members Area always current.

How to Order

All ordering is online:

www.encorecollagen.com/distributor

- No minimum order quantities
- Shipping handled through Members Area
- All major credit/debit cards accepted
- Order tracking in your account

Acceptable Promotions

- Buy 1 bottle at full retail
- Buy 3 bottles — bundle discount
- Buy 6 bottles — best value
- Free sample: one bottle per new customer (cannot combine with other offers)

90-Day Money-Back Guarantee

Every bottle is backed by a 90-day, no-questions-asked money-back guarantee. Contact customersupport@encorecollagen.com within 90 days for a full refund. This guarantee is one of your most powerful selling tools.

Resources & Marketing Materials

All materials available for download in your Members Area. Updated regularly — always use the latest versions.

Chapter 6: Marketing Your Business

Marketing is the engine that drives your business. Without it, you have a great product sitting on a shelf. The good news is that many of the most effective marketing strategies for a collagen distributorship cost little or nothing — they just require consistency and effort.

This chapter covers the foundational, offline marketing strategies that have built successful supplement businesses for decades. In the chapters that follow, we will cover social media, digital marketing, and publicity in equal depth.

The single most important thing to understand about marketing is this: you are not selling a bottle of capsules. You are selling how people want to feel — younger, more mobile, more confident, pain-free. Every marketing activity you do should connect Encore Collagen Complex to that feeling.

Word of Mouth — Your Most Powerful Tool

According to Nielsen research, 92% of consumers trust recommendations from people they know over any other form of advertising. Word of mouth is not just one marketing strategy among many — it is the foundation that every other strategy builds on.

Here is exactly how to build a word-of-mouth engine for your Encore Collagen business:

Step 1: Build Your Inner Circle (Week 1–2)

Identify 5–10 people in your life who fit the ideal customer profile: people over 35 who deal with joint stiffness, skin concerns, thinning hair, or general wellness goals. These could be friends, family members, coworkers, neighbors, or gym acquaintances.

Approach them honestly: "I just started a business with a collagen supplement that has all 5 types of collagen. I'd love for you to try it for 90 days and give me honest feedback. I'll give you your first bottle free."

This is not charity — it is a strategic investment. Each person who experiences results becomes a walking testimonial and a source of referrals.

Step 2: Follow the 3-Touch Follow-Up System

Once someone starts taking the product:

- Touch 1 (Day 3–4): "Hey, 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."
- Touch 2 (Week 2–3): "How are you feeling so far? Most people start noticing changes around week 2–3 — better mornings, skin feeling different, etc. Stick with it — the 90-day mark is when

the full benefits really show."

- Touch 3 (Week 4–5): "It's been about a month — I'd love to hear how it's going. If you're seeing results, would you be open to sharing your experience? I'm also happy to set you up with a reorder if you're ready."

This system does three things: it ensures the customer takes the product correctly, it positions you as caring and attentive, and it creates natural moments to ask for testimonials and reorders.

Step 3: Convert Happy Customers to Ambassadors

When someone tells you the product is working, that is your moment. Here is what to say:

"That's amazing to hear! Would you be comfortable sharing that with a few friends? I have a simple referral program — for every person you refer who places an order, you get [a discount on your next order / a free bottle / \$X]. I can even give you a few samples to hand out."

People love recommending things that work. Make it easy for them by providing:

- A few free sample bottles to hand out
- A simple one-page flyer or business card with your website
- A short text or email they can forward to friends

Remember: one happy customer who tells 5 friends is worth more than \$500 in advertising.

Step 4: The Six Degrees Rule

There is a concept called "six degrees of separation" — the idea that you can reach anyone in the world through a chain of just six people. In practical terms, this means your network is much larger than you think.

If you tell 10 people, and each of them tells 3 people, that is 40 people who have heard about your product — from someone they trust. This is how word-of-mouth marketing compounds over time. Your job is to start the chain and keep it going.

Local Outreach — Getting Your Product in Front of People

Physical presence in your local community builds credibility and creates face-to-face selling opportunities that online marketing cannot replicate. The key is to place your marketing materials where people who are already thinking about their health will see them.

Where to Place Flyers, Brochures & Business Cards:

Print professional flyers and brochures from your Members Area and distribute them strategically. Here are the highest-converting locations, with specific guidance on how to approach each one:

- **Chiropractic Offices & Physical Therapy Clinics:** These are goldmines. Patients are already dealing with joint pain, stiffness, and mobility issues — exactly the problems collagen addresses. Approach the front desk or office manager: "I have a collagen supplement with all 5 types of collagen plus glucosamine and hyaluronic acid. Would you be open to keeping some brochures in your waiting area? I'd be happy to provide free samples for your patients to try." Many chiropractors and PTs will actively recommend supplements that complement their treatment.
- **Gyms, Yoga Studios & Fitness Centers:** Active people are supplement-savvy and already investing in their bodies. Ask the owner or manager if you can leave brochures at the front desk or on the community bulletin board. Offer to sponsor a "wellness table" at the gym for an afternoon where you hand out samples and answer questions. If permitted, offer the gym a small commission or discount code for referrals.
- **Beauty Salons, Spas & Tanning Studios:** Clients at these businesses are already spending money to look and feel better. Collagen's skin, hair, and nail benefits align perfectly with their priorities. Leave brochures and offer the salon owner a wholesale arrangement — they sell your product to their clients at retail and keep a commission. This gives them an additional revenue stream and gives you a built-in sales force.
- **Senior Community Centers & Retirement Communities:** Joint health is the #1 concern for adults over 55. Offer to do a free 15-minute wellness talk (see "Seminars" below) and leave brochures. Seniors are loyal repeat customers — once they find something that works, they stick with it and tell their friends.
- **Health Food Stores & Wellness Shops:** These stores attract health-conscious consumers. Many independent shops have community boards. Some will stock your product on consignment or as a wholesale arrangement. Bring a product sample, a brochure, and your wholesale pricing sheet.
- **Doctor's Offices & Medical Waiting Rooms:** Patients spend 15–45 minutes in waiting rooms with nothing to do. A well-designed brochure on the magazine table can generate genuine interest. Ask the office manager for permission.
- **Community Bulletin Boards:** Libraries, coffee shops, co-working spaces, laundromats, and community centers all have bulletin boards. Post a clean, professional flyer with tear-off tabs that include your website URL and a QR code.

How to Design an Effective Flyer:

Your Members Area has ready-to-print flyer templates. If you create your own, follow these rules:

- **Headline first:** Lead with a benefit, not a product name. "Finally — All 5 Types of Collagen in One Capsule" is stronger than "Encore Collagen Complex."
- **Include the product image:** People buy what they can see. Use the official Encore Collagen Complex bottle image.
- **List 3–5 key benefits:** Joint comfort, skin hydration, stronger hair & nails, mobility, overall

wellness.

- Include the 90-day guarantee: This removes risk and builds confidence.
- Your contact info and website: Make it easy to reach you or order.
- QR code: Link directly to your website or ordering page. Most people will scan a QR code faster than they'll type a URL.
- FDA disclaimer: Required on all materials. Keep it small at the bottom but always include it.

Free Seminars & Wellness Talks

Hosting a short, free educational presentation is one of the fastest ways to build a customer base — especially in your local area. Everyone who shows up is already interested in the topic, which means you are presenting to a pre-qualified audience.

Here is exactly how to plan and execute a successful wellness talk:

Planning Your Seminar:

- Topic: "The 5 Types of Collagen Your Body Needs — And What Happens When You're Missing Them." This is educational, not salesy, and positions you as knowledgeable.
- Length: 15–20 minutes of presentation, followed by 10 minutes of Q&A. Do not go over 30 minutes total.
- Venue: Community centers, libraries, churches, gym meeting rooms, senior centers, or wellness studios. Many of these venues are free to use — just ask.
- Audience Size: Don't worry about packing the room. Even 8–10 people is a great turnout. Remember, these are pre-qualified prospects who came because they are interested.
- Promotion: Post in local Facebook groups, on community bulletin boards, at the venues listed above, and through your personal network. Create a simple event on Facebook or Eventbrite to track RSVPs.

Your 20-Minute Presentation Outline:

Minutes 1–3: Introduction. Introduce yourself, explain that you are an independent health and wellness consultant, and that today you are going to share some important information about collagen that most people never hear about.

Minutes 3–10: Education. Explain what collagen is, why the body produces less of it after age 25, and what the 5 types of collagen do:

- Type I: Skin elasticity, tendons, bones (the most abundant in your body)
- Type II: Cartilage and joint cushioning (critical for mobility)
- Type III: Skin structure, blood vessels, organs (works with Type I)
- Type IV: Basement membranes — the scaffolding that holds tissues together
- Type V: Collagen organizer — helps the other types form properly

Explain that most collagen supplements on the market contain only Type I or II from a single

source. Ask the audience: "How many of you have tried a collagen supplement before and didn't notice much?" This creates engagement and sets up the differentiation.

Minutes 10–15: Introduce Encore Collagen Complex. Explain that it delivers all 5 types from 5 distinct sources, plus natural cofactors like glucosamine, chondroitin, and hyaluronic acid. Pass around a bottle so people can see the product. Share any personal results or customer testimonials.

Minutes 15–18: The 90-day commitment. Explain that collagen takes time to build in the body. Most people start noticing changes in 2–4 weeks, but the real transformation happens over 60–90 days. That is why Encore offers a 90-day money-back guarantee — so you can try it risk-free.

Minutes 18–20: Call to action. "I have a limited number of free samples for anyone who wants to try it tonight. I also have order forms if you'd like to start your 90-day journey today. And if you know someone who might benefit, grab an extra brochure to pass along."

Q&A: Answer questions honestly. If you don't know something, say so and follow up later. Authenticity builds trust.

After the Seminar:

- Collect contact info from every attendee (name, email, phone). Offer a door-prize drawing to incentivize this.
- Follow up within 48 hours with a thank-you email or text, a link to order online, and an offer to answer any questions.
- Add all attendees to your customer follow-up list.
- Ask the venue if you can come back monthly or quarterly.

Networking & Cross-Promotion

Your local business community is a powerful source of referrals and partnerships. The key principle of networking is to give before you ask. When you help other business owners, they naturally want to reciprocate.

Where to Network:

- Chamber of Commerce: Join your local chapter. Attend monthly mixers and introduce yourself to health-related businesses. Annual dues typically range from \$200–\$500 and pay for themselves with a single referral relationship.
- BNI (Business Network International): Structured referral groups that meet weekly. Each group allows only one person per profession, so you would be the exclusive supplement/collagen representative. Members are required to bring referrals for each other.
- Rotary Club / Lions Club / Kiwanis: Community service organizations where business relationships develop naturally over time.

- **Local Facebook Groups:** Join your city or neighborhood's Facebook groups. Participate genuinely — answer health questions, share useful information, and mention your business when relevant (not in every post).

How to Cross-Promote:

Identify local businesses that serve the same customer but do not compete with you. These are your ideal cross-promotion partners:

- **Chiropractors and Physical Therapists:** They help with pain and mobility. Collagen supports the same goals from the inside. Offer to refer your customers to them, and ask them to keep your brochures or recommend your product.
- **Personal Trainers and Fitness Coaches:** Their clients want to perform better and recover faster. Collagen supports joints, tendons, and recovery. Offer a commission or wholesale rate.
- **Estheticians and Skincare Professionals:** Their clients are spending money on skin health. Collagen is the inside-out complement to their topical treatments.
- **Nutritionists and Health Coaches:** Natural partners for supplement recommendations.
- **Massage Therapists:** Their clients often deal with muscle tension and joint issues.

The approach is simple: "I refer my customers to you, you refer yours to me. We both win." Make it formal with a simple referral card system or unique discount code so you can track results.

Customer Referral Program

Referrals are the lifeblood of a successful distributorship. Research shows that referred customers are 4x more likely to buy, spend 25% more on average, and have a higher retention rate than customers acquired through advertising.

Setting Up Your Referral Program:

Keep it simple and generous. Here are three proven structures:

- **Option A — Discount Model:** "Refer a friend who places an order, and you both get 15% off your next purchase." This is easy to explain and benefits both parties.
- **Option B — Free Product Model:** "Refer 3 friends who order, and your next bottle is free." This incentivizes multiple referrals and creates a gamification effect.
- **Option C — Cash Bonus Model:** "Earn \$10 for every new customer you refer." Simple and direct. Works especially well with people who are entrepreneurially minded.

Whichever model you choose, promote it actively. Mention it in your follow-up conversations, include it in your email signature, print it on your business cards, and post about it on social

media.

The biggest mistake distributors make with referral programs is creating one and then never talking about it. Remind customers about the program every time you interact with them.

What to Give Your Referrers:

- Extra business cards with their unique referral code or your website link
- A few free sample bottles they can hand to friends
- A short, pre-written text message they can forward: "I've been taking this collagen supplement and it's been amazing for my joints/skin. All 5 types of collagen in one capsule. Check it out: [your website link]"
- A shareable social media graphic they can post on their own accounts

Make it as easy as possible for someone to refer you. Remove every point of friction.

Chapter 7: Social Media Marketing

Social media is the single most cost-effective marketing channel available to you. It costs nothing but your time, it reaches people where they already spend hours every day, and it allows you to build a personal brand that attracts customers to you — rather than you chasing them.

This chapter provides a complete, step-by-step social media strategy for your Encore Collagen business, including which platforms to use, what to post, how often, example posts you can copy and customize, and the compliance rules you must follow.

Choosing Your Platforms

You do not need to be on every platform. Pick 1–2 to start and do them well. Here is a breakdown of each platform, who uses it, and how it applies to selling collagen:

Instagram

Who is there: Adults 25–45, heavily female, health/beauty/wellness-focused.

Best for: Product photography, short educational videos (Reels), behind-the-scenes content, and building a polished brand image.

Content formats: Feed posts (photos with captions), Reels (15–90 second videos), Stories (24-hour disappearing content for polls, Q&A, quick updates), and Carousels (multi-image swipe posts — great for education).

Posting frequency: 3–5 feed posts per week, daily Stories.

Why it works for collagen: Instagram is visual. Product shots, lifestyle images, skin/wellness transformations, and short educational videos all perform extremely well. The platform rewards consistency — post regularly and the algorithm shows your content to more people.

Getting started: Create a business profile (not a personal one). Use a clear profile photo (your face or the product), write a bio that says what you do ("Helping people feel their best with all 5 types of collagen"), and include your website link.

Facebook

Who is there: Adults 35–65+, the single largest age demographic for collagen buyers.

Best for: Longer-form posts, community groups, customer relationships, Facebook Shops, and live video.

Content formats: Text posts with images, videos, live streams, group discussions, and marketplace listings.

Posting frequency: 3–5 posts per week on your page, plus regular participation in relevant groups.

Why it works for collagen: Facebook's demographic is your core customer. People 40–60+ are actively looking for joint support, skin health, and wellness solutions. Facebook Groups focused on wellness, over-40 fitness, arthritis support, and healthy aging are filled with potential customers. Participate genuinely in these groups — answer questions, share knowledge, and

mention your product only when directly relevant.

Getting started: Create a Facebook Business Page for your distributorship. Invite friends and family to like it. Join 5–10 local or topic-relevant groups and start engaging. Consider starting your own group: "Collagen & Wellness — [Your City]" where you share tips and build community.

TikTok

Who is there: Adults 18–55 (the 35–55 segment is the fastest-growing on TikTok and aligns with collagen buyers).

Best for: Short, authentic, personality-driven videos. Educational "did you know" content goes viral on TikTok regularly.

Content formats: 15–60 second videos. No polished production needed — authenticity outperforms polish on this platform.

Posting frequency: 3–7 videos per week. Consistency matters more than perfection.

Why it works for collagen: TikTok's algorithm shows your content to people based on their interests, not your follower count. A brand-new account with 0 followers can get 50,000 views on a single video if the content resonates. Wellness and supplement content (#WellnessTok, #SupplementTok, #CollagenTok) are massive communities.

Getting started: Download the app, create an account, and post your first video. It can be as simple as holding up the bottle and saying, "Did you know there are 5 types of collagen, and most supplements only give you 1 or 2? Here's why that matters..."

Pinterest

Who is there: Primarily women 25–55, actively searching for wellness, beauty, and health solutions.

Best for: Evergreen content that drives traffic for months or years. Pinterest functions more like a search engine than a social media platform.

Content formats: Pins (images with descriptions linking to your website), Idea Pins (multi-page visual guides).

Posting frequency: 5–15 pins per week (can be scheduled in advance).

Why it works for collagen: People on Pinterest are in "discovery mode" — actively looking for new products and solutions. A pin about "5 Types of Collagen Your Body Needs" can drive traffic to your website for years.

Getting started: Create a business account. Create boards like "Collagen Benefits," "Joint Health Tips," "Healthy Aging," and "Skin Health." Pin product images and educational graphics with keyword-rich descriptions.

YouTube / YouTube Shorts

Who is there: All demographics. YouTube is the second-largest search engine in the world.

Best for: In-depth educational content, product reviews, and building long-term authority.

Content formats: Long-form videos (5–15 minutes for deep education), Shorts (under 60 seconds for quick tips).

Posting frequency: 1–2 long-form videos per month, 2–3 Shorts per week.

Why it works for collagen: People search YouTube for "best collagen supplement," "types of collagen explained," and "collagen before and after." Creating content that answers these searches positions you in front of high-intent buyers.

Getting started: Create a channel. Your first video can be: "What Are the 5 Types of Collagen? (And Why Most Supplements Are Missing 3 of Them)." Use your phone — no fancy equipment needed.

Your Content Strategy — The 4-Pillar System

Posting random content sporadically will not build your business. You need a system. Use the 4-Pillar framework to plan your content each week. Every post you make should fall into one of these four categories:

Pillar 1: Educate (40% of your posts)

Teach your audience something valuable about collagen, health, or wellness. Educational content positions you as an expert and builds trust before you ever ask for a sale.

Example topics:

- "What Are the 5 Types of Collagen?" — Explain each type, what it does, and where it's found in the body.
- "Why Collagen Production Drops After 25" — Explain the science simply.
- "Marine Collagen vs. Bovine Collagen — What's the Difference?" — Show why multi-source is better.
- "What to Look for in a Collagen Supplement" — Checklist: multiple types, GMP certified, third-party tested, no proprietary blends.
- "The Role of Glucosamine and Hyaluronic Acid in Joint Health" — Explain the cofactors in Encore's formula.
- "How Long Does It Take for Collagen to Work?" — Set expectations: 2–4 weeks for initial changes, 90 days for full benefits.
- "5 Signs Your Body Needs More Collagen" — Joint stiffness, thinning hair, brittle nails, dull skin, slow recovery.

Pillar 2: Inspire / Tell Stories (25% of your posts)

Share personal stories, customer experiences, and lifestyle content that makes people feel something. Stories are more persuasive than facts because they create emotional connection.

Example topics:

- Your own story: "Why I started taking Encore Collagen and what I've noticed."
- Customer spotlight: "My friend Sarah started taking this 6 weeks ago for her knees. Here's

what she told me yesterday..." (with permission)

- Day-in-the-life: "Here's my morning routine — and where collagen fits in."
- Transformation story: "3 months ago vs. today" — with proper disclaimers.
- Motivation: "Starting a health business from my kitchen table — here's what week 1 looked like."

Pillar 3: Engage (20% of your posts)

Create content that invites your audience to interact. Engagement tells the algorithm your content is interesting, which means more people see it.

Example topics:

- Polls: "Have you ever tried a collagen supplement? Yes / No / Thinking about it"
- Questions: "What's your biggest health goal for this year?"
- This or That: "Morning routine vs. bedtime routine — when do you take your supplements?"
- Quizzes: "Can you name all 5 types of collagen? Drop your answer below!"
- Q&A Sessions: Go live or post a Story with a question box: "Ask me anything about collagen."

Pillar 4: Promote / Sell (15% of your posts)

Only 15% of your content should be a direct product pitch. If every post is "buy my product," people will unfollow. But when you have been educating and building trust, your promotional posts convert at a much higher rate.

Example topics:

- Product feature: "Here's what's inside every bottle of Encore Collagen Complex — and why it's different."
- Limited offer: "This week only — buy 3 bottles and get free shipping."
- Guarantee highlight: "Not sure? Try it risk-free for 90 days."
- Bundle promotion: "The 6-bottle bundle is the best value — here's why most of our customers choose it."
- Call to action: "Link in bio to order. Questions? DM me."

Weekly Posting Schedule Template

Here is a sample weekly schedule you can follow. Adjust based on your platform:

Day	Pillar	Post Idea
Monday	Educate	"What are the 5 types of collagen?" — carousel or video
Tuesday	Engage	Poll: "Have you tried collagen before?"
Wednesday	Inspire	Personal story or customer testimonial
Thursday	Educate	"3 signs your body needs more collagen"

Friday	Promote	Product feature + order link + 90-day guarantee mention
Saturday	Engage	Q&A in Stories or "Ask me anything" post
Sunday	Inspire	Lifestyle post — wellness routine, healthy meal, active living

10 Ready-to-Use Social Media Posts

Copy, customize, and post these. Each one is labeled with the platform and pillar it works best for.

Post 1 — Instagram/Facebook Carousel (Educate)

Slide 1: "Your Body Has 5 Types of Collagen. Most Supplements Only Give You 1 or 2."

Slide 2: "Type I (Bovine + Marine) — The Foundation. Makes up 90% of your body's collagen. Supports skin elasticity, tendons, and bone structure."

Slide 3: "Type II (Chicken + Avian Sternum) — The Joint Protector. Builds and cushions cartilage. Essential for mobility and flexibility."

Slide 4: "Type III (Bovine + Eggshell Membrane) — The Skin Supporter. Works alongside Type I to maintain skin structure, blood vessels, and organs."

Slide 5: "Type IV (Eggshell Membrane) — The Scaffold. Forms the basement membranes that hold your tissues together. Rarely found in supplements."

Slide 6: "Type V (Eggshell Membrane) — The Organizer. Helps the other collagen types form properly. Almost never included in competitor formulas."

Slide 7: "Encore Collagen Complex — All 5 Types. 5 Premium Sources. One Capsule. Plus Natural Glucosamine, Chondroitin & Hyaluronic Acid. Link in bio."

Caption: Most collagen supplements are single-source and only contain 1 or 2 types. Your body needs all 5 for skin, joints, hair, nails, and connective tissue. Encore Collagen Complex delivers the full spectrum from 5 distinct sources: bovine, chicken, marine cod, eggshell membrane, and avian sternum. Each source brings unique types and cofactors that a single-source formula simply cannot provide.

GMP certified. Non-GMO. Made in USA. 90-day money-back guarantee.

#EncoreCollagen #CollagenComplex #5TypeCollagen #TypeIICollagen #JointHealth #SkinHealth #CollagenSupplement #HealthyAging #WellnessJourney

**These statements have not been evaluated by the FDA. This product is not intended to diagnose, treat, cure, or prevent any disease. I am an independent Encore Collagen distributor.*

Post 2 — TikTok/Reels (Educate) — 30 seconds

[Hold up the bottle to camera]

"Quick collagen fact that might change what supplement you buy.

Your body doesn't just use one type of collagen. It uses five.

Type I and III for your skin, tendons, and bones.

Type II for your cartilage and joints.

Type IV for the membranes that hold your tissues together.

Type V to help organize everything.

Most collagen supplements give you Type I from one source and call it a day.

Encore Collagen Complex has all 5 types from 5 different sources: bovine, chicken, marine cod, eggshell membrane, and avian sternum.

That's the difference between a collagen supplement and a complete collagen system.

Link in bio if you want to actually feel a difference."

*#CollagenTok #5TypesOfCollagen #EncoreCollagen #JointHealth #SkinGlow #SupplementTok
#Over40Wellness #WellnessTok*

Post 3 — Facebook Personal Story (Inspire)

"I want to be honest about something.

I've tried collagen supplements before. Twice, actually. Both times I took them for a month, didn't notice anything, and stopped.

So when I came across Encore Collagen Complex, I was skeptical. But something caught my eye — it has all 5 types of collagen from 5 different sources. Most of what I'd taken before was just Type I from bovine. That's like getting one piece of a five-piece puzzle.

I committed to 90 days this time. Here's what I noticed:

- *Week 2–3: My mornings felt different. Less stiffness getting out of bed.*
- *Week 4–6: My skin started looking... fuller? Smoother? Hard to describe, but people commented.*
- *Week 8+: My knee that always bothered me on stairs? Noticeably better.*

I'm not saying this will be everyone's experience. Results vary. But I wish I had known about multi-type collagen years ago instead of wasting money on single-source products.

If you're curious, I'm happy to answer questions. There's also a 90-day money-back guarantee, so there's really no risk.

**I'm an independent Encore Collagen distributor. Individual results may vary. These statements have not been evaluated by the FDA."*

Post 4 — Instagram Story Series (Engage)

Story 1: "Quick quiz! How many types of collagen does your body use?" [Poll: 1-2 / 3 / 5 / I have no idea]

Story 2: "The answer is 5! And here's the thing — each type does something different." [Text overlay with simple list]

Story 3: "Most supplements only contain 1 or 2 types. That's why so many people try collagen and don't notice a difference." [Text overlay]

Story 4: "Encore Collagen Complex has all 5 from 5 sources. Swipe up to learn more or DM me!" [Product photo + link]

Post 5 — Facebook/Instagram (Promote)

"If you've been thinking about trying a collagen supplement, here's why I recommend starting with the 3-bottle bundle.

Collagen is not an overnight fix. It takes time to build in your body. Most people start noticing changes in 2–4 weeks, but the real transformation happens over 60–90 days.

The 3-bottle bundle gives you a full 90-day supply at the best per-bottle price — so you can commit to the full timeline without worrying about running out.

And if you're not happy? 90-day money-back guarantee. No questions asked.

All 5 types of collagen. 5 premium sources. GMP certified. Non-GMO. Made in USA.

Link in bio to order, or message me with questions.

#EncoreCollagen #CollagenComplex #90DayChallenge #JointHealth #SkinHealth

*FDA disclaimer. Independent Encore distributor."

Post 6 — TikTok/Reels (Inspire) — 15 seconds

[Before: Slow-motion getting out of bed, rubbing knees]

[Text overlay: "Mornings used to feel like this"]

[Cut to: Energetically getting up, stretching easily]

[Text overlay: "90 days of Encore Collagen Complex later"]

[Hold up bottle]

[Text: "All 5 types of collagen. Link in bio."]

#CollagenTok #MorningRoutine #JointHealth #EncoreCollagen #Over40

Post 7 — Pinterest Pin (Educate)

Image: Clean graphic with "5 Types of Collagen Explained" as headline, with a simple chart showing each type and its role.

Description: "Your body uses 5 types of collagen for skin, joints, bones, and connective tissue. Type I supports skin and tendons. Type II cushions joints. Type III maintains skin structure. Type IV forms cellular scaffolding. Type V organizes collagen formation. Most supplements only contain 1–2 types from a single

source. Encore Collagen Complex delivers all 5 from bovine, chicken, marine cod, eggshell membrane, and avian sternum. GMP certified, non-GMO, made in USA. Learn more at encorecollagen.com"

#CollagenSupplement #HealthyAging #JointSupport #SkinHealth #CollagenTypes

Post 8 — Facebook Group Comment (Engage)

[When someone in a wellness group asks "What collagen supplement do you recommend?"]

"I've been using Encore Collagen Complex for [X months] and it's been the best one I've tried. The reason I like it is that it has all 5 types of collagen from 5 different sources — bovine, chicken, marine cod, eggshell membrane, and avian sternum. Most brands only use one source.

It also includes natural glucosamine, chondroitin, and hyaluronic acid from the avian sternum collagen, so you're getting joint support cofactors built in.

I take 3 capsules before bed. Noticed a difference in my joints around week 3, and my skin by week 6. They have a 90-day money-back guarantee too.

Full disclosure: I'm an independent distributor, so I'm biased! But I started using it before I started selling it. Happy to answer any questions."

Post 9 — Instagram/Facebook (Educate)

"Most people don't know this, but the collagen in your joints is a completely different type than the collagen in your skin.

Skin collagen is primarily Type I and Type III. It's what keeps your skin firm, hydrated, and elastic.

Joint collagen is primarily Type II. It builds and cushions the cartilage that protects your bones from grinding together.

So if you're taking a collagen supplement for your joints, but it only contains Type I from bovine... you're not giving your joints what they actually need.

Encore Collagen Complex includes both — plus Type IV and V for cellular structure, and natural glucosamine and hyaluronic acid for additional joint support.

5 types. 5 sources. One capsule.

Link in bio.

#CollagenFacts #JointHealth #SkinHealth #TypeIICollagen #EncoreCollagen #SupplementEducation

**These statements have not been evaluated by the FDA. Independent Encore distributor."*

Post 10 — TikTok/Reels (Educate + Promote) — 45 seconds

"Three things I wish I knew before buying my first collagen supplement.

Number one: Not all collagen is the same. Your body uses 5 different types, and each one does something different. Most supplements only have 1 or 2.

Number two: The source matters. Bovine gives you Type I and III for skin. Chicken gives you Type II for joints. Marine absorbs faster. Eggshell membrane has Types IV and V that almost nobody includes.

Number three: It takes 90 days. If you quit after 2 weeks because you don't see results, you didn't give it enough time.

I switched to Encore Collagen Complex because it checks all three boxes — all 5 types, 5 sources, and they have a 90-day guarantee so you can actually commit to the full timeline risk-free.

Link in bio."

#CollagenTips #SupplementTok #EncoreCollagen #CollagenTok #HealthTok

Hashtag Strategy

Hashtags help new people discover your content. Use a layered approach with different types of hashtags in each post:

Category	Purpose	Examples
Brand (use on every post)	Build brand recognition	#EncoreCollagen #EncoreCollagenComplex #EncoreProducts
Product-Specific	Reach people searching for collagen	#CollagenSupplement #5TypeCollagen #CollagenComplex #CollagenPeptides #MultiCollagen
Benefit-Focused	Reach people searching for solutions	#JointHealth #JointSupport #SkinHealth #HealthyAging #AntiAging #HairGrowth #StrongerNails
Lifestyle	Reach broader wellness audiences	#WellnessJourney #HealthyLiving #CollagenGlow #Over40Wellness #SelfCare #CleanLiving
Community/Trending	Tap into active conversations	#WellnessTok #SupplementTok #CollagenTok #HealthTok #FitnessOver40

Instagram: Use 15–25 hashtags per post (mix all categories). Place them in the caption or first comment.

TikTok: Use 3–6 hashtags. Focus on trending + product-specific.

Facebook: Use 3–5 hashtags. Less is more on Facebook.

Pinterest: Use keywords in pin descriptions rather than hashtags. Pinterest is a search engine — write descriptions the way people would search.

Rotate your hashtags regularly. Check trending wellness tags on each platform weekly and incorporate them.

FTC & FDA Compliance for Social Media

This section is not optional. Federal regulations apply to every social media post you make about Encore Collagen Complex. Violations can result in fines, legal action, and termination of your distributorship.

FTC (Federal Trade Commission) Requirements:

- **Disclose your relationship:** You must clearly state that you are an independent distributor or that you have a financial relationship with Encore Products. This must be in every post where you mention or promote the product — not buried at the end of a long hashtag list.
- **Acceptable disclosures:** "#ad" or "#sponsored" at the beginning of your caption, or a clear statement: "I'm an independent Encore Collagen distributor." On video, say it verbally.
- **Endorsements must be truthful:** You cannot claim results you have not actually experienced. If sharing a customer testimonial, it must be genuine and unedited.
- **Income claims:** Do not make specific income claims ("I make \$5,000/month selling collagen"). This requires substantiation that the FTC will audit.

FDA (Food & Drug Administration) Requirements:

- **No disease claims:** You may NEVER say that Encore Collagen Complex "treats," "cures," "heals," "prevents," or "diagnoses" any disease or medical condition. This includes conditions like arthritis, osteoporosis, eczema, or any named disease.
- **Permitted claims:** You may make structure/function claims, which describe how the product supports normal body function. Examples:
 - ✓ "Supports healthy joints"
 - ✓ "Promotes skin hydration and elasticity"
 - ✓ "Supports connective tissue health"
 - X "Cures arthritis" (ILLEGAL)
 - X "Heals joint damage" (ILLEGAL)
 - X "Prevents osteoporosis" (ILLEGAL)
- **FDA Disclaimer required:** Every post that mentions health benefits must include: "*These statements have not been evaluated by the Food & Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease."
- **Before/after photos:** Permitted, but must include: "Results not typical. Individual results may vary."
- **Customer testimonials:** Must reflect genuine experiences. Add a disclaimer if the results described are exceptional.

Quick Reference — What You CAN and CANNOT Say:

You CAN Say	You CANNOT Say
"Supports healthy joints and flexibility"	"Cures arthritis"
"Promotes skin hydration"	"Eliminates wrinkles"
"I noticed less morning stiffness"	"This will fix your joint pain"
"Supports connective tissue health"	"Heals torn ligaments"
"Promotes healthy hair and nails"	"Stops hair loss"
"May support joint comfort"	"Guaranteed to reduce inflammation"

Chapter 8: Online & Digital Marketing

Beyond social media, there are several powerful digital marketing strategies that can drive consistent traffic and sales to your business. This chapter covers how to use your website, email marketing, content creation, and other online tools to build a scalable, long-term customer acquisition system.

Your Website — Your 24/7 Salesperson

If you have upgraded to the Master Distributorship, you have a professional e-commerce website that takes orders, processes payments, and handles fulfillment while you sleep. This is one of the most valuable assets in your business.

Your website URL should appear everywhere:

- In your social media bio on every platform
- In your email signature
- On your business cards
- On every flyer, brochure, and marketing piece
- In your text messages when sharing the product
- As a QR code on printed materials

Every person who visits your website is a potential customer who can buy without you being present. Drive traffic to your site constantly.

If you have not yet upgraded to the Master Distributorship, visit encorecollagen.com/upgrade. The investment pays for itself with a handful of online sales, and it gives you the ability to sell beyond your local area.

Email Marketing — The Highest-ROI Channel

According to the Data & Marketing Association, email marketing generates an average return of \$42 for every \$1 spent. That makes it the single highest-ROI marketing channel available. Unlike social media followers (which are controlled by algorithms), your email list is an asset you own.

Building Your Email List:

You need a reason for people to give you their email address. This is called a "lead magnet" — something valuable you offer for free in exchange for their email. Here are lead magnets that work well for a collagen business:

- "The Complete Guide to the 5 Types of Collagen" — A 3–5 page PDF explaining each type, what it does, and how to choose a supplement. Include a mention of Encore Collagen Complex at the end.
- "5 Signs Your Body Needs More Collagen" — A quick checklist (joint stiffness, thinning hair, brittle nails, dull skin, slow recovery).

- "The 90-Day Collagen Challenge" — A simple daily tracking sheet where people can log their progress over 90 days.
- Free sample offer: "Enter your email and we'll send you a free sample to try."

Promote your lead magnet on social media, at seminars, on your website, and on printed materials.

For email sending, use a free or low-cost email service like Mailchimp (free up to 500 contacts), ConvertKit, or MailerLite. These tools allow you to send professional emails, track opens and clicks, and automate follow-up sequences.

What to Send:

Follow the 80/20 rule: 80% of your emails should provide value (education, tips, stories), and 20% should promote products or offers.

Here is a sample monthly email calendar:

- Week 1: Educational email — "Why Most Collagen Supplements Don't Work (And What to Look For Instead)"
- Week 2: Customer story or testimonial — "How Susan Got Her Mornings Back"
- Week 3: Tip or lifestyle content — "3 Simple Habits for Healthier Joints This Winter"
- Week 4: Promotional email — "This Week: Save on the 3-Bottle Bundle + Free Shipping"

Keep emails short and scannable. Use a clear subject line, a single main message, and one call to action per email.

Automated Email Sequences:

Set up these automated sequences to work for you around the clock:

- Welcome sequence (3–5 emails over 2 weeks): Triggered when someone joins your list. Introduce yourself, explain what makes Encore Collagen Complex different, share a customer story, and make an offer.
- Post-purchase sequence (3 emails over 4 weeks): Triggered after someone buys. Day 3: "How to take your collagen for best results." Week 2: "How are you feeling? Here's what to expect." Week 4: "Ready to reorder? Here's a returning customer discount."
- Re-engagement sequence: For contacts who haven't opened an email in 60+ days. "We miss you — here's 15% off your next order."

Email Signatures — Free Advertising on Every Email

Every email you send — personal or business — is a marketing opportunity. Add a professional signature with your business info:

— — — —
Jane Smith
Independent Encore Collagen Distributor
✓ All 5 Types of Collagen | ✓ 5 Premium Sources | ✓ 90-Day Guarantee
Order: encorecollagen.com/janesmith
Questions? Reply to this email or call (555) 123-4567
— — — —

Most email clients (Gmail, Outlook, Yahoo) let you set a default signature in Settings. Set it once and it appears on every email automatically.

Content Marketing — Building Long-Term Authority

Content marketing means creating valuable, educational content that attracts potential customers to you. Unlike paid advertising (which stops working when you stop paying), content marketing builds assets that work for you indefinitely.

Types of Content to Create:

- **Blog posts or articles:** Write about collagen, joint health, skin health, aging, and wellness. If you have a website, publish articles there. If not, use free platforms like Medium.com or LinkedIn articles. Example titles:
 - "The Science Behind Multi-Type Collagen Supplements"
 - "Why Your Collagen Supplement Might Be Missing 3 of the 5 Types Your Body Needs"
 - "Marine Collagen vs. Bovine Collagen: A Complete Comparison"
 - "How to Choose a Collagen Supplement That Actually Works"
- **Videos:** Educational videos on YouTube, TikTok, or Instagram Reels (see Chapter 7 for scripts and ideas). Video content builds trust faster than text because people can see your face and hear your voice.
- **Guest contributions:** Reach out to local health blogs, wellness websites, and community newsletters and offer to write a guest article. This exposes you to their audience and builds your credibility. Example pitch: "I'd love to contribute a 500-word article on the 5 types of collagen and why most people are only getting 1 or 2. I think your readers would find it valuable."
- **Q&A participation:** Answer collagen and supplement questions on platforms like Quora, Reddit (r/supplements, r/nutrition, r/SkincareAddiction), and Facebook wellness groups. Always

disclose your distributor relationship, provide genuinely helpful answers, and only mention the product when directly relevant.

Online Reviews — Building Trust at Scale

93% of consumers read online reviews before making a purchase. Positive reviews are one of the most powerful forms of social proof available.

How to get reviews:

- Ask every satisfied customer. The best time to ask is when they share a positive experience: "That's great to hear! Would you mind leaving a quick review on [platform]? It really helps other people find us."
- Make it easy. Send them a direct link to where they can leave a review.
- Follow up. If they say yes but don't do it, send a gentle reminder a week later.
- Respond to every review — positive and negative. A professional, caring response to a negative review can actually increase trust.

Where to collect reviews: Your website, Google Business Profile (if you set one up), Facebook Page, and any other platform where potential customers might search for your business.

QR Codes — Bridging Offline and Online

A QR code is a scannable image that links directly to any URL. You can generate one for free at sites like qr-code-generator.com.

Put QR codes on:

- Business cards (links to your website)
- Flyers and brochures (links to product page or lead magnet)
- Seminar handouts (links to your email signup)
- Product packaging inserts (links to reorder page)

QR codes turn every piece of printed material into an instant gateway to your online presence. Most smartphones scan QR codes automatically through the camera app.

Chapter 9: Free Publicity & PR

Paid advertising has its place, but free publicity — also called earned media — is one of the most powerful and underused tools available to a small business owner. A single article in your local newspaper, a 3-minute segment on local morning TV, or a mention on a popular podcast can generate more business than months of paid ads.

The key is understanding what the media needs and positioning yourself to provide it.

Why the Media Wants to Hear From You

Newspapers, TV stations, radio shows, podcasts, and blogs all need one thing: content. They have pages to fill, airtime to fill, and audiences to serve. They are actively looking for interesting stories, expert perspectives, and useful information.

You have something they need: expertise on a health and wellness topic that affects millions of people. Joint health, skin aging, collagen science, and supplement education are all topics their audiences care about. You just need to package your knowledge in a way that serves their audience.

How to Get Local Media Coverage

Step 1: Build Your Media List

Create a list of 15–25 media contacts in your area:

- Local newspapers: Find the health/wellness reporter or features editor. Most papers list staff contacts on their website.
- Local TV stations: Contact the assignment desk or the producer of the morning show. Morning shows are always looking for health-related segments.
- Local radio stations: Contact the program director or the host of the morning or afternoon drive show.
- Podcasts: Search for health, wellness, and local interest podcasts on Apple Podcasts or Spotify. Many small-to-medium podcasts actively seek guests.
- Bloggers: Search for health and wellness bloggers in your area or in the collagen/supplement niche.
- Community newsletters and magazines: HOA newsletters, community magazines, church bulletins, and senior center publications.

Save their names, email addresses, and what type of content they cover.

Step 2: Develop Your Media Angles

Journalists don't cover products — they cover stories. You need an "angle" that makes your story newsworthy. Here are angles that work:

- Health trend angle: "New Research Shows Most Americans Are Deficient in Key Types of Collagen — Local Wellness Expert Explains What to Do About It"
- Personal story angle: "After [Your Experience with Joint Pain/Skin Issues/etc.], Local Entrepreneur Launches Health & Wellness Business"
- Community angle: "Local Business Owner Hosting Free Wellness Seminars to Educate Community on Collagen and Joint Health"
- Seasonal angle: "Winter Joint Stiffness: Local Expert Shares 5 Tips for Staying Mobile Through the Cold Months"
- Demographic angle: "What Every Woman Over 40 Should Know About Collagen (But Probably Doesn't)"
- Myth-busting angle: "Not All Collagen Supplements Are Created Equal — Local Expert Explains the 5 Types Most People Don't Know About"

Step 3: Write a Press Release or Media Pitch

You have two options for reaching out to media:

Option A — Press Release (for newspapers and online publications):

[FORMAT]

PRESS RELEASE

[Today's Date]

FOR IMMEDIATE RELEASE

Contact: [Your Name]

Email: [Your Email]

Website: [Your Website]

[HEADLINE IN ALL CAPS — BENEFIT-DRIVEN AND NEWSWORTHY]

[City, State] — [Lead paragraph: Who, what, when, where, why. Get the most important information in the first 2–3 sentences.]

[Body: 2–3 short paragraphs with supporting details, quotes from you, and relevant facts.]

[Closing paragraph: Your bio, your business, and how readers can learn more.]

###

Option B — Email Pitch (for TV, radio, podcasts, and bloggers):

Subject: [Your City] Wellness Expert Available to Discuss the 5 Types of Collagen Most People Are Missing

Hi [Name],

I'm [Your Name], an independent wellness consultant and collagen specialist based in [Your City]. I'd love to share some insights with your audience about something most people don't know: the human body uses 5 different types of collagen, and most supplements only provide 1 or 2.

I can discuss:

- What the 5 types of collagen do and why most people are deficient
- How to choose a supplement that actually delivers results
- Simple habits for supporting joint health and skin aging

I'm available for an in-studio interview, phone interview, or I can contribute a written piece. Happy to work with whatever format fits your needs.

Thank you for considering!

[Your Name]

[Your Website]

[Your Phone]

Step 4: Follow Up

Journalists are busy. If you don't hear back within 5–7 business days, send one polite follow-up:

"Hi [Name], just following up on my note from last week about the collagen story. I know you're busy — just wanted to make sure it didn't get lost. Happy to chat if there's interest. Thanks!"

If you still don't hear back, move on. Don't follow up more than twice. But stay on their radar by periodically sending new, relevant angles.

Step 5: When You Get Coverage, Maximize It

- Share the article/segment on all your social media platforms
- Email it to your customer list: "Encore Collagen was featured in [Publication]!"
- Print copies and display them at seminars and events
- Add "As seen in [Publication/Show]" to your marketing materials
- Send a thank-you note to the journalist. This builds the relationship for future coverage.

One piece of media coverage has a multiplier effect — it builds credibility that makes every other marketing effort more effective.

Becoming a Recognized Local Expert

The long-term goal of your PR efforts is to become the person that media and community members think of when collagen, joint health, or supplement topics come up. Here is how to build that reputation:

- Speak regularly at local events, senior centers, and wellness expos.
- Contribute a monthly "health tip" column to a local newsletter or community magazine.
- Start a simple YouTube channel or podcast on collagen and wellness (even once a month builds authority).
- Build relationships with local health professionals who can refer to you as a collagen resource.
- Collect and showcase your media appearances, testimonials, and speaking engagements on your website and social profiles.

Expert status compounds over time. The more visible you are, the more opportunities come to you — speaking invitations, partnership offers, and customers who seek you out because they trust your knowledge.

Chapter 10: The Psychology of Selling

Emotion Drives Buying

Customers buy how they want to feel:

- Confidence from healthier skin
- Freedom from joint discomfort
- Energy to keep up with family
- Control over their health
- Pride in a smart choice

Connect your product to these motivations.

Core Buying Motivations

- Look and feel better
- Avoid or reduce pain
- Protect health and family
- Feel confident and attractive
- Take advantage of opportunity
- Avoid missing out
- Emulate people they respect

Handling Price Objections

- All 5 types from 5 sources — most competitors offer one
- Break it down to cost per day
- 90-day risk-free guarantee
- 70%+ reorder rate = social proof

Guarantees & Bonuses

The 90-day guarantee eliminates risk. Always mention it when closing.

"FREE" is the most powerful marketing word. Offer samples, bundle bonuses, or educational guides to boost conversions.

Chapter 11: Writing Ads & Sales Copy That Convert

The AIDA Formula

- **Attention:** Stop the reader with a bold benefit or question.
- **Interest:** Connect to their needs. Paint the improved picture.
- **Desire:** Show benefits, testimonials, proof.
- **Action:** Tell them exactly what to do next.

Power Words

Free • New • Discover • Proven • Secret • Amazing • Guaranteed • Results • Limited • Exclusive • Breakthrough • Transform • Finally

Key Rules

- Sell benefits, not features
- Write "you" copy, not "I" copy
- Keep it simple — short words, sentences, paragraphs
- Use testimonials
- Always include a call to action
- Be specific
- Create urgency when appropriate
- Include FDA disclaimer on health claims
- Make claims believable

Ready-to-Use Materials

Professional sales copy is in your Members Area at encorecollagen.com/distributor. Customize and distribute.

Chapter 12: Building & Growing Your Business

Getting Started

- **Workspace.** Dedicated home space with computer and phone.
- **Business name.** "Smith Health Products" > "Smith Enterprises."
- **Professional address.** PO Box or virtual mailbox if needed.
- **Business cards.** Simple, professional, with your website. Under \$20 online.
- **Legal requirements.** Research local business license and tax requirements.
- **Accept cards.** Master Distributorship handles this. Otherwise use Square or Stripe.

Part-Time to Full-Time

Before transitioning: revenue covers expenses, taxes factored in, financial cushion exists, family on board. With your website selling 24/7, you earn while you sleep.

Repeat Business

Collagen is consumable — customers reorder. Focus on: staying in touch, bundle discounts, marketing with every shipment, email updates, easy reordering via website.

Track Numbers

New customers/month, reorder rate, revenue, cost per customer, best channels. Simple spreadsheet. Review weekly.

Chapter 13: Goal Setting & Mindset

Specific Goals

"I will [goal] by [actions]."

- "I will gain 10 customers this month by posting 5x/week and attending 2 events."
- "I will hit \$2,000/month by converting 5 to 3-bottle bundles and adding 8 new customers."

Deadline + number + action plan. Review weekly.

Prioritize for Impact

1. Follow up with existing customers
2. Ask for referrals
3. Social media content
4. Networking events
5. New channels

Highest-impact work first, every day.

Success Mindset

- Persistence — Learn from setbacks.
- Passion — Use the product. Believe in it.
- Action — Do something every day.
- Honesty — Your reputation is everything.

Visualize. Set goals. Take action. You're building something on your own terms.



Welcome to the Encore Collagen Team.

Your success starts now.

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