

7-DAY POST SEQUENCE · EXPERIENCED PARTNER

The *Pivot Track*

For partners who already know how to build, have an existing audience, and are making a move. You don't need a warm-up. You need a pivot strategy that respects what you've built and leads honestly with what makes this different. Your experience is the asset — use it.

EXPERIENCED IN DIRECT SALES

ALL FOCUS AREAS

YOU KNOW THE VALUE OF PROOF — SO DO THIS FIRST

Take your before photos and measurements. Today.

You've been in this long enough to know that proof is everything. Before photos are your most powerful marketing asset — not for a contest, for your credibility. You cannot recreate day one.

- **Photos:** Multiple angles — front, both sides, back. Natural light, no filter, no editing. Pick a spot you can duplicate exactly for your after photos. Zoom in and check for blur. More is always better.
- **Close-ups:** If skincare is part of your focus — specific areas of concern. Eyes, jawline, forehead, mouth.
- **Measurements:** Waist, hips, anywhere relevant to your goals. Fat browning changes body composition before the scale moves — inches tell the real story first.
- **Can't stand looking at them?** Email them to yourself. Don't look again until day 90. But take them. Always.

These photos and measurements belong to you regardless of what you decide. They are your proof of starting point, your most credible marketing asset, and the thing your audience will respond to most

when you show them at 30, 60, and 90 days. You cannot recreate day one. Take them before you post anything.

HOW TO USE THIS TRACK — READ THIS FIRST

This sequence has four honest starting positions — choose the one that's actually true for where you are. The 7-day structure is the same across all four. What changes is the story on Days 1, 2, and 3, and the specific angles that land hardest for your situation.

Unlike the new partner tracks, you don't need a confidence ramp. You know how to post. What you need is a pivot strategy that doesn't make your audience feel deceived and doesn't throw away the credibility you've spent years building.

THE CLEAN PIVOT

You're moving from another company on good terms. Your audience knows you. You're bringing them with you into something better.

THE HONEST RESET

It didn't work before. You're saying so directly. "I've been in this industry and something was always missing — until now."

CUSTOMER TURNED PARTNER

You have real results. You've been using Neora and now you're building with it. Your results are the story.

THE FULL PACKAGE

Results AND direct sales experience. The most powerful position in the industry. Lead with it confidently.

BEFORE YOU BEGIN POSTING

Post one per day, 7 days straight. You know how this works — consistency is the game. When someone leans in, send a tool, don't explain. Skin scan: [HTTPS://\[YOURUSERNAME\].NEORA.COM/US/EN/SKIN-SCAN](https://[YOURUSERNAME].NEORA.COM/US/EN/SKIN-SCAN)

· Videos in GoProspect. Brand Partner Guide has everything else — see Part Three.

THE RULE THAT PROTECTS EVERYTHING YOU'VE BUILT

Your audience already trusts you. That trust is your most valuable asset and it is fragile. Never claim results you don't have. Never trash another company by name — it always backfires. Never make Neora sound like every other pivot announcement your audience has ever seen. The most powerful thing you can do is be specific, be honest, and be exactly who your audience already knows you to be.

HOOKS REFERENCE — USE THESE TO OPEN ANY POST

Your hook carries more weight than a new partner's ever will.

Your audience has been watching you long enough to read your tone. When you open with something direct and specific — not vague or hyped — it lands differently than it would from someone they've followed for a week. Use that.

THE PIVOT — PHASE 1 & 2

Signal the shift without fake mystery.

"After [X] years in this space, something finally made me look twice."
"I've been particular about what I recommend. This passed the test."
"I didn't make this move lightly. Here's why I made it."
"Something crossed my path that I couldn't find a hole in."
"I know what a real product looks like. This is different."
"I've been quiet about this for a few weeks. Here's

THE HONEST RESET — PHASE 1 & 2

For partners whose last chapter didn't go as planned.

"I'm going to say something most people in this industry won't."
"Not everything I've built has gone the way I wanted. Here's what I learned."
"I kept showing up because I believed in the model. What I was missing was the right product."
"There's a version of this industry that actually works. I think I finally found it."
"The gap between direct sales and direct sales

what I've been sitting
with."

done right is bigger than
most people admit."

PRODUCT HOOKS — PHASE 3 & 4

*Your credibility makes these land
harder.*

"In [X] years I've seen a
lot of products make a lot
of claims. This one
stopped me."

"At some point skincare
alone stops being enough.
I finally found what comes
next."

"I looked hard for the
reasons not to. I didn't find
them."

"This is the first time I've
felt completely confident
recommending
something."

"If you're not ready for
injectables but want more
than skincare — this is it."

"This is what I'd put in
front of someone I actually
care about."

SKEPTIC AUDIENCE HOOKS

*For followers who've watched you
pivot before.*

"I know some of you have
watched me build in this
space for a while."

"Direct sales has a trust
problem. I know that.
Here's why this is
different."

"You've been with me long
enough to know I don't
move fast or make noise
without reason."

"I'm not going to tell you
this is different and expect
you to believe me. Let me
show you."

"The product has to work
without the business. This
one does."

HOW TO CLOSE EARLY POSTS WITHOUT SELLING

Even with your credibility, early posts earn the ask before they make it. "Does this resonate with you?" / "I'm curious what you think." / "Have you experienced this?" The goal is a DM — not a sale. The sale happens in the conversation, where your real credibility lives.

PRE-LAUNCH PHASE — DO YOU NEED THIS?

Probably not. But read this anyway.

Skip the pre-launch if: Your audience already knows you are in direct sales and has been watching you build. They are used to pivots. Go straight to Day 1 — your story is the warm-up.

Consider the pre-launch if: You have been quiet for a while or your audience has shifted. One or two warm-up posts before your pivot announcement will land better than a cold start.

If you do run these — keep them confident and direct. Nothing vague or manufactured. That is not your voice.

PRE-LAUNCH OPTION A — COMING BACK AFTER A BREAK

I have been quieter than usual lately.

Not because nothing has been happening — because something has been happening that I wanted to sit with before I said anything publicly.

I am particular about what I share. You know that about me.

More soon.

PRE-LAUNCH OPTION B — SKINCARE PIVOT HOOK

After years in this space I have learned to recognize when something is genuinely different versus when the marketing just sounds that way.

There is a gap between skincare and injectables that most brands pretend does not exist. Something crossed my path recently that actually addresses it.

I have been doing my homework. More soon.

NOTES

One pre-launch post is usually enough for experienced partners. Run it 2-3 days before Day 1. Your credibility does the rest.

Do not run more than two pre-launch posts — your audience expects you to move with confidence, not build suspense indefinitely.

TIMELY POST — HAPPENING RIGHT NOW (SEPTEMBER 2026 — UPDATE OR REMOVE MONTHLY)

Timing matters — and this is a real one

This is timing-sensitive, not evergreen. Direct and confident, same as the rest of this track — no manufactured mystery. Run it alongside your regular posts this month, then pull it once the offer ends.

TIMELY POST — DOUBLE NEORA CASH

Small heads up if you've been thinking about trying something from my Neora lineup — this month, every order earns Double Neora Cash. That's 20% back, and it rolls straight into October, when something brand new drops that I'm genuinely excited about.

If you've been on the fence, now's a smart time to jump in — you'll want that credit sitting ready.

NOTES

Time-sensitive — this only works while Double Neora Cash is active. Confirm current dates before posting.

If you've been in this industry a while, you already know timing matters more than almost anything else.

Neora is opening an entirely new category this fall — women's hormone health — and the people getting in early get to help build it, not just sell it once everyone else already has.

I'm in. If you want the real timing and the real numbers, I'll send them to you directly — no pitch, just the facts.

NOTES

Direct and confident, matching this track's voice — this is true, not hype, so say it plainly.

If someone responds, send the "Women's Health Support — Opportunity Video" (~1:56) via GoProspect.

01 PIVOT HABIT Signal that something is shifting — without the fake tease

You don't need a mysterious "something new is coming" post — your audience will see right through it and so will anyone who knows you're in direct sales. Day 1 for an experienced partner is a direct, confident signal that you're making a move. No fake FOMO. No manufactured mystery. Just you, being real.

CLEAN PIVOT OR FULL PACKAGE PATH

After all this time in this space, something finally made me look twice.

I am making a move.

After [how long you've been in direct sales / this industry / building in this space], I've learned a lot about what matters — in a product, in a company, and in the kind of business I want to build long term.

Something crossed my path that I couldn't walk away from. I've done my homework. I've looked hard for the holes. I haven't found them.

I'll be sharing more this week — the products, the science, the why. If you've been following me for a while, you know I don't make moves like this lightly.

Stay close.

HONEST RESET PATH

I am going to say something most people in this industry will not say.

After following along with me, you deserve the real story. I have been in direct sales for [how long]. And I'm not going to pretend everything has gone exactly the way I wanted it to.

I kept showing up because I believed in the model. What I was missing was a product I could stand behind completely — and a company I could trust completely.

I think I finally found both.

I'm not going to oversell this. I'm going to show you. Starting this week.

If you've ever wondered whether this kind of business can actually work — stay close. I think I finally have something worth watching.

CUSTOMER TURNED PARTNER PATH

I have been using this quietly for a while. Now I am ready to talk about it.

I have been using Neora products for [how long]. As a customer. Not as someone building a business — just someone who found something that worked and kept buying it.

[One or two sentences about your honest experience — what specifically changed for you, what you noticed, what made you keep coming back]

The reason I'm posting this today is that I finally said yes to the business side. Not because someone pressured me. Because after [how long] of results, I ran out of reasons to say no.

This week I'm going to share what I know, what I've seen, and what made me decide to actually do this.

Stay close.

NOTES FOR ALL VERSIONS

No fake mystery. No "something exciting is coming" vagueness. Your audience respects directness — give it to them.

Don't name the company you're leaving or pivot away from. The post is about where you're going, not where you've been.

Reply to every comment — you likely already have a warm audience. Engage genuinely today.

PHOTO DIRECTION

- You — confident, real, looking like yourself
- This is not a product photo day — it's a face day

IF SOMEONE ASKS DIRECTLY WHAT IT IS

- "I'll be sharing everything this week — stay tuned"
- Or DM them: "I have something I can send you right now that's a much better preview than

- Your normal aesthetic — consistent with your existing feed
- Natural light, genuine expression

anything I could type here — sending it over."

- Then send: NeoFiller Duo Launch Video (2 min) or Neora Wellness Products (6 min) depending on what you sense they'd respond to

02 STORY HABIT Tell the real story — all of it

Today you go deeper on your why. For experienced partners this is the most powerful post in the whole sequence — because your credibility gives weight to every word. Your audience isn't hearing this from someone who just discovered direct sales. They're hearing it from someone who has been in it. That's completely different.

BEFORE PHOTO AND MEASUREMENTS REMINDER — DAY 2

Did you take them? Multiple angles, natural light, no filter, a location you can return to exactly. Measurements too. You know better than anyone what proof is worth. You cannot recreate this moment.

CLEAN PIVOT PATH — MOVING FROM ANOTHER COMPANY ON GOOD TERMS

Here's the honest story behind what I shared yesterday.

I've spent [how long] building in direct sales. I've learned what a real product looks like, what a real company looks like, and what it feels like when something actually works versus when you're hoping it will.

When Neora came across my radar, I did what I always do — I looked hard for the reasons not to. I read the labels. I researched the ingredients. I looked at the company's track record.

Here's what I found instead of reasons to say no: exclusive ingredients

developed through scientific partnerships that no other brand can replicate. A 360 approach that connects skincare and wellness as one system. And a company stable enough — the only direct sales company to challenge the FTC and win — that I'm not worried about building something here and watching it disappear.

[One specific product or result that sealed it for you — what you've seen, experienced, or what drew you in most]

I'm not leaving behind what I've built. I'm bringing it somewhere better.

I'm also doing the Neora 90-Day Challenge — documenting my journey honestly. Take your before photos today if you want to come with me. I'd love the company.

HONEST RESET PATH — IT DIDN'T WORK BEFORE

I've been in direct sales for [how long]. And I've had seasons where it worked and seasons where I was honest with myself that something was off — either the product wasn't what I needed it to be, the timing wasn't right, or I just didn't have something I could stand behind completely.

I kept coming back because I believe in this model when it's done right. I just hadn't found the right version of it for me.

What changed: [what specifically was different about Neora — the product standard, the science, what you saw in results, what someone you trust told you, what you discovered when you did your research]

I looked for the holes. The ingredients are exclusive — developed through scientific partnerships no other brand can replicate. The company has a track record unlike anyone else in this space — the only direct sales company to challenge the FTC and win. The products

work because of real science, not marketing language.

I'm not pretending I have it all figured out. But I haven't felt this clear about something in a long time.

I'm doing the Neora 90-Day Challenge and I'm documenting everything honestly. Take your before photos today — multiple angles, natural light — if you want to come with me. I'd love the company.

CUSTOMER TURNED PARTNER PATH

Here's why I finally said yes to the business side.

I've been a Neora customer for [how long]. Quietly. Not posting about it, not building anything — just using the products because they worked.

[Two to three honest sentences about your specific results — what changed, what you noticed, what made you keep buying. Be specific. Specific is credible.]

People kept asking me what I was using. I kept telling them. And at some point I realized I'd been doing the work of a brand partner without any of the benefit.

So I said yes. Not because someone convinced me — because after [how long] of results I couldn't find a reason not to.

I'm here and I'm documenting all of it honestly.

I'm curious — does any of this connect with where you are right now?

FULL PACKAGE PATH — RESULTS AND DIRECT SALES EXPERIENCE

I have [how long] of direct sales experience and I know this space well. I know what a real product looks like. I know what a real company looks like. And I know the difference between something built to sell and something built to last.

I've been using Neora's [specific product or products] for [how long]. Here's what actually happened:

[Two to three specific, honest sentences about your results. The more specific the better. "I noticed X after Y weeks" beats "I saw amazing results" every single time.]

On top of that: exclusive ingredients through scientific partnerships. A 360 approach — inside and out. The only direct sales company to challenge the FTC and win.

I've never led with a product I believed in this completely.

I'm entering the Neora 90-Day Challenge and I want people doing it with me. Take your before photos and measurements today, and let's go.

WHEN SOMEONE RESPONDS OR ASKS FOR MORE

SKINCARE CURIOUS: Send NeoFiller Duo Launch Video (2 min) — "This is the product I keep coming back to. Two minutes."

WELLNESS CURIOUS: Send "Neora Wellness Products" (6 min)

DIRECT SALES EXPERIENCE: Send "The Last Run Club — Introduction" (<2 min) and TheLastRunClub.com

GETTING STARTED CURIOUS: Send "Options for Getting Started" (4 min) via GoProspect — covers the plan, the model, and what day one looks like or "Why Social Selling" (4 min)

CHALLENGE INTEREST: "Let's get you set up so you actually have the products for this — do you want to come in as a customer or a brand partner? Once that's sorted I'll walk you through before photos, and I'll show you the challenge gallery so you can see what other people's journeys look like."

A STORY SEED FOR TODAY (OPTIONAL)

- Separate from today's post — this lives in your stories only.
- Share "Navigating the New Economy" (navigatingtheneweconomy.com, Part 1) as a story slide — pure curiosity about where the economy is heading, zero Neora pitch.
- Caption idea: "Been thinking a lot about where things are headed economically lately — this gave me a lot to chew on." No mention of Neora, no product, no business.
- This works because nobody's asked you anything yet — it's a soft plant, not a response. Save the direct business tools for when someone actually leans in.

03 PRODUCT INTRODUCTION Lead with the product most aligned with your audience

Today you go specific on a product. Unlike the new partner tracks, you can move faster here — your audience trusts your opinion and doesn't need as much warming up. Choose the product that fits your audience most naturally. If you have personal experience, lead with it specifically and honestly.

THE RULE FOR EXPERIENCED PARTNERS SPECIFICALLY

Your credibility makes your endorsement more powerful — which means it also makes a false claim more damaging. Only speak from what you've genuinely experienced. If you haven't used a product yet, lead with what you

know from research and what you've seen in others. Borrowed belief is still valid — just state it honestly.

IF NEO-FILLER IS YOUR LEAD PRODUCT OR MOST RELEVANT TO YOUR AUDIENCE

I want to talk about the product that made me pay attention.

In [how long] in this industry, I've seen a lot of products make a lot of claims. I've learned to read past the marketing language and look at what's actually in something and how it actually works.

Neo-FILLER stopped me.

Not because of the claims — because of the science. It's being called the at-home alternative to fillers and toxins, and the reason that's not just a marketing line is this: it doesn't add anything to your skin from the outside. It trains your skin to restore volume from within — by reactivating the fat cells beneath the surface that shrink as we age. The BioFILL technology does something I haven't seen replicated anywhere else. Exclusive ingredients through scientific partnerships. Neora is the only brand in the world with this right now.

[Your honest position: "I've been using it for X and here's what I've specifically noticed." / "I haven't had it long enough to show you results yet — but I've watched others and I'll show you mine as they develop." / "I came to this as a skeptic and the science is what changed my mind."]

Curious? I've got a short video — two minutes, worth it.

[your video link]

IF YOUTH FACTOR OR THE WELLNESS LINE IS MOST RELEVANT TO YOUR AUDIENCE

Let me tell you about the product I keep recommending to everyone I talk to.

In [how long] of being in this space I've become very particular about what I put in my body and what I ask other people to put in theirs. The standard I hold is simple: if I can't defend every single ingredient, I won't recommend it.

Youth Factor Superfood & Antioxidant Boost Powder passed that test immediately.

The antioxidant equivalent of 3 to 4 servings of fruits and vegetables. Matcha, resveratrol, biotin, a full B vitamin complex. A proprietary enzyme blend designed specifically to help your body absorb everything in it — because a clean formula means nothing if your body can't access it. Non-GMO, no gluten, no soy, no synthetic fragrances.

[Your honest position: "I've been using this for X and here's what I've specifically noticed." / "I read every label before I said yes to this. I couldn't find a single thing I'd question." / "I've been watching what people consistently report back from this and it's impossible to ignore."]

Curious? I've got a short video that walks through the full wellness line.

IF YOU WANT TO LEAD WITH THE BRAND ITSELF RATHER THAN ONE PRODUCT

Here's what made me actually look twice at this company.

After [how long] in direct sales I know what questions to ask. And I know that the answers to those questions tell you everything about whether a company is worth your time.

The products: exclusive ingredients developed through scientific

partnerships that cannot be replicated by any other brand. A 360 approach that treats skincare and wellness as one system — because they are.

The company: founded in 2011, still standing, still growing. And the only direct sales company to challenge the FTC and win. I don't say that as a marketing point — I say it because when I was doing my research, that fact told me something about who these people are and how they operate.

[One specific thing that personally sealed it for you — a product you've tried, a result you've seen, a conversation with someone in Neora's leadership, something in your research that you couldn't get past]

This is the first time in a long time I've felt completely confident recommending something.

Curious? I've got the best overview I've found — under a minute.

PHOTO DIRECTION

- You with the product — confident, natural
- Or a genuine before/after if you have one and it's yours
- Your existing aesthetic — consistent with your feed
- Natural light, clean background

WHEN SOMEONE ENGAGES

- Skincare: NeoFiller Duo Launch Video (2 min) or skin scan link
- Wellness: "Neora Wellness Products" (6 min)
- Skeptics / DS experience: "The Last Run Club" (<2 min) and TheLastRunClub.com
- Add everyone to your Prospect Tracker — you know how this works

04

EDUCATION HABIT

Go deeper — your audience can handle it

Your audience follows you because you know things and you share them honestly. Today you give them something worth knowing — about how Neo-FILLER actually works, why the inside-out philosophy matters, or what makes this business model different from what they may have seen before. Choose the angle that fits your audience. No product experience required for any version.

IF YOUR AUDIENCE IS SKINCARE-FOCUSED

I want to explain why Neo-FILLER is actually different — not just different as a product claim, but different at the level of how it works.

Most skincare addresses the surface. That's not a criticism — it's just what most skincare is designed to do. Hydrate, protect, smooth. All useful things.

But skin aging isn't primarily a surface problem. It's a structural problem. The fat cells beneath the skin shrink and shift over time — and that's what creates the hollowness, sagging, and deeper lines that surface products can't touch.

Neo-FILLER's BioFILL technology reactivates those fat cells. Not by injecting volume — by stimulating the skin's own fat cells to restore it naturally from within. The BioRenew-1223 component supports collagen production by over 1,200%.

I've spent enough time in this industry to know when something is genuinely different. The mechanism here is different.

This is why the 90-day commitment matters — you're not moisturizing. You're rebuilding something structural.

Anyone else feel like the skincare industry has been talking about surfaces when the real conversation is underneath?

IF YOUR AUDIENCE IS WELLNESS-FOCUSED

Something I've thought about a lot in my time in this space:

The wellness industry and the beauty industry keep pretending they're separate conversations. Supplements in one lane. Skincare in another. As if what you put in your body doesn't show up on your skin and vice versa.

We all know that's not how bodies work.

Chronic stress depletes collagen. Poor gut health shows up as inflammation. Nutritional gaps accelerate aging from the inside out. This isn't new information — it's just been inconvenient for brands that profit from keeping those categories separate.

Neora built their entire product line around refusing that separation. The wellness products and the skincare products address the same underlying biology — collagen, cellular energy, oxidative stress, the body's renewal process. It's one system designed to work together.

After [how long] in this industry, finding a brand that actually built their formulas around this idea instead of just talking about it — that's what made me pay attention.

Have you ever thought about your skin and your wellness as one conversation? I'm curious what you think.

IF YOUR AUDIENCE INCLUDES PEOPLE SKEPTICAL OF DIRECT SALES

Direct sales has a trust problem. I know that. I've been in this industry long enough to understand exactly why — and I've contributed to it myself, in seasons when I was promoting something I couldn't fully stand behind.

Here's what I've learned matters: the product has to work independently of the business. If someone buys it, uses it, and gets no results, nothing else matters. The business model only makes sense when the product earns its own loyalty.

That's what's different here. Neora's products — exclusive ingredients through scientific partnerships, independently tested clinical results, formula standards stricter than almost anyone in the market — make the case themselves. I'm not asking anyone to trust the model. I'm pointing to the science.

And for anyone who's wondered about the long-term stability of a company like this: Neora is the only direct sales company to challenge the FTC and win. That tells you something about how they operate.

I've been in this space a long time. This is the most confident I've felt recommending something.

I've got something worth watching, if you're curious.

PRO TIP FOR EXPERIENCED PARTNERS

You can go deeper and faster than a new partner can. Your audience has been watching you think through things for a while — they expect substance. Give it to them. The education post that lands for you will be more specific and more confident than what a new partner can write. That's an advantage. Use it.

05

LIFESTYLE HABIT

Let them see your real life — yes, even you

Experienced partners often skip this post because they feel like they're past it. They're not. Your audience knows your business face — they need to see your human face too. This post reminds them why they followed you in the first place and it's the one that gets shared.

A REAL-LIFE PHOTO — YOUR OWN WORDS BELOW

Real life lately:

[Two or three honest lines about what your life actually looks like right now — the real stuff. Write in your voice, not a template voice. Ideas below to spark it.]

What I keep coming back to: [one thing grounding you, giving you energy, or keeping you clear right now].

I've been [intentional about something new / quieter than usual about a few things I'm building / more honest with myself about what I actually want] — and something about that feels really right.

What season are you in right now?

REAL-LIFE FILL-IN IDEAS — THESE ARE YOURS, WRITE THEM IN YOUR VOICE

"A decade in this industry. Two pivots. A lot of lessons. Currently drinking cold coffee and feeling better about the direction of things than I have in a while."

"Building something I actually believe in. It's a different kind of energy. Quieter. Steadier. I like it."

"Realized recently that I do my best work when I stop performing confidence and just am confident. Working on that."

PHOTO DIRECTION

- Your real life — wherever you actually spend your time
- Should look exactly like your normal content
- No products. No business hint. Just you.
- Experienced partners have established aesthetics — stay in yours

WHY THIS STILL MATTERS AT YOUR LEVEL

- Your audience knows your business face — they want your human face too
- This is the most shared type of post for experienced partners
- It reminds people why they followed you before any business was involved
- Don't skip it — it does more work than you think

06 INVITATION HABIT

Make the ask — clearly and confidently

Experienced partners don't need to soft-pedal this. Your audience has been watching you all week. They know what you do. Today you make a clear, confident offer — product, business, and the 90-Day Challenge. No three-door approach needed here. You know your audience. Make the ask that fits them.

90-DAY CHALLENGE — DAY 6

Your endorsement carries real weight — which is exactly why you need to be honest about what participation requires. Documenting a genuine before and after journey means using the products. The entry itself has no purchase requirement but the results need to come from real use. Name the prize, name the process, and be clear about what it actually takes. Your credibility depends on that honesty.

YOUR MOST CONFIDENT PHOTO OF THE WEEK — THIS IS THE ONE PEOPLE WILL REMEMBER

I've been intentional this week about sharing what I know, what I've seen, and why I made this move.

Here's where I land:

If you're curious about the products — I'd love to send you something that explains it better than any caption can. Tell me whether you're more interested in the skincare side or the wellness side and I'll send you exactly the right thing. Or take the free skin scan on my website — it shows you where your skin actually is right now.

[your skin scan link]

If the business side is what's been tugging at you — I have a quick video that walks through exactly how this works and what day one looks like. Worth watching regardless of what you decide.

And follow along either way — I'm sharing my whole experience here, the real thing, not just a highlight reel. Do it alongside me if you want. Heck, if our before and afters end up looking like some of the ones I've seen, we might have a shot at that \$3,000 — and if the products end up helping people the way these pictures do, we might be looking at some double bonuses too.

I'm documenting my 90 days. Already got mine started.

If you want to do this alongside me — take yours today, before you start. Multiple angles, natural light, measurements too if wellness is your focus. Message me and I'll send you everything you need.

I don't make offers like this lightly. You know that about me.

TONE NOTE FOR EXPERIENCED PARTNERS

"I don't make offers like this lightly. You know that about me." — this line lands specifically because you've built credibility. A new partner can't say it. You can.

If your audience is primarily business-minded — lead with the opportunity paragraph and move the product offers lower. You know your audience best.

WHEN SOMEONE RESPONDS

SKINCARE: Send NeoFiller Duo Launch Video (2 min) or skin scan link

WELLNESS: Send "Neora Wellness Products" (6 min)

BUSINESS: Send "Options for Getting Started" (4 min) via GoProspect or "Why Social Selling" (4 min)

DS EXPERIENCE: Send "The Last Run Club — Introduction" (<2 min) and TheLastRunClub.com — this is your strongest tool for this audience

CHALLENGE: "Let's get you set up so you actually have the products for this — do you want to come in as a customer or a brand partner? Once that's sorted I'll walk you through before photos, and I'll show you the challenge gallery so you can see what other people's journeys look like."

07 LIVE VIDEO HABIT Go live — you've done this before. This time lead with what's real.

You know how to go live. What makes this one different is the story you're telling. Not a product pitch. Not a highlight reel. A real conversation with your audience about why you made this move, what you've found, and what you want them to do with it. Product belief and the challenge both get named tonight — the business door has been the throughline all week, so it doesn't need reintroducing, just a real close.

90-DAY CHALLENGE — DAY 7

The challenge is one part of tonight's close, not the whole thing. Your credibility is on the line — "I've been in this industry for X years. I've never entered something like this. This time I am — because I believe in what I'm using." That statement only works if it shares space with a genuine product moment too, not just the challenge alone.

ANNOUNCE FIRST — THEN GO LIVE ON FACEBOOK OR INSTAGRAM

Announce caption (post 10–15 minutes before going live):

Going live in a few minutes to close out my first week. If you've been

following along — this one's worth watching.

Your live script — beats, not word-for-word. You know how to do this.

"Okay — I almost didn't go live tonight. But I told myself I'd close out this week honestly, so here I am.

Thank you for the engagement, the questions, the DMs. You've reminded me why I do what I do.

I've been in direct sales for [how long]. I know what this industry looks like from the inside. I know what works and what doesn't. I know the difference between a company you build with and a company you build for.

[One honest, specific thing about this week — a conversation that confirmed something for you / what you've noticed since you started using the products / something about the Neora community that surprised you / what you want your audience to know that you couldn't fit into a post]

And that's actually why I want to say two things tonight, not just one.

First — the products. I'm dropping my free skin scan link in the comments for anyone who wants to see what it's actually about, no pitch attached.

Second — I've been in this industry for [how long]. I've never entered a challenge like this before. This time I am — because for the first time I have something I'm confident enough in to put my results on record. Already got my before photos and measurements started. Follow along or do this alongside me if you want. And hey — if our before and afters end up looking like some I've seen, we might have a shot at that \$3,000.

I'm not going to give you three things to do right now — just one thing to know. Both doors are open. The products, the team, the challenge — I mentioned all of it this week because all of it is real for me right now, and I figure it might be real for some of you too.

I'm genuinely glad you've been here this week. See you on the other side."

LIVE SETUP

- Your normal setup — you know what works
- Face a window — natural light always best
- Under 7 minutes — experienced partners can go slightly longer
- Skin scan link and 90daychallenge.com ready to paste in comments

AFTER YOUR LIVE

- Save and post to your feed immediately
- Follow up with everyone who engaged — same day
- You know how PSIF works — run it from here
- Add new people to your Prospect Tracker alongside anyone carried over from your previous work

THE LINE ONLY YOU CAN SAY

"I've been in this industry for X years. I've never entered a challenge like this before. This time I am." That sentence is yours. A new partner cannot say it. Use it.

WHAT COMES NEXT — YOU ALREADY KNOW THIS

7 days done. PSIF every day from here.

You've done this before. The system is the same — Share a tool → Invite → Follow up daily → Enroll. What's different this time is the product, the company, and the story you're telling. Your 30-day content library picks up the piquing. The 90-Day Challenge keeps the journey alive and your

results public. Full PSIF training and scripts are in Habits House if you want to review how this team runs it specifically.

Read alongside the **Brand Partner Guide** — the complete video toolkit, all tools, PSIF details, and the unboxing bonus all live in Part Three there.

Neora · 7-Day Post Sequence · Experienced Partner Pivot Track · All Focus Areas · Final Version