

**NEW ZEALAND**

M5M Introduction Script

This script allows you to introduce the concept of "social entrepreneurship" and M5M in a conversation with a prospect. The example of social enterprise and social entrepreneur companies are specific to your country to enable you to have a more relevant and meaningful conversation.

You: Hey _____. I'm working with a Social Entrepreneur movement called M5M...you ever heard of it?

Prospective Champion: No, What is it?

You:

Use a NEW ZEALAND example of a social enterprise

"Have you heard of St John's New Zealand? They provide ambulance services, first-aid training and event-based first aid. Did you know they were a social enterprise?"

St John is a prime example of a charity that has created a socially beneficial revenue stream that feeds back into its core business. By leveraging its brand and using its massive database, it combines doing well and doing good through selling and monitoring medical alarms for the elderly.

What social enterprises have in common is a mission that goes beyond profits. Instead, the focus is on making enough to nurture positive social change.

I am working with a company similar to St John's called Mannatech. Their business model works like this: when you buy their nutritional supplements, you not only nourish yourself but they donate supplements to malnourished children. The company's mission

Use a U.S. example of a social entrepreneur company

"You ever heard of TOMS Shoes? It is a Social Entrepreneur company that donates shoes to kids in need every time someone buys a pair of shoes. It's a great concept.

I am working with an organisation called Mannatech that has a unique product technology and a mission to help 5 million kids who suffer from malnutrition.

They have a similar program to TOMS...but the cool

is to connect 5 million consumers of their products, worldwide, to 5 million kids who suffer from malnutrition.

Mannatech is different to St John's in that it's an organisation of social entrepreneurs. In addition to you consuming their nutritional supplements and nourishing at-risk children, you can share these supplements with other people, earn an income and potentially get your supplements for free.

So whilst Mannatech is similar to St John, the cool thing is they are willing to pay people like you and me, as individuals, to help them.

If you have time, I'd like to chat with you further about it. Everyone takes vitamins and supplements these days. If you're interested in what I am doing, great. If not, no big deal, thought I'd share the concept with you and how you and I can help these children."

thing is, they are willing to pay people like you and me to achieve our goals while also helping them to achieve their mission.

If you have time, I'd like to chat with you further about it.

If you're interested in what I am doing, great. If not, no big deal. I just thought I'd share the concept with you and how you and I can help ourselves and these children at the same time."