

ALIGN



SOAR

NATURAL SOURCE
RESEARCH LABS



LEISA HART



www.LeisaHart.com

CONNECT WITH LEISA HART'S WORLD



WORLDWIDE
HEALTH CONSCIOUS
AUDIENCE

Leisa Hart



DIRECT SALES
OVER \$1 BILLION
6 MILLION DVD'S SOLD



loveYOURbody

MULTIFACETED MARKETING

- ✓ DIGITAL
- ✓ BROADCAST
- ✓ LIVE
- ✓ TEAM
- ✓ GREEN
- ✓ CAUSE



loveYOURbody

DIGITAL MARKETING

- ✓ Social Media
- ✓ Web Videos
- ✓ BLOG/VLOG
- ✓ Podcasts
- ✓ Press Release
- ✓ Email Marketing
- ✓ Retargeting Cookies



TARGETED REACH

PAID POSTS are the internet's version of a mailing radius, taking it to **EXTREME LEVELS** with factors such as:



\$ GeoTargeting: Country, Region, City, Zip

\$ Demographics: Gender, Age, Education, Income

\$ Interests: Nutrition, Weight Loss, Skincare

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VIRAL SURGE

EXPONENTIAL GROWTH
Through Witty YouTube Skits



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BROADCAST MARKETING

- ✓ HLTV Feature Segment
- ✓ Commercial Spots
- ✓ TV & Radio Appearances
- ✓ QVC Shopping Channel



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LIVE MARKETING

- ✓ Public Speaking
- ✓ Trade Shows
- ✓ Health Expos
- ✓ Charity Events



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TEAM MARKETING

SOCIAL MEDIA POWER PANEL



LEISA HART

Buns of Steel Instructor

Marketing Specialist
TV-Radio Contributor
Author, Speaker
Amazon Best Seller



DR. CARLA RUSSO

Holistic Health Sciences

Addiction & Recovery
TV-Radio Contributor
Author, Speaker
135 lbs. Personal Weight Loss



DONNA RICHARDSON

Buns of Steel Instructor

President's Fitness Council
TV-Radio Contributor
Author, Speaker
Fashion That Fits Line



LAURIE KING

Fashion Stylist

Marketing Specialist
TV-Radio Contributor
Author, Speaker
Journalist

love YOUR body

GREEN MARKETING

ECO FRIENDLY
Turn GREEN
into GOLD



loveYOURbody

CAUSE MARKETING

CONNECT WITH A CAUSE

your customers

care about

and watch

the magic begin



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ESTABLISH PROBLEMS

- ☼ Energy
- ☼ Focus
- ☼ Sleep
- ☼ Pain Management
- ☼ Weight Loss
- ☼ Gluten
- ☼ Carcinogens



love YOUR body

OFFER SOLUTIONS



Educate Community



Supplementation



Skincare Line



Build Community



Online Workouts



Toxin Free Apparel

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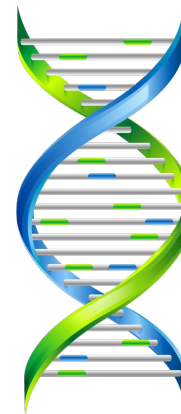
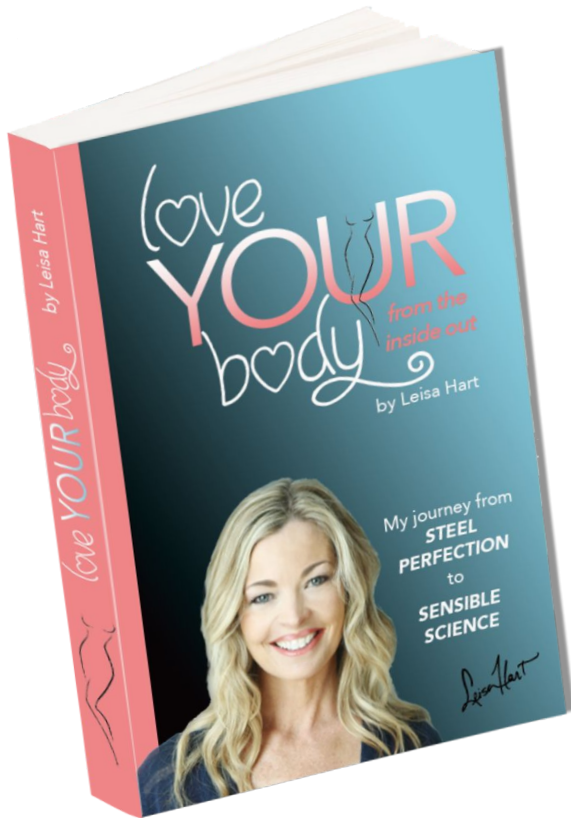
PRODUCT PIPELINE

- Skincare, Toothpaste
- Supplements
- Shakes, Energy Drinks, Tea
- Chocolate
- Essential Oils
- Household Cleaners
- Toxin Free Apparel



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ADDITIONAL PRODUCT SUPPORT



DNA Test Kits

Results lead customer to
Supplementation & Skincare
purchase decision.

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SCOPE OF WORK

- ✿ Branding Bible Creation
 - ✿ Identity
 - ✿ Attributes
- ✿ Web Development
 - ✿ SEO
 - ✿ E-Commerce
 - ✿ BLOG Content
 - ✿ Management
- ✿ Asset Creation
 - ✿ Graphic Design
 - ✿ Animation
 - ✿ Video Production
 - ✿ Editing



OPERATING EXPENSES

- **Staff Hours:** \$15k monthly
- **Social Media Targeting:** Based on target depth
- **Video Asset Creation**
 - **Build Library**
 - Commercial, YouTube, Social Media
 - **Production & Editing \$15-30K**
 - Based on run time & creative direction
 - **Media Buys**
 - Based on region pricing & airings
- **Public Appearances**
 - Travel Expenses
 - Pay for Play Fees \$1,500-2,500K per show

PHASE I

DEVELOPMENT

90 Days

Estimate \$125K

PHASE II

IMPLEMENTATION

90 Days

Estimate \$75K

PHASE III

GROWTH

Ongoing

TBD

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