

Are you taking advantage of over a Half Million Dollars in Marketing?

Marketing helps increase both sales and awareness. Another aspect of marketing is known as 'customer acquisition cost'.

Customer acquisition cost - the average marketing cost to acquire a new customer - is often referred to as "The Startup Killer." This is because business owners usually do not spend enough to promote their business, often target the wrong or limited audiences, and/or their offer simply isn't compelling enough to convince someone to take action.

"Hopefully, I'm not the only one old enough to remember those free AOL disks and CDs that used to come in the mail every other week?" shares Chief Operating Officer, Zack Howell. AOL actually estimated that it cost them \$35 on average to gain a new customer and wow, did it work. They grew their company to a \$150 Billion Dollar market cap by the time they merged with Time Warner. Priceline.com estimates their customer acquisition cost to be around \$7 while Barnesandnoble.com estimates their cost closer to \$10 per customer.

What if Xooma gave you \$50 in marketing dollars - more than any of the examples above - to use for each new member that you bring onto your team? Well, that's exactly what we've done!

Xooma's New Gift Card Program has already put over a Half Million Dollars (\$500,000 ... that's a lot of \$50 gift cards) in marketing and advertising to work for our Members in just the first couple of months of operation. This budget is growing each week as



more and more members are sharing the gift of Xooma with others. Every time you, or one of your team members, purchase one of Xooma's Exclusive Gift Card Packages, you receive gifts cards equal in dollars to the value of the package that you purchased. For example, when a team member purchases the \$249 Consumer Gift Card Package (Item #9100) for the discounted price of \$199.99 after applying a \$50 Xooma Gift Card (or instant discount if you are already a Xooma Member), they will receive FIVE \$50 Xooma Gift Cards to share. That's \$250 in REAL PRODUCT VALUE (based on Member wholesale pricing) that they can share with their friends and warm market.

Imagine if you had just 4 team members join your team with this new program; that would put \$1,000 in FREE MARKETING from Xooma to work promoting YOUR Xooma business. **(continued on page 2)**

New Marketing Tools



We would like to officially announce two new marketing tools that we think will help you share Xooma's stellar products with others! **Xooma's Products At-A-Glance** and **Talking Points on X20, FocusUP and Blast** are now available in your Back Office. Simply click on **Product Info** under the **Training and Marketing Tools** tab. Now you can have key points on Xooma's products available at your fingertips!

Xooma Products At-A-Glance

With so many outstanding products, now you can get this new one-sheet quick reference guide of Xooma's full product line. Share this key information with new Members and prospects, and help them discover how our patented and researched ingredients have the ability to positively impact health.

Talking Points on three of Xooma's top-selling products: X20™, FocusUP® and Xooma Blast

Since introducing Xooma's products usually begins with X20 and often FocusUP, this handy two-page form contains talking points on three of Xooma's top-selling products: X20, FocusUP and Blast. Now you can easily share key aspects of Xooma's cutting-edge products, along with our environmentally 'green' green bottle!

Celebrating a true Success Story: Donnie Duvall's Weight Loss

In 2015, Donnie Duvall was having some serious health concerns. His knees and ankles were giving him problems. More worrisome was the fact he had a lot of chest pain that was becoming more severe. There were times when he could barely breathe if he wasn't careful. In fact, any time he did physical exercise of any kind, he was hurting within just a few minutes. He had high blood pressure and his weight was up to 384 pounds. **(continued on page 2)**



Donnie Duvall's Success Story (continued from page 1)

Donnie's life changed on September 7th, 2015. He met friends Cheryl and Brian Duke, and Ronnie Webb. Donnie and his wife Kelli met them for dinner on that fateful night when they were introduced to the Xooma products.

Donnie decided to try the products, also knowing it would make his wife happy. The good news was he had known Cheryl Duke practically all of his life. On their way home from the restaurant that night, he said to his wife Kelli that if he was going to do it, then he was going to do it right.

Donnie started drinking X2O water and taking FocusUP. He also made the conscious decision to begin eating right. What did that include? He ate salads, often with grilled chicken. It didn't take him long to lose 30 pounds....about a month!

Donnie also loved soda. But like so many other people who begin drinking X2O water, he lost his craving. He shares that he only drank soda maybe 2 or 3 more times after that, when he was out a restaurant. And that was it.

After Donnie's first 30 days using X2O and FocusUP, he ordered the weight management system and got started on that right away. He was grateful Ronnie recommended the Consumer Pack (only 3 products), and didn't immediately tell him about all 30 products!

So Donnie started using Xooma's MetaboWize System. On December 15, 2015, he began Xooma's 2016 Get Fit Weight Loss Challenge for the next 90 days.

During the Weight Loss Challenge, Donnie usually drank 1 to 2 MetaboWize Protein Fiber Shakes on the weekend. However, during the week when he was on the road as a truck driver, he would drink 3 or 4 protein fiber shakes a day, with healthy snacking in-between. Those salads with grilled chicken were one of his favorites.

Donnie shares that he exercised some, but with being on the road so much of the time as a truck driver, there wasn't a whole lot of time for regular exercise.

Having already lost weight, from September 7th through March 15th, Donnie has now lost a total of 101 pounds. What does he have to say about it? He's not done yet!

Congratulations, Donnie, on your outstanding success!



Before Xooma



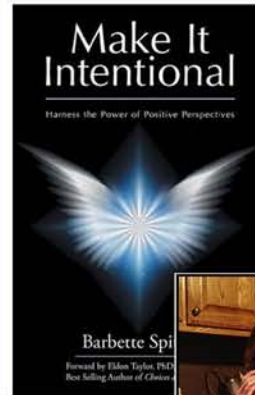
Lost 91 pounds in 181 days

Half Million Dollars (continued from page 1)

Now AOL certainly had an advantage back in their day being that EVERYONE was looking for internet service and there weren't many good options to be found. What are some things that everyone is looking for today? Healthier, cleaner, alkaline, living water with minerals. Xooma's got X2O! Improved mental energy, focus, concentration, mood (reduced stress), memory? Xooma's got FocusUP! Talk about being in the right place at the right time... and with the right marketing program to create quick momentum and duplication for your business.

Don't miss out on Xooma's amazing opportunity! Put Xooma's over half-a-million marketing dollars to work for your business today with **Xooma's Gift Card Program**.

Spotlight on Barbette Spittler



Earlier this year, we learned about Xooma Member Barbette Spittler's first book: **Make It Intentional: Harness the Power of Positive Perspectives**. It was recently published and is available for purchase on Amazon.

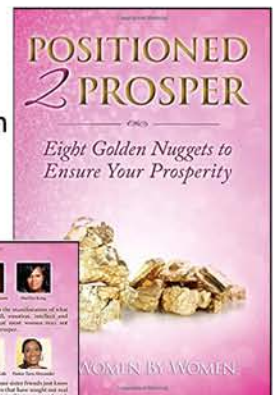


Congratulations on your achievement, and how you and your family learned to make your lives intentional!

Spotlight on Brenda Stroman

In March, we learned of another Xooma Member, Brenda Stroman, and the book in which she is featured.

Positioned 2 Prosper: Eight Golden Nuggets to Ensure Your Prosperity is a book "By Women For Women." It showcases Brenda as the author of one of these chapter 'nuggets' of financial inspiration. It's available for purchase on Amazon.



Congratulations Brenda, on your achievement, especially since we learned of it the same week as International Women's Day!

