

Word Choices Made Easy

"Smarter Packing! Everything has a place... no digging, no leaks, no stress."

"Easier Snacking! Grab-and-go snacks stop the overpriced convenience store run."

"All Day Ready! From morning to late afternoon... fresh, organized, and easy."

“Wherever July takes you... be ready!”

Party Benefit: Easy prep and go solutions for wherever life takes you.

Host Hook: “I started packing my own food because it saved me so much money on lunch and even when I travel. Want my easiest road-trip snack ideas?”

“7 Day Lunch Challenge”

Benefit: Share simple recipes and systems to plan smarter, pack faster, and enjoy ready-to-go meals with no daily thinking required.

Host Hook: “Come get fresh lunch ideas + simple packing system that saves time, money, and “what are we going to eat?” stress... especially in the summer.”

The “Snack Smarter”

Benefit: Share your favorite snacks on the go, and the best products to store them in.

Think crunchy, sweet, fresh, and even cold snacks.

Host Hook: “My 30-minute Sunday reset that saves me all week. Perfect for grab & go.”

Hashtags to love and use all month long

#ReadyForSummer

#AllDayReady

#SmarterPacking

#EasierSnacking

#TupperwareLife

One offer. Seven conversations!

The goal is fewer products and **MORE** conversations.

Example Offer

5-Day Prep & Go Eco+ Set



Same Product. Different Solutions.

- Back-to-school
- Meal Prep
- Healthy Eating
- Save Money
- Working Parent
- Teachers
- College Students
- Personal Style

Day	Customer Question
Thursday	What is it?
Friday	Why should I care?
Saturday	How does it work?
Sunday	Who else likes it?
Monday	How can it help me?
Tuesday	What if it won't work for me?
Wednesday	Why should I buy now?

THURSDAY	FRIDAY	SATURDAY	SUNDAY	MONDAY	TUESDAY	WEDNESDAY
LAUNCH Create awareness	INVITE Help them imagine using it.	SHOW Show how it works.	AMPLIFY Revisit what people responded to.	GUIDE Teach	REASSURE Overcome Objections	CLOSE Drive Action
<i>"This isn't just a lunch set. It's everything you need to prep, pack, and go for the entire week"</i>	<i>"What would you do with an extra 15 minutes every morning if lunch was already packed?"</i>	<i>"Here's what packing 5 days of lunches actually looks like."</i>	<i>"You all loved the XXXX, so here's three more."</i>	<i>"Let's talk about how much money and time you could save by packing lunch?"</i>	<i>"Think meal prep takes too much time? Let's talk about it."</i>	<i>"Before you start another busy week..." "Message me by X so you don't miss out."</i>