

This is an example of a general facebook or LinkedIn post (we included a photo of the salve)...

“If you are not yet a Kannaway Brand Ambassador or customer, may I send you a \$50 gift card so you can try the Kannaway CBD based salve for free? It is a remarkable product. While the words "anti-aging" appear on the label, I personally find the greatest result in dealing with the effects of aging ☺ Aches, pains etc. If you would like to have a free product experience, please email me at...”

Here are two examples of the personal message that we send as a text, facebook message, etc...

“Ben...Happy New Year 2017! May I send you a \$50 gift card so that you can try our Kannaway CBD based salve for free? It is a remarkable product.”

“Hi Mary - it was great running into you last week...glad everything is going well with your family ☺ May I send you a \$50 gift card so that you can try this CBD based salve that has helped me so tremendously?”

Then, if we get a positive response, we ask "What is the best email address to send it to?"

Followed by:

“Gift card sent - will have the subject "You Have Received a \$50 Kannaway Gift Card!" If not in your inbox, check your promotions or spam folders.

Use the "store link" toward the bottom of the gift card email - it will prompt you to buy as a customer.

In the product page, scroll down to the Defined Salve - this is the product that you want. Don't be misled by the "anti-aging" packaging. This product's primary purpose is as a topical pain reliever. With the \$50 gift card, you only pay tax and shipping.

Or, if you prefer, select the PM from the Revive line...those are two of my favorites. Also, note that they are negotiating visa/mc processing right now, so only amex and echeck are available on the site - if you need to use visa or mc, let me know, and I can walk you through that.

Please use the card before tomorrow evening, as it will expire the following day.

Happy New Year!”

Of course, you can personalize that section however you would like. We have revised this text quite a few times, and above is what seems to work best ☺