

# For Busy Principals – How To Secure Up To \$10,625 For Your School Programs With One Phone Call

From the Desk of Sean Kelly

Dear [first name],

I know you're busy, so I'm going to cut right to the chase.

Schools nationwide are faced with a litany of problems including student behavioral issues, poor student performance, increasing rates of childhood obesity, and an unfair emphasis on standardized testing – but perhaps the most pressing issue is a *systemic lack of funding*.

So... what if I told you there was a **simple, hassle-free** way to secure up to \$10,625 for your school programs without any extra work on your part and without it costing you a single dime?

There is.

And this easy, one-time “fix” will also *slash* energy costs, increase commissions from your vending program, improve the health and performance of your students, reduce instances of bad behavior, keep demanding parents happy, and make you a hero in your community.

## What is this “wonder” solution?

It's healthy vending machines.

Now, before I get into WHY healthy vending machines will add instant revenue to your school programs and help create a brighter future for your students, I need to tell you WHO I am...

My name is Sean Kelly and I'm the CEO of HUMAN, which stands for “Helping Unite Mankind And Nutrition.” HUMAN is the World's #1 Healthy Vending Company and our more than 1,500 state-of-the-art machines serve healthy items to thousands of people everyday in 40 states, Canada, and Puerto Rico.

I co-founded this company in 2008 on one simple, powerful idea:

## **Easy Nutrition Everywhere**

My company's mission is to eradicate childhood obesity by making healthy food MORE convenient than junk food.

We donate 10% of our profits to charities that fight the causes of childhood obesity – a rapidly growing national epidemic that negatively affects kids' learning, health and (unfortunately) self-esteem.

We were named in *Entrepreneur Magazine's* "Top 100 Most Brilliant Companies" in 2011 and have been listed TWICE – in the past two consecutive years – on *Forbes'* "America's Most Promising Companies" list (2012 & 2013).

I tell you this not to brag, but rather to illustrate that we're a reputable company who is creating a positive impact in schools across the country. We also know how to increase revenue for the schools that have our healthy vending programs.

In fact, schools make MORE money across the board when they replace their traditional vending machines with our HUMAN Healthy Vending Machines.

### **How To Secure Up To \$10,625 For Your School Programs**

Did you know that replacing your current vending machines with our healthy vending machines could **increase your annual commissions by 110% and decrease your energy costs by 77%!**

Matt Antignolo, Director of Student Nutrition for Tomball TX ISD, removed ALL 17 traditional vending machines at his school and replaced them with 4 HUMAN Healthy Vending Machines.

The result?

His school's vending commissions INCREASED by \$4,192 and his energy costs were reduced by \$6,433... adding **an extra \$10,625 to their bottom line** in ONE YEAR!

(See the Tomball Case Study in the folder that came with this letter for details).

Imagine seeing the same results as Tomball TX ISD and having an **extra \$10,625** for your school programs this year!

That's more than enough to pay for new jerseys for the boys' varsity basketball

team, brand-new lab equipment for your science program, and a couple extra after-school activities.

And here's the best part...

I'll tell you how you can secure all of this extra income with ONE quick phone call in just a minute. But first, I want to address a question you might be having...

### **“Do Kids Really Eat Healthy Snacks?”**

Initially, Matt Antignolo, Director of Student Nutrition for Tomball TX ISD, had the exact same concern. He was worried that kids at his school wouldn't buy healthy snacks. But after seeing the results, he admits that his concerns were completely misguided.

You see, there's a common misconception that healthy food doesn't sell and is less popular than “junk food.”

The truth is that kids love today's healthy snacks and drinks MORE than potato chips and soda and are showing it with their wallets.

Also, healthy food has come a long way since the cardboard-like health bars you might remember.

Included in the package that came with this letter is a “healthy snack pack” that includes some of our top-selling and student-approved snacks. Go ahead and enjoy a healthy snack on me – I think you'll be pleasantly surprised at just how good it tastes.

So, not only do today's new healthy snacks taste great and sell BETTER than junk food...

### **There is also proposed legislation that may FORCE you to “go healthy.”**

The **Healthy, Hunger-Free Kids Act of 2010** requires the USDA to establish nutrition standards for all foods sold in schools – beyond federally supported school meals programs.

The USDA has recently proposed a new “Smart Snacks In School” rule as part of this act that will effectively ban “junk food” sold in traditional vending machines.

If you're not prepared when this rule goes into effect, you will not be able to sell the food in your traditional vending machines and you will lose ALL your vending

revenue overnight. How much more *stress* would that put on your already tight budget?

When this rule is finalized, roughly 100,000 schools nationwide will be *scrambling* to get their traditional vending machines out and OUR healthy vending machines in.

And I can guarantee that you will have to wait a LONG time to get your new healthy vending machines because of increased demand nationwide.

So if you wait until the law goes into effect, you might have to wait 6 to 9 months (or longer) to get your new healthy vending machines. That's 9 months of lost vending commissions!

But if you act now, you can have bright, clean HUMAN Healthy Vending Machines in your school in a matter of WEEKS.

### **You'll Also Be Shaping A Better Future For Our Nation's Children**

Healthy vending is not just a smart budget decision.

It's a powerful weapon in the fight against childhood obesity.

Did you know that one of out three children born today will get diabetes in their lifetime?

Not only that, but many will suffer from mental and emotional damage, in addition to heart disease, high blood pressure, cancer, or asthma as a result of poor nutrition.

And perhaps the most shocking statistic of all... children born today are expected to live SHORTER lives than their parents.

What's even more frightening is that obesity is **almost always permanent**. An *alarming* 80% of kids that become obese during childhood will stay obese as adults.

Healthy vending machines provide convenient access to healthy drinks and snacks for your students and when they replace traditional vending machines they REMOVE one of the major causes of obesity.

Also, most people don't realize that some kids eat the MAJORITY of their food at school. You – as the principal – have a larger say over what some children eat than their parents!

Your actions today will have **far-reaching consequences** for the health and well-being of today's youth. If you do NOTHING, your students will become part of an *irreversible* trend... another statistic in the nation's lost fight against obesity.

When you put a healthy vending program in place, you are doing the RIGHT thing for the kids and ensuring a better future for today's youth.

### **Healthy Vending Means Better Test Scores & Better Behavior**

In addition to reducing childhood obesity, healthy vending has been shown to improve the performance of children on tests and is linked to improved attentiveness in class and a decrease in disciplinary incidents.

One 2008 study of 5,200 fifth-graders published in the *Journal of School Health* found a direct correlation between diet and academic performance. After comparing test scores with the nutritional quality of each student (using the Diet Quality Index International scale) the study reported, "students with decreased overall diet quality were significantly more likely to perform poorly."

In 2004, a Wisconsin school district ran a program featuring healthy food in its cafeterias and vending machines combined with physical activity promotion.

Classroom behavior improved dramatically.

Teachers and principals reported fewer cases of student interruption, fidgeting and foul language as well as improved concentration and attendance. Also, instances of vandalism, drug and weapons violations, and expulsions were described as "nonexistent." (Keely, J. *Michael Fields Agricultural Institute*. 2004;9.)

Now, not only are the improvements to student performance and behavior significant, but...

### **When You Have Healthier Students You Also Have Happier Parents**

Imagine standing up in front of a group of (normally demanding) parents at your next PTA, PTO, or PTSA meeting and telling them you just ***single-handedly*** got rid of junk food in their kids' school and replaced it with convenient access to 100% healthy food and drinks.

As you know, health is a major concern for parents – especially mothers – and this one simple change will get you a big round of applause, some well-deserved congratulations, and smiles and "pats on the back" all around.

So whether you regularly hold PTA, PTO, PTSA or other similar meetings with parents, your new healthy vending program will be a constant reminder that you have the children's best interests in mind at all times... and parents won't soon forget that.

Heck, even outside of the meetings you'll be viewed as a HERO in your community by parents and regular community members alike. Once word gets out that you're an advocate for better nutrition for the kids in your school, you'll be getting a lot of praise at dinner parties, local sporting events, church, the supermarket... literally, everywhere you go!

### **“Ok. I’m Interested, But I’m Way Too Busy To Deal With This...”**

I know you've got a lot on your plate, which is why I've made this about as “hands off” as you can get.

Let us – HUMAN Healthy Vending – launch our innovative healthy vending program in your school at NO COST and NO HASSLE to you.

We'll even help remove your old machines (with no work or effort needed on your part) if that's what you want.

Once you let us know you're on board, we'll handle all the “moving pieces” for you so you can rest easy.

This will be by far one of the easiest things you've ever done for your school... and have some of the biggest rewards.

And to make this a complete “no brainer” for you...

### **You Get A 90-Day, No-Risk 100% Hassle-Free, TRIPLE Guarantee**

As part of my TRIPLE guarantee... you have a FULL 90 days to decide if our program is right for your school. If at any time it doesn't match up according to any one of our 3 guarantees below, just let us know we will remove our machines free of charge. We'll even arrange for your old machines to be re-installed if that's what you want.

#### **1) 90-Day Risk-Free Guarantee**

If, after 90 days, you don't think our program is a hassle-free, valuable, and unique addition to your school for any reason, just let us know and we will remove our machines.

#### **2) 90-Day Higher Commission Guarantee\***

If, after 90 days, you're not making **more money** in vending commissions than you did with your previous vendor, we'll pay you the difference!

*\*We'll need to verify your past commission payments to be able to offer this guarantee.*

### **3) 90-Day Energy Savings Guarantee**

If, after 90 days, we're not saving your school money on energy costs, just let us know. We'll remove our machines and arrange for your old machines to be re-installed.

## **Here's What I Want You To Do Next**

If you're interested in...

- securing up to \$10,625 for your school programs this year
- ensuring a healthier, happier, and more productive student body
- creating a **better future** for our nation's youth
- **boosting** your school's test scores across the board
- reducing disciplinary problems
- becoming compliant with new USDA nutrition standards
- keeping demanding parents happy
- ... and being a **HERO** in your community

Then I want you to schedule a quick call with Kevin Dorsey, one of my **Healthy School Specialists** – an expert in our healthy vending program who will be able to answer all your questions and get you setup ASAP so you can start generating much-needed cash for your school programs.

To schedule your call, do one of the following:

- 1) Email [kevind@healthyvending.com](mailto:kevind@healthyvending.com) with the subject line "Tell Me More."
- 2) Call Kevin Dorsey at 310-845-7748

## **IMPORTANT 30-DAY WARNING** **This will not be available for long...**

We only have **FIVE** healthy vending programs available at this time in your area. With the extensive resources we allocate to each school, we can only make a limited number of programs available at any one time. Once those programs are filled, it could be months – or even YEARS – before this program is available again in [city] [state].

It has been our experience – after placing these programs all across the country – that ALL our programs usually fill up within 30 days. If you don't act now, there is a good chance that you will NOT be able to secure our healthy vending program for your school.

I urge you to act on this now, while you still can.

Sincerely,

(signature)

Sean Kelly  
CEO – HUMAN Healthy Vending

**P.S.** Your cash-strapped school programs are NOT going to fund themselves. The trend of childhood obesity is NOT going to reverse itself. Student test scores are NOT going to magically increase and student behavioral problems are NOT going to go away. That is... unless YOU do something about it. This is your chance to do a LOT of good for your school with very little effort on your part.

**P.P.S.** Remember, the HUMAN Healthy Vending Program is a **100% Risk-Free, No-Hassle** way to secure up to \$10,625 for your school programs this year. And it will improve student health and performance, ensure you're compliant with USDA standards, and make you a HERO in your community. Schedule your call with Kevin Dorsey, one of my **Healthy School Specialists** today – it may be the best use of your time this year.

Schedule your call by email or phone TODAY. If you wait, another school in your area may claim your healthy vending program.

- 1) Email [kevind@healthyvending.com](mailto:kevind@healthyvending.com) with the subject line "Tell Me More."
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