

A 100-YEAR LOVE LEGACY

CLIENT	BEHAVIORS	TOOLS
Parents of children older than 1	Offer “foods for life”	Photos Client Gift: Recipe cards

TOOLS



OPENING ACTIVITY

Lay photos of “foods for life” on the table.

TRIGGER EMOTIONAL DRIVERS: *“These foods are gifts to your children. Researchers found five areas around the world where people live long, active, disease-free lives, and these are the foods they ate. They are gifts because they can help your children live longer, healthier lives. How would you feel if you could give your child a legacy of love that lasts a lifetime? What would your hundred year love legacy to your child say about you as a parent?”*

Listen to client comments.

Ask parents to select photos for discussion, using questions like these:

“Which of these ‘foods for life’ do you already offer to your children?”

“What foods would you like to offer to your family?”

“Which of these foods are budget–friendly to families?”

Listen to client comments. Engage in discussion about foods and recipes.

ACTION PLAN

“We talked about a lot of ‘foods for life’ today. Which foods would you like to proudly serve to your family this week?”