

# How To Do A Launch Party

## 1 Set up

- Make sure the room is well lit.
- Set up a Complete Pak or a minimum of a 30-Day System display.
- Place catalogs, magazines and brochures on a table.
- Prepare samples (IsaLean® Bar FiberSnacks!™, and Chocolate Snacks).
- Make sure you have water bottles or water on hand.
- Determine who on your team is going to handle the tasting.
- Do a test run of the presentation DVD to make sure it works.

## 2 Welcome

- Play music.
- Keep conversation casual... *“How was your day?”*  
*“Can I get you water?”*
- Do not get into conversation on the specifics of the night’s presentation; save the excitement for the Launch Party.
- Give out samples of IsaLean® Bar, Chocolate Snack and FiberSnacks! Don’t give out samples of IsaLean Shakes...save them for the tasting later.

## 3 Launch party

- Share your story about why you joined and your experience on the system. *“Here’s why I’m doing this Launch Party...”* ( 2 minutes or less).\*
- Ask your guests why they’re here...
  - *Who is here today because they heard about Isagenix and the weight loss? Maybe you’re looking to lose a few pounds?*
  - *Who is here to learn about the breakthrough Isagenix has made in healthy aging?*
  - *Anyone here because they are looking for more endurance?*
  - *Who is here because they’re interested in earning an extra income?*
  - *Who doesn’t know why they’re here?*
- Play “Why Isagenix” in its entirety. “Why Isagenix” IS THE PRESENTATION!

- Recap... *“What I love about that video...”* (1 Minute)
- Share or choose someone on your team to share 1 or 2 business stories (2 minutes).\*
- Explain the Complete Pak or 30-Day System display. Make sure when you explain the system you keep it simple. People want to know how they’re going to incorporate Isagenix into their current lifestyle. (4 minutes or less).
- After you have played “Why Isagenix,” shared some stories and presented the system, pass out order forms and say...  
*“Right now you may be feeling one of two ways... One... you like what you see regarding the products. Two... you like what you see regarding the products and you want to see how to get the products paid for. I’m going to welcome everyone to taste the products while we answer any questions you may have.”*

## 4 Tasting

- Take everyone to the tasting area.
- Provide very small IsaLean Shake samples in a few flavors. You can also have on hand Chocolate Snack, FiberSnacks!, e+, Want More Energy?, or other delicious products.
- Have one person on your team help set up accounts and answer product or business questions.

- If someone has a question that you do not know the answer to, do a 3-way call to a support team member. Make sure your support team knows that you’re having a Launch Party so they will be available for calls.
- For those ready to get their products paid for, hand them a “How to Get Your Products Paid For” sheet and review “You+Two and Them+2.” A screencast explanation is available on the DVD in the Launch Party Kit.

## 5 How To Follow Up With Those Who Don’t Attend

- Call them back and share a highlight from the Launch Party.
- Set up a one-on-one or 3-way call with your support team.

\* All stories should be compliant. Reference [Isagenix.com/en-US/training](http://Isagenix.com/en-US/training) and select “Develop Your Story” for compliant story examples.