

HOW TO HOST A LAUNCH PARTY

PREPARATION

- Create an invitation.
- Follow up with a phone call.
- Send a reminder (via email, text message, etc.) two days before.
- Choose who from your team will deliver the product and business stories, and coach them using the 'Develop Your Story' template for content and compliance*.
- Choose a video that suits your audience (i.e. 'Today is the Day' or 'The IsaBody Challenge - Transform Your Body. Transform Your Lifestyle').
- Collect or print handouts and display materials (i.e. 'Develop Your Story' and 'Who Do You Know?' list).
- Have your product display ready.

SET UP

- Create an atmosphere with lighting, music, flowers, etc.
- Set up a Premium Pack or a 30-Day System product display.
- Place catalogues and brochures on a table.
- Prepare samples (IsaLean™ Shake, IsaDelight™ and e-Shot™).
- Make sure you have water and glasses on hand. Make up AMPED™ Hydrate or Nourish For Life™.
- Determine who is going to serve the snacks and drinks and who is going to share and explain the 'Who Do You Know?' list.
- Do a test run of the videos to make sure they work.

WELCOME

- Focus on the new people. Spread out Associates to make connections, and make people feel welcome.
- Play music.
- Keep conversations casual.
- Don't get into specifics of the presentation; your Launch Party is about building excitement!
- Give out product samples.

LAUNCH PARTY

- Welcome everyone and thank them for coming. Share your story about why you joined and your experience on the products (two minutes or less)*.
- Ask your guests why they're attending. For example...
 - *Who is here because you are looking to lose a few pounds?*
 - *Who is here because you're interested in earning extra income?*
 - *Who is here for something else?*
- Choose Associates to share at least one product and one business story. (Preferably a mix of Weight Management and Energy & Performance stories).
- Play the most appropriate video.
- Recap; e.g. "What I love about that video is..." (one minute).
- Explain the Premium Pack or 30-Day System display. Make sure you keep it simple. People want to know how they're going to incorporate Isagenix into their current lifestyle (four minutes or less).
- Pass out Enrolment forms and say...
 - *Right now you may be feeling one of two ways...*
 - **One:** *You like what you see and enjoy the taste of the products.*
 - **Two:** *You like the products and you want to find an opportunity to help you pay for them.*
 - *I'm going to invite everyone to taste the products and hear about how they can get paid for sharing Isagenix products with others.*

GET PAID FOR SHARING ISAGENIX PRODUCTS WITH OTHERS:

- Share your business story and/or a story of someone who is getting their products paid for as a result of Isagenix earnings.
- Pass out copies of the next page.
- Ask them to fill out their 'Who Do You Know?' list.
- Play 'You Share, They Share, Repeat' video.
- Explain how using their 'Who Do You Know?' list and 'You Share, They Share, Repeat' model can help them when they are sharing Isagenix products with others.
- Invite the audience to ask questions.
- If someone has a question and you do not know the answer, do a 3-Way Call with one of the leaders on your team. Ensure your team leaders know in advance that you are doing a Launch Party and that you may be contacting them via phone for assistance.

CLOSE

- Thank everyone for attending.
- Point out people in the room who can answer their questions, and talk about how to get started.
- Have one person to help sign up product users using the Enrolment Forms and another available to answer product questions.

HOW TO FOLLOW UP WITH THOSE WHO DIDN'T ATTEND

- Call them back and share a highlight from the Launch Party.
- Set up a one-to-one, share your story and show them how they can share Isagenix with others.

NOTES:

- Keep the presentation to 45 minutes.
- Always start on time.
- This is about NEW people, not existing.
- Adapt to your group of guests.

* All stories should be compliant. Reference IsagenixCompliance.com for tips on sharing your story compliantly.

GET PAID FOR SHARING ISAGENIX PRODUCTS WITH OTHERS

We have developed proven methods that can help you get your favourite products paid for. Fill out the 'Who Do You Know?' list, then plug names into 'You Share, They Share, Repeat'. When you're finished, look on the following page for your next steps.

SUPPORT TEAM

Name _____

Phone # _____

INFORMATION

Isagenix Product Follow-Up System: Isagenix.com

Isagenix Business Training: IsagenixBusiness.com



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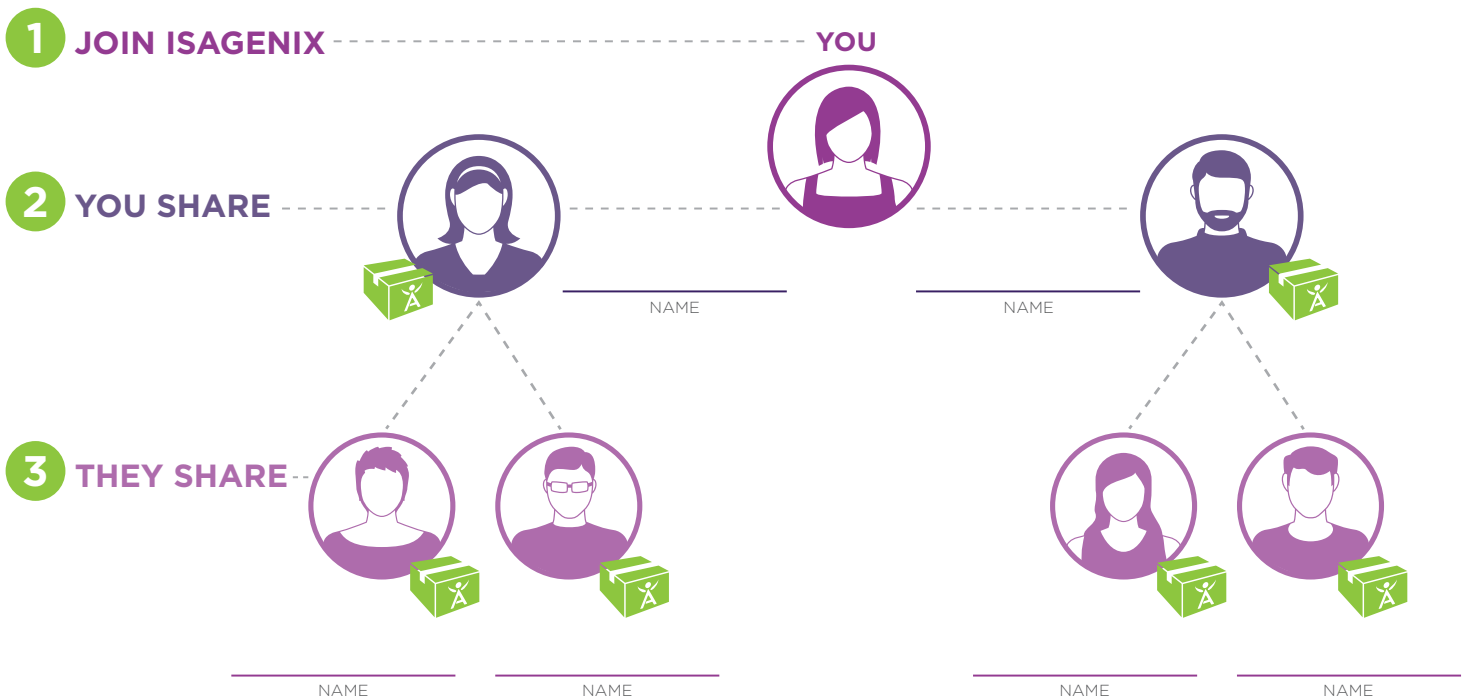
'WHO DO YOU KNOW?' LIST

Over the next two minutes, name some people who would benefit from Isagenix products who are...

Description	Names	Description	Names
Related to you	_____	Unhappy with their job	_____
Close friends	_____	Healthy eaters	_____
Athletic	_____	Looking to lose weight	_____
Professional(s)	_____	Positive/happy	_____



Select two people from the list above who may want to try the products and insert their names below.



Visit IsagenixBusiness.com to learn more.



NEXT STEPS PLAN

1. SET THE DATE

Launch Party Date ____/____/____ (7-10 days from now)

2. CALL YOUR 'WHO DO YOU KNOW?' LIST AND SAY THIS...

"Hello, _____. It's _____."

"I don't know where I caught you in your day, but I thought of you because you're (Insert description from the 'Who Do You Know?' list). "Can you do me a favour? Can you go online to Isagenix.com? Once there, please click on the dropdown menu in the top right-hand corner, and select 'Videos' in the 'Resources' column. There, you will find the 'Today is the Day' video, which is definitely worth a watch if you have a few minutes."

Once they are on the correct page, say: *"I want to give you a taste of a project I'm involved in. Will you watch the 'Today is the Day' video, and let me know if you have any interest in learning more?"* Let them answer.

"Great! When is a good time for me to call you back?" Arrange a time, then confirm and say your goodbyes:

"Thank you for your time. Speak to you soon."

3. INVITE THEM TO A LAUNCH PARTY

Once your potential Customer has watched 'Today is the Day,' call them back on the date and time that you set up.

Say, *"What did you like best about the video?"* Let them respond.

"Since you liked the video, I wanted to see if you were available on (insert date and time) to talk more about the Isagenix opportunity." Let them respond.

"I'm having a few people over for a Launch Party." Alternatively, you may want to agree with a fellow Associate that you will bring people to their Launch Party. In this case you can say: *"I am going to a friend's house to have a Launch Party and would love for you to join me. I can pick you up."*

If they accept your invitation, respond with *"That's great news! I will email you an invite."* Invite as many people as you can. Around 10-20 percent of your contacts will be able to attend.

4. FOLLOW UP

Follow up with your guests 24-48 hours before the Launch Party. *"I'm looking forward to seeing you on (insert date/time). It's going to be a lot of fun."* You can also send them an electronic reminder.

5. TIME TO PARTY!

Host your Launch Party as per the directions, and have a good time with your guests.