

# 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 [UK.IsagenixCompliance.com](http://UK.IsagenixCompliance.com) for tips on sharing your story compliantly.



# 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](http://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.