

HOW TO HOST A LAUNCH PARTY

1 PREPARATION

- Create an invitation.
- Follow up with a personal phone call and invite prospective customers as well as Associates.
- Send a reminder two days before.
- Choose a video from ANZ.IsaMovie.com that suits your audience i.e. Today's the Day.
- Choose who will deliver the product and business stories and coach them with the 30 Second Story template for content, compliance and how to keep it brief.
- Collect or print handout and display materials i.e. Momentum, Out of the Box, 'You Share, They Share, Repeat' and 'Who Do You Know List'.
- Have your product display ready.

2 SET UP

- Create atmosphere with lighting, music, flowers, diffusing Isagenix Essence essential oils, etc.
- Set up Isagenix catalogue, Pack Guides and product display on a table.
- Prepare samples (IsaLean™ Bar, Fibre Snacks™, IsaDelight™ and Slim Cakes™).
- Make sure you have jugs of water and glasses on hand. Make up AMPED™ Hydrate™ samples.
- Determine who is going to serve the bars and Hydrate and who is going to share 'You Share, They Share, Repeat'.
- Do a test run of your video to make sure it works.

3 WELCOME

- Play music.
- Focus on the new people. Spread out Associates to make connections and make people feel welcome.
- Keep conversations casual.
- Don't get into specifics of the presentation; save the excitement for the Launch Party.
- Give out samples of IsaDelight, IsaLean Bars and Fibre Snacks and hand out glasses of Hydrate!
- Send around essential oils to sample.

4 LAUNCH PARTY

- Welcome everyone and thank them for coming. Share your story about why you joined and your experience with the products (2 minutes or less).
- Ask your guests why they're attending...
 - Who's here today because you're looking to lose a few kilos?
 - Who's here to learn about healthy ageing?
 - Anyone here because they're looking for more energy?
 - Who's here because they're interested in earning extra income?
 - Who doesn't know why they're here?
- Play the most appropriate video.
- Recap. "What I love about that video..." (1 minute)
- Choose Associates to share at least one product and one business story. Preferably have a weight loss, energy, performance and healthy ageing story, plus someone who earns money to help pay for their products.
- Explain the products you have on display. Make sure you keep it simple. People want to know how they're going to incorporate Isagenix into their current lifestyle (4 minutes or less).
- Pass out Expression of Interest 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 see an opportunity to help you pay for them.
 - I'm going to invite everyone to continue tasting the products while I talk on the business side of Isagenix for those interested in earning a residual income.

5 HOW TO EARN INCOME TO HELP PAY FOR YOUR PRODUCT

- Share your business story and/or a story of someone who is earning money to help pay for their products.
- Pass out 'You Share, They Share, Repeat' sheets.
- Have them fill out their 'Who Do You Know List'.
- Play 'You Share, They Share, Repeat' webinar or draw on a whiteboard.
- Explain how using their 'Who Do You Know List' and 'You Share, They Share, Repeat' can help them pay for their products.
- Ensure that they know how to get into action over the next 7 days.
- Invite and answer questions.
- If someone has a question that you do not know, do a 3-Way Call to an upline leader. Make sure they know that you're having a Launch Party and will be by the phone.

6 CLOSE

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

7 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 and share your story and show them how they can earn income with Isagenix.

NOTES:

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

