

HOW TO HOST A **LAUNCH PARTY**



Set up

- *Be sure your TV/computer/DVD player is set up and prepared with the materials*
- *Display the products that come in your favourite pack*
- *Place the sharing tools for people to check out on their own*
- *Prepare your samples*

1 Welcome

- Run the 'Today Is the Day' video in the background (ANZ.IsaMovie.com).
- Offer small samples of snacking products, Replenish, etc.

2 Presentation Time

- Introduce yourself and your team and then share your 30-Second Story.
- Engage your guests by asking them why they're interested in Isagenix.
- Play the 'Why Isagenix?' video (ANZ.IsaMovie.com).
- Show your favourite 'before' and 'after' photos, have other team members share their experience, talk about solutions and products and then introduce the value of the packs.
- Share business success stories and why you decided to share Isagenix with others.

3 Sample and Get Them Started

- Mix a few different IsaLean™ Shake flavours and offer a taste!
- Open up the group for questions.
- Pass out the New Member Form and then help guests select a pack and join Isagenix.
- Show those interested in earning an income the 'You Share, They Share, Repeat' video.

4 Follow Up

- Reach out to those who may have missed the party and see if you can send them any information or if they want to chat more one-on-one.
- Contact everyone who placed an order and offer to walk them through their first pack.

