

# How To Execute A Virtual Zoom Launch

**UPLINE + NEW IC:** Pick 2 dates that work for both of you. This is essential because it allows you to be able to send invites out knowing not everyone will usually be able to attend the same day. So it gives them options! AND incase anything happens it ensures if you need to move one you have another date secured and the guests will be aware of it too.

## How To Invite:

**NEW IC:** I always say think of it like who you would invite to your baby shower! Anyone close enough, friends or family that you would invite to your baby shower is who you'd want to invite to a launch party. They are your closer friends and family, acquaintances you talk to on a daily/weekly basis. People you know would come support you because they love you!

**Think coworkers, school friends, family - mom, aunts, cousins, dad, sisters/brothers etc! Any Family.**

## **Sample Invite Text:**

*"Hey \_\_\_\_! How are you?! So I just started a business with Arbonne which is a health and wellness company! I'm super excited about it 🥰 I'm having a virtual business launch on Zoom just to explain a little more about what I'm doing, why I decided to jump in, and a quick overview of this incredible company! Won't take more than 15 mins if your time & all you would have to do is tune in virtually, from the comfort of your home! I'm doing two diff launch dates \_\_\_\_ & \_\_\_\_ .*

*I would super appreciate your support & would love to see you there! Just let me know which day works better for you! Xo"*

Feel free to shift this and make it sounds like you. Just ensure you keep the 2 dates and ask which day works better for them.

Once you invite everyone, collect a list of guests attending and **be sure to send a quick reminder with the zoom link the night before.**

## Prepping For Your Zoom Launch As A NEW IC:

**NEW IC:** All you need to have ready for the launch is to invite your people and think a little about why you started, what products you're loving and a testimonial of why you love those products. Your consultant helping launch you will be sharing the mini overview about arbonne! Going over a little about the company, type of products and how they can shop or support you moving forward!

**For thinking about your WHY + Your Testimonial:**

Think of the reason you started your business in the first place.  
Was it to make an additional \$1000 a month?  
Was it because you wanted to be able to stay at home with your kids?  
Was it because you weren't passionate about your current job and wanted flexibility to Work on your own time and fit arbonne into your schedule?  
Was it because you were craving a community of growth minded individuals?  
Was it because you wanted to get pushed outside your comfort zone?  
Was it because you wanted to travel more?  
Was it because you aligned with the company and their beliefs?

## **YOUR TESTIMONIAL + PRODUCT:**

Whatever drew you in, share that. **Be honest, Be real. Be Authentic.**

Also think about what **products** you've used and loved! People want to know what products you are using and loving and why!

- Let's say it's the Green Gut Glow bundle and it's cleared up IBS symptoms or helped get rid of stomach aches or bloating for example...can share about that.
- Let's say it's the skincare and it's the first thing that cleared up your skin. We will discuss the products you love and why!
- Was it the fizz? Giving you energy to get through afternoons with your kids or through school work or the afternoon slump at work?

Whatever products you've been using and loving... share that. Be honest, Be real. Be authentic.

## **THE VIRTUAL LAUNCH:**

NEW IC: Create a zoom link (go to the website - it's simple!) and send it out the day before with a reminder to all of your guests. You can also send a second reminder the day of or an hour before to remind them.

### **How it Starts:**

Usually the upline consultant will start by breaking the ice and just saying to the new consultant:

**UPLINE CONSULTANT:** *"Ok awesome are we waiting for anyone else to hop on?! Who do we have on tonight? Friends, Family?  
Awesome ok! If you're ready lets get started!"*

**(Introduce Myself)** *Ok Hi everyone!! My name is Claire, I am a mom to 3 boys and prior to Arbonne I was a Bookkeeper. Tonight I am here to help Sally launch her business and I just want to say thank you SO much for coming and taking the time out of your night to jump on!! This is such a huge step in her getting her business started, and truly it can be a little scary and uncomfortable so I am so proud of her! And I just want to say thank YOU guys for coming on! Because I know when I*

*did my first launch I was so nervous and having my friends and family show up for me was so helpful in feeling supported on my new journey with Arbonne!*

*Ok so Sally, is there anything you want to say before I jump into the overview? (Usually they will say thank you for coming I appreciate you guys)*

*Ok so arbonne! How many of you have heard about it before?! You can shake your head yes or no or type it in the chat yes or no! Just so I know a little about your guys knowledge!*

*Ok great! So I am going to give a mini overview, I like to get these done in less than 15 mins to respect your time!!*

*So a little about Arbonne (IS arbonne for you):*

### **The Company Key Points:**

- Arbonne's been around since 1980
- We are original clean company - we were doing clean long before clean products were cool!
- Follow European standards. In Europe they have to prove that an ingredient is safe to use before adding it to a formulation. We don't really have strict regulations around it. In Canada we have health Canada but for skincare and personal care we don't have standards. So an ingredient that is known to cause cancer or known to be a hormone disruptor, there's nothing legally keeping those companies from putting these ingredients in products. So that's why it's really awesome that we follow the European standard. Our founder was really passionate about clean and was way ahead of his time.
- 2000+ ingredients on our "not allowed list", we have no hormone disruptors,
- Vegan, gluten free, dairy free, no artificial colours, sweetness, artificial fragrance or dyes
- 90 day money back guarantee
- *Arbonne is a B corp Certified - Have any of you heard of this before?*
- *Ok so being B corp certified really just means we have to prove we're putting people and planet before profit! An example... if were sourcing in a 3rd world country for example where theres still slave labor or child labor...we must make sure we aren't partaking in that or taking any short cuts! Plus the way they are harvesting the ingredients can be detrimental to the environment that we make sure we are not doing anything that could destroy the habitat of animals or be destructive to the environment. By proving that we are a certified B corp company we prove that we are not partaking in any of that, it proves that we are not cutting corners. Its amazing just being a company that's good for the world and as a corporation that's And we are audited annually to maintain this B corp Certification. We legally have to prove that we abide by these things every single year. The continue to make sure we are doing more for the earth and the people*

*I am also just going to go over the types of products we have quickly and then I will be passing it over to Sally to share with you a little about why she decided to start her business and what products really made a difference in her life!*

### **Product Key Points**

- We have everything from all personal care so things like toothpaste, deodorant, shampoo, conditioner, bath body wash, baby care etc to skincare, makeup and nutrition.

- *We were actually founded on skincare and makeup 45 years ago and then since branched into the nutrition side of things because so much research has shown so much of what we see on our skin can be impacted by our gut health. So we brought in nutrition products to help educate people around whole food eating and nutrition as well as gut health education because that can impact your skin and overall wellbeing as well!*
- *Alongside the skincare and bath/body products we also have a 30 days to healthy living program which really teaches people how to eat real whole foods, how to live a healthier lifestyle and just understanding the basics around nutrition. And we also have a lot of nutrition products and our whole 30 days to healthy living program is geared to help people understand how gut health is correlated to everything, your mental health & your overall wellbeing.*
- *Our role as consultants, and what Sally will be doing too, is to help educate people around the importance of using clean products on their skin because their skin is their largest organ and what we put on it is absorbed into their blood stream within 26 seconds, while also educating about how to eat real whole foods and live a healthier lifestyle so they can learn to be the healthiest selves that they can be!*
- *That's kind of what arbonne is all about, and that's what it takes to be an independent consultant. I'm going to pass it over to Sally to share your why, why you decided to start your business and ultimately some of the favourite products you have.*

**SALLY (New IC):** *this is where you'd have your why written plus the testimonial about what the products have done for you personally. Make sure this piece is rehearsed ahead of time and you're sure about why you started and what the products have done for you.*

**\*\*\*CHECKOUT : Crafting your why + Testimonial HERE \*\*\***(We need to add this part in)

**UPLINE CONSULTANT:** *Amazing thank you so much for sharing that! I love that these products have helped you and that you've caught the vision for what this business can do and will do for your life! And the last thing I will say is that there is a 90 day money back guarantee, even if you try them and you decide "this is not for me" you can return them.*

*Ok so last section and then we're done! I just want to go over a few different ways you guys as friends and family can support her moving forward!*

## 1. **SWAP YOUR PRODUCTS**

*Of course you can try products if thats something you're interested in and is huge way to support Sally in starting her business, but it isn't the only way! If you are interested in products, we no matter what for friends and family will always save you a minimum of 20-40% off! We don't do monthly minimums, there is nothing hidden. I know some network marketing companies have monthly quotas, we don't have any of that. It's \$20 fee for a year which gives you 20-40% off every time you order. It's kind of like your amazon prime membership or your costco membership...in order to get awesome shipping discounts, gift options and a discount on products you need the membership. And it could be as simple as you running out of mascara, or your protein powder you use and being willing to try some arbonne to support a friend and try a new brand, or you could really be needing some new skincare or a new healthy living program to learn sustainable habits or you're looking to*

*improve your gut health, of course we can help with any of that! But I also want you guys to know two other ways you can support her which cost nothing as well but are massively helpful as she starts her new business! But I never want friend and family to feel like that's the only way...there really 2 other ways you can her her start her business which cost you nothing at all.*

## **2. SEND REFERRALS**

*Referrals are huge in her being able to expand and grow her network and also meet new people! An example of this might look like you sending a friend to Sally that said she needs a side-income, Or recommending Sally because you know someone that has never found a protein she likes. This is actually huge for her so just be willing to put forth that referral or connect them. I always say that your friend and family are the best connectors and you might know someone that could use this or the products, so keep her in mind. Even if Arbonne isn't for you, you might know people.*

## **3. HELP WITH A PRACTICE CALLS**

*The 3rd way, which I hope all of you can help her with is a practice call. This is just a really easy way for her to start learning kind of the information I just gave you guys but more so the business side of things. It's like Arbonne practicum, it allows her to be hands on, learning how to give an overview with really conversations and real people and you guys are amazing candidates to help her with that. So if you guys are willing to give her 15-20 minutes of your time to help her learn how to do a practice call that would be amazing and helpful for her so she can gain confidence in learning hands on!!*

*Anything you want to add before we wrap up Sally?*

*Thank you all so much for jumping on I appreciate your time and well talk soon cause you are all going to help with practice calls!*

**VIDEO ON REFERRALS:** <https://vimeo.com/showcase/9698534/video/797144199>

## **Post launch**

**UPLINE CONSULTANT:** *"Yay congrats on your launch!! If you can now send a quick text to everyone who joined to say thank you & see if they'll help out with a practice call!!"*

**NEW IC:** *Send a msg like this to everyone who attended your launch:*

*"Hey! Thank you so so much of being on my launch! I appreciate you taking the time out of your day. I know Claire mentioned those practice calls. Would you be open to helping me out with one of those?! 15-20 minutes of your time and we can do it whenever is convenient for you! I would be so grateful!"*