

IN PERSON LAUNCH SCRIPT

Pick 2 dates & times to host an in-person launch, preferably within the first month of your business. Booking 2 separate dates allows your invitees to choose either or in case they aren't able to attend the first. Treat these as birthday parties, pick the date with a time and then invite your guests. If they can make it, great, if they can't, that's okay and you can follow up with them at a later date for a 30 in 30 call.

Theme: An in-person is very different from a virtual launch. People have to invest more time and effort into coming to hear about your WHY & about Arbonne. Find a way to bring value to your guests by making it fun! For example, you could do a 'Facials night', 'Workout in the park', 'Glow & Flow', etc. It's important that the energy is high & that you can engage with everyone 1:1.

How to invite: Once you & your mentor have settled on dates, times & a theme around your in-person launch, it's important to make a list of guests you'd like to invite! It's a numbers game, so over invite if you'd like a big turn out. For example, 50 invites might get you 5 attendees. 5 attendees for an in person launch is a great turnout by the way!

Who to invite: Your launch is like a soft open to a restaurant. Invite your close family & friends; people you'd feel comfortable sharing your WHY with for the first time. Another example I always like to give: Is think about who you would invite to your baby shower or birthday party - those are the people you want to invite to your launch!

Sample invite text: "Hey ____! I hope you & the family had a great time on vacation! (make the first part personable to the invitee) I'm reaching out to you specifically, because I started my Arbonne business a few days ago & I am hosting a fun Glow & Flow event with my yoga friend at my place on Saturday, January 1st & Sunday, January 2nd, both at 12pm. I thought of inviting you because I am sharing my WHY for starting this business & I want people who I feel comfortable with to be there. Food & beverages will be included, so let me know if you can make it out to either or! I appreciate you!"

"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 hosting a business launch to explain a little more about what I'm doing, why i decided to jump in, and an overview of this incredible company! It would mean the absolute world to have you there! Food and drinks will be provided! 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 "

HOW TO PREP FOR THE LAUNCH: For thinking about your WHY: What was your life like before Arbonne? What are some pain points or things that were missing in your life that you wanted? How were you introduced to Arbonne? What were some initial hesitations or fears you had prior to saying 'yes'? Why did you ultimately decide to jump into your Arbonne business? What are you hoping your business will create for your life?

YOUR TESTIMONIAL + PRODUCT: (SAME PREP AS VIRTUAL LAUNCH) 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. You can share about that.
- Let's say it's the skincare and it's the first thing that cleared up your skin etc. 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, and be authentic.

Prepping for your in-person launch if you are a new IC: Make sure you have enough products to have on display and be able for your guests to test try while they are there. A good idea would be to order sample products of a skincare line and the protein sample packs and make cute little goodie bags for those who attend your launch as a 'Thank you' but also to get the products in their hands.

Practice, practice, practice your WHY & your testimonial in front of a mirror, so that you can feel confident sharing it with everyone. Send out follow-up texts to your guests to confirm how many will be attending. Follow up 3 days, 2 days before & the day of your launches! People are more willing to actually attend if you follow up and show excitement for them being there.

If you decide on a theme for your launch, prep the products/items you will need in order for the event to be successful. For example, 'Green Gut Glow' info flyers, water bottles with fizz sticks attached to them (if you are doing a workout or yoga theme), etc.

Prep protein balls & food the day before and invite your upline to be there an hour before hand to help and calm the nerves!

Activities to do during your launch:

- Take Green Gut Glow sample shots together
- Have fizz & protein samples ready for guests (Make a yummy smoothie recipe - not just protein and water) + make sure the fizz is ICE cold - can share benefits of each product as ppl try it.
- Sample the skincare on the back of guests hands: I usually do a sample of all the products on one of their hands. As the upline IC you can run people through the line on the back of one of their hands, and be sure to talk with them and get to know them as you go through and talk about each of the products in order as they would typically do on their face - I like to help show and compare the 2 hands so they can see how glowy and amazing our skincare line is.

Day of Launch: Send reminder text with all the info again and let your guests know how excited you are for them to attend!

Upon guest arrival, make sure that other guests are introduced to one another (if they don't know each other). Introduce everyone to your mentor as well.

- Make sure everyone gets food and drinks
- Mingle amongst everyone until everyone is in attendance

Once everyone is there, start your launch! If you are doing a themed launch, then start that first (the workout, yoga session, facials, protein ball making class, etc). Then once that is done, gather everyone together with food and drinks again.

HOW IT STARTS...

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

UPLINE CONSULTANT: *Welcome everyone! Thank you for coming to Sally's business launch, 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!*

(Introduce Myself) *Ok Hi everyone!! My name is Claire, I am a mom to 3 boys and when I joined Arbonne I was a bookkeeper working full time, taking my babies to a day home and feeling like I was stuck. I wanted desperately to be home with them but had no idea that there was a real opportunity with a company like this. I did however use the products, my girlfriend was using the skincare so naturally I got what she was using and fell in love with those products. I started replacing products in our house with Arbonne just because I wanted cleaner products for our family. A few months later, I got a phone call that changed everything. The woman on the other line was a nurse and she was able to cut her hours back to part-time and was working to fully replace her income with Arbonne - I just remember thinking, maybe I could do this too! Long story short, I couldn't not give it a try and our families life has never been the same, I quit my job after a year and have been home with my boys full time every since! As you listen here tonight you might think of someone you know that this could be smart option for.*

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?!

Ok great! So I am going to give a mini overview, I like to get these done in less than 20-25 mins to respect your time!!

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

Your upline will share a quick overview of Arbonne during this time and pass the mic over to you, so that you can confidently share your well practiced WHY to your guests!

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 we 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! (point out a couple nutrition products and what difference you noticed after using them...do the same with skincare and offer everyone skincare on the back of their one hand.)*
- *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. (share your Arbonne30 testimonial, should before and after pictures)*
- *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.

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 that's 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 help 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 the 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?

Shopping Time:

Pass out Lapboards Client Cards and pens

- *If you could please fill out everything on your Client Card, they are to just to help me help you*
- *Jot down the all products you even a little bit interested in on your "Wish List"*
- *I'll be here for another 30 minutes of so to help you all with orders. Who's ready to come first? I also have the foundations so if anyone wants their colour tested I can do that for you tonight! (this is optional but helps get guests to the checkout quicker)*

Checkout:

Separate yourself from the group for privacy. Have the "Become A Preferred Client" and "Become A Consultant" documents beside you. Set up your laptop or Ipad (your Iphone will work too).

Step 1: Ask for the Sale

"What are you most excited to try? Have you used Arbonne before?"

Focus on selling our best selling bundles. They are the best value for your client and great intro products.

Step 2: Book Presentation

"Do you have a few friends or family you'd be up for getting together to learn more about Arbonne? I'd be happy to bring you a product off your "wish list" (refer to something you know they want) as a thank you in return!"

Step 3: Ask to join the your team (refer to what number they circled on the client care card)

"I see that you are looking for some more info on our business opportunity...do you have 15 minutes this week to chat about it? (book a Brand Call)"

Make appointment 24-48 hrs after, either in person or on the phone.

HOT TIP: Ask them to follow you on Instagram! Its a great way for them to get to know you better and learn more about products! *"Are you on IG? If you want to follow me I share lots about products, recipes etc. on my stories"*

Once it is done, and as guests are leaving, you can hand over a 'goodie bag' with the samples as they leave and thank them for attending. (i would make sure to keep samples hidden and only offer them once people have written down what they want/ordered. If you give out the samples early, people will be less likely to order! You also don't need to worry about having sample packs if it isn't within budget for you, but it is nice to be able to send them home with a few fizz or a GreenSynergy sample and a protein pack!

TIPS to Close Strong:

With each person, ask questions to find out their needs!

- So, how is your skin feeling?
- What specific skin or wellness goals are you looking to achieve?

Listen, and use the words **“I can definitely help with that, here’s what I would recommend…”**

- If unsure where to start, recommend a couple bundles and work your way back from there.
- If they pick out a few things, say something like **“I can totally get you started with that! And, since I know you had your eyes on a few other things, why don’t we get a few of your friends together? As you can see, it’s super fun, just a few people is great, and you can earn my discount with you host! I have my open dates with me, would you be open to hosting?”**

Also, be sure to ask EVERY PERSON as you are totalling their order, **“I know I mentioned the option of becoming an Consultant, I’m actively looking for people to teach and train to do what I do. I get that it may or may not be a fit for you, but If you were even 1% intrigued by what I mentioned, I’d love to grab coffee or jump on a Brand Call (15 minute overview) to show you how it works. Would you be open to learning more?”** (If yes, set up a time in the next 48 hours to meet up for coffee or chat on the phone).

Day after launch: Text all of your guests for attending your in-person launch, share details you enjoyed and how they made you feel by supporting you in your business. Let them know of the month's promo and if they'd like to take advantage of it .Ask if they've had a chance to try the samples or if they could benefit from you sending a smoothie recipe for them to try. You can also ask if they would be open to hosting a themed event for you with their network as you're working on meeting new people and looking to gain practice and expand! OR you can ask them for a practice call if they haven't helped you with one of those already!