

## **You said “yes!”**

**Now let's launch your business.**

**We want to support you and help you have at least two business events to get you started on the right foot.**

Before we start, take a minute to get your head in the right space. You can reach out to people (friends and family) with whom you have a genuine relationship.

Ask yourself questions like,

“Who do I know who trusts my character and would at least listen to my recommendations?”

“Who do I know who I personally admire with attributes like good work ethic, a heart for others, and a willingness to learn?”

“Who do I know who would at least support me in this new endeavor?”

Your focus is simply to see who will allow you to practice your Arbonne start-up on them, to help you get the word out as you practice sharing what you have to offer. They know, like and trust you and will likely be willing, at least once, to hear your presentation.

You and they need to know you are NOT coming with your “friend hat” on, but with your new “business hat” in hopes of practicing your business opportunity on them.

If you need to, you can even verbalize that:

*“Hey Annie, if it's okay, I'm going to take off my friend hat and put on my business hat. Even though I'm brand new to this business and these products, I want to invite you to learn more. This brand has already totally transformed my entire home. I have wrapped my head around living a toxin-free lifestyle and I want you to hear about it all. Can you make it over to my living room on Tuesday night?”*

Now remember to get your head in the right space: You have no expectation of them other than to please listen to your presentation and respond honestly. You would also like them to tell you how you might improve your presentation. Feedback right from the start is always useful.

These practice exercises are the beginning of developing your business intuition. There are introverts and extroverts in Arbonne. There is no one type that succeeds better than another. What is key is this: Genuine caring for others! Leading with a heart of service will help you get a feel for what to say, who to talk to, and when to say it.

You will build confidence over time, just never quit!

### **How To Execute An In-Person or Virtual Launch:**

\*You can also do a combination of both to reach your bigger network

### **Upline & New Independent Consultant (IC):**

Choose 2 dates that work for both you and your upline consultant. This gives your guests options as to which one will fit into their schedule, and it allows you to have a backup date to be safe.

### **How To Invite:**

#### **New IC:**

In terms of who to invite, think as follows: Who would you invite to your bridal or baby shower? For a man: Who would you want to hang out with at a golf course, or for a football game? Invite anyone close enough, friends and/or family that you would invite to the above named, to your Arbonne Business Launch.

Some ideas would be: co-workers, church friends, family, anyone that would come and support you because they care about you and want you to succeed.

Ask yourself questions like,

- “Who do I know who I personally admire with attributes like good work ethic, a heart for others, and a willingness to learn?”
- “Who do I know who trusts my character and would at least listen to my recommendations?”
- “Who do I know who would at least support me in this new endeavor?”

### **Here is a sample virtual invite message:**

\*You can do this with a text or voice message so they hear you.

“Hey/ Hi \_\_\_\_! How are you? I just started a business with Arbonne, which is a Health and Wellness company! I am super excited about it (insert emoji) and I am having a virtual business launch on Zoom just to explain a little more about what I'm doing, why I jumped in and a quick overview of this amazing company! It won't take more than 20 minutes of your time and all you have to do is tune in

virtually, from the comfort of your home! I'm offering two different launch dates \_\_\_\_ and \_\_\_\_.

I would appreciate your support so much and would love to see you there. Just let me know which day works best for you! Xo “

### **Here is a sample of an in- person launch invitation:**

“Hey/ Hi \_\_\_\_! How are you? I just started a business with Arbonne, which is a Health and Wellness company! I am super excited about it (insert emoji) and I am having a business launch at my house just to explain a little more about what I'm doing, why I jumped in and a quick overview of this amazing company! It won't take more than 1 hour of your time and all you have to do is show up for a really fun time. I'm offering two different launch dates \_\_\_\_ and \_\_\_\_.

I would appreciate your support so much and would love to see you there. Just let me know which day works best for you! Cant wait to see you!

Feel free to make this verbiage your own because we always want verbiage to sound like you and how you would actually speak. Just be sure to keep the 2 dates and ask which day would work best for them.

Once you invite, then collect the list of guests attending either in person or on zoom or both, and be sure to do the reminding... People get very busy and distracted so they need that reminder. We suggest, a few days prior, the day of and then 15 min prior to the event. I know this sounds excessive but if you think about how many times your dentist reminds you of your appointment it starts to make sense.

### **Prepping For Your Zoom and/ or in person Launch As A New IC:**

**NEW IC:** The goal for a new IC is to *get the people on the zoom*. Once we start, share **why** you started, what products you love and a testimonial of why you love those products. Feel free to prepare notes for yourself ahead of time to keep yourself on track, concise, and confident! Your upline IC will also share a mini overview about Arbonne, to include going over the company, types of products and how your guests can shop or support you moving forward.

### **Your WHY + your PRODUCT TESTIMONIAL:**

Think of the reason you started your Arbonne business:

- Was it to make an additional \$500 to \$1000 per month?
- Was it so you could stay home with your children?
- Was it because you were not fulfilled in your current job, wanted more flexibility?
- Was it because you wanted more choice? To live and work on your own terms?
- Was it because you are craving a community of growth minded individuals?
- Was it because you wanted to travel and see the world? Or maybe see more states?
- Was it because you wanted a personal challenge to push you out of where you currently are?
- Was it because you fell in love with the mission of Arbonne and want to align with a company that does so?
- All of the above?

## **YOUR TESTIMONIAL + PRODUCT:**

Whatever has drawn you into Arbonne, share that! **Be very genuine and honest here because people are drawn to you ... not the company necessarily.**

Share the products you love and why you love them.

- Was it the 30 days program? If so how did you feel, what changed for you, how did you grow during that time
- Was it the Green Gut Glow, which cleared up your bloating and your IBS or leaky gut perhaps?
- Was it the skincare which cleared up your skin or hydrated your skin or redefined your skin?
- Was it Inner Calm? Helped you with anxiety and nervousness?
- Was it Fizz sticks that helped you get out of the afternoon slump and get off of coffee!
- Was it Digestion Plus Gut Health and now you can go to the bathroom regularly?

Whatever the product you have loved and seen success in, share that. **Again, be very genuine and honest and never make any medical claims.**

## **THE VIRTUAL LAUNCH**

**New IC:** Create a zoom link (go to the website <https://zoom.us/> ) and send that link out on the day before with a reminder to all of your guests. Send a second reminder the day of and an hour before to remind them.

## How it starts:

The upline IC will start by breaking the ice.

**UPLINE IC:** “Welcome everyone, just wanting to be sure we are not waiting for anyone else to hop on? Who do we have this evening? Friends, Family? Wonderful, let's get started!

(Introduce yourself)

Hi everyone, my name is \_\_\_\_\_, I am a mom of three and my background before Arbonne was business owner (Insert your background; If you are currently working alongside of Arbonne add that part) Tonight I am here to help Lisa launch her Arbonne business and I just want to say: Thank you so much for coming and taking time out of your night to jump on!!! This is such a huge step for Lisa and honestly it can be a little scary and uncomfortable so I am really proud of her. I know when I did my first launch I was nervous and having my friends and family show up for me was helpful in feeling supported on my new Arbonne journey! Ok so Lisa is there anything you want to share before I jump into the overview?

**NEW IC:** (usually something like this) “Thank you all so much for coming... I really appreciate it.”

**UPLINE IC:** “OK! So ... how many of you have heard about Arbonne before? You can shake your head yes or no or type it in the chat! This helps me know how much you know:) I am going to give a mini overview, I would like to get this done in less than 15 minutes to respect your time!”

“A little about Arbonne” ([Is Arbonne For You Sheet](#))

## The Company Key Points:

- Arbonne has been around for 44 years this year.
- We are in multiple global markets.
- All products are vegan, non toxic, cruelty free and have been this way since the beginning.
- Arbonne follows the European Union Standards ( bans over 1500 harmful ingredients, Arbonne bans over 2000 in their do not allow requirements ) this is important because in the US we do not have strict regulations that ban harmful ingredients that can cause hormone disruption etc.

- Everything is: gluten free, non GMO, non dairy, non soy - free of all major allergens.
- Free of all artificial colors, flavors and sweeteners.
- No endocrine (hormone) disruptors.
- B corp certified- which really means we have to prove that we put people and planet before profit, that we are doing everything in an ethical manner and that we are sustainable. We get audited annually to maintain this B corp certification.

I am also going to quickly go over the types of products we have and then I will pass it to Lisa (NEW IC) so she can share a little bit about why she decided to start her business and what products made a difference in her life!”

### **Product Key Points:**

- Arbonne has everything from personal care such as toothpaste, deodorant, shampoo, conditioner, body wash, baby care, to skin care, nutrition and cosmetics.
- We were founded on skincare and makeup 44 years ago and branched into the nutrition side of things because so much of what we see on our skin can be impacted by what's going on inside our gut. We brought the nutrition in to help educate people around eating whole food, good nutrition with a focus on gut health. All of this impacts our skin.
- All of our products are really focused on healthy living from the inside out.
- As consultants, what Lisa (NEW IC NAME) will be doing as well is to help educate people around the importance of using clean products on their skin. Did you know that the skin is your largest organ and what we put on it can be absorbed into the bloodstream within 26 seconds? We also educate about how eating real whole foods and living a healthier lifestyle can lead you to be your healthiest self!
- No matter what, regardless of if you're going to use Arbonne or not, I hope you leave here being a bit more curious and starting to pay attention to labels in general to ensure you are using clean and safe ingredients in your products.
- Alongside the skincare and bath/body products we have an entire 30 day program as well as gut resets to encourage people to take steps and learn how to live a healthy, sustainable lifestyle!

## UPLINE IC:

"I know for you, Lisa (NEW IC) the products/the 30 day reset/the skin care are what made you want to become a Consultant! Would you mind sharing a little about WHY you decided to start your business and what products are your favorite and why?"

**New IC:** *This is where you would have your WHY written in addition to your testimonial about what the products have done for you personally. Spend a bit of time rehearsing this ahead of time so you are sure. This makes for a much easier delivery to your guests. Watch [this video](#) to learn more about the importance of your why. Ask yourself these three questions and slowly craft a 2-3 sentence reason as to why you are building your business:*

*By building my Arbonne business, (your goals and desires):*

- 1. I would like to be able to be ... (confident speaking in front of groups of people, influential in the health of my friends and family, energetic ...)*
- 2. I would like to be able to do ... (take my kids on field trips, work one day less per week at my 9-5 job, have time for an exercise class ...)*
- 3. I would like to be able to have ... (an extra \$500 per month just for savings, money to budget for getting my hair done more often, a growing income that becomes enough to quit my 9-5 and do something easier on my body)*

**Upline IC:** "Wonderful and thank you for sharing Lisa. I love that these products have helped you so much and that you have caught the vision for what this business can do and will do for your life!"

Just one more section and we are done! I am just going to go over a few ways you all, as friends and family, can support Lisa going forward.

### 1. Products

Of Course you can try products if that is something you are interested in and that is a wonderful way to support Lisa in her new business, but that is not the only way! If you are interested in products, you can save 20-40% off! It would be as simple as running out of protein or mascara and being willing to try Arbonne so you can support Lisa.

### 2. Practice Calls

Practice callare HUGE and so helpful for a new consultant! Basically we do a quick 15-20 minute overview where Lisa can learn how to give an overview of Arbonne and that allows her to build confidence as she explains the company and the business! We

always help new consultants start with these so that as they build their business they learn along the way. It is most helpful if they can have real conversations for practice. As friends and family if you are able to give her 15- 20 minutes of your time this would be so helpful as she starts her journey!

### 3. Referrals

The third way you can support Lisa is through referrals. Referrals are crucial for her to expand and grow her network and also allow her to meet new people. An example of this might look like is [in this video](#).

### POST LAUNCH:

**UPLINE IC:** “Yay! Congrats on your launch! If you (New IC) can now send out a quick text to everyone that joined (zoom or in person) to say “thank you” and see if they will help you out with a practice call.

Example for New IC: “Hey\_\_\_\_\_ thank you so much for being on my launch/ attending my launch! I appreciate you taking the time out of your day. I know ( Insert up line name ) mentioned practice calls. Would you be open to helping me out with one of those? 15 -20 minutes of our time and we can do that when it is convenient for you... I would be so grateful!”

### THE IN-PERSON LAUNCH:

**New IC:** Create an invite picture on [Canva](#) and send that out one week prior then again on the day before with a reminder to all of your guests. Send a second reminder the day of and an hour before to remind them.

**Day-of Prep:** Keep snacks at a bare minimum so the focus stays on Arbonne: Fizz in mini cups to sample, protein shake in mini cups, some waters, and put some products out on display (can be your own personal products so they see what you use), and a mineral oil and cracker display which makes for a great conversation later.

### How it starts:

The upline IC will start by breaking the ice

**UPLINE IC:** “Ok welcome everyone, who do we have this evening? Friends, Family? Wonderful, let's get started to be mindful of everyone's time!



(Introduce myself) “Hi everyone, my name is \_\_\_\_\_, I am a mom of three and my background before Arbonne was business owner (Insert your background; If you are currently working alongside of Arbonne add that part) Tonight I am here to help Lisa launch her Arbonne business and I just want to say Thank you so much for coming and taking time out of your night to jump on! This is such a huge step for Lisa and honestly it can be a little scary and uncomfortable so I am really proud of her. I know when I did my first launch I was nervous and having my friends and family show up for me was helpful in feeling supported on my new Arbonne journey! Ok so Lisa is there anything you want to share before I jump into the overview?”

**NEW IC:** (usually something like this) “Thank you all so much for coming... I really appreciate it.”

**UPLINE IC:** “OK! So .. how many of you have heard about Arbonne before? This helps me know how much you know. I am going to give a mini overview, and I would like to get this done in less than 30 mins to respect your time!”

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**UPLINE:**

"I know for you Lisa the products/the 30 day reset/ the skincare are totally what made you want to become a Consultant! Would you mind sharing a little about WHY you decided to start your business and what products are your favorite and why?"

**New IC:** This is where you would have your WHY written in addition to your testimonial about what the products have done for you personally. Spend a bit of time rehearsing this ahead of time so you are sure. This makes for a much easier delivery to your guests. \*\*See above virtual launch for more information about crafting your why\*\*

**Upline IC:** "Wonderful and thank you for sharing Lisa. I love that these products have helped you so much and that you have caught the vision for what this business can do and will do for your life!"

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#### 6. Referrals

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**Break for chat time:** this is where your upline can explain the mineral oil example, and give quick info on the products on display.

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**Example for New IC:** “Hey\_\_\_\_\_ thank you so much for attending my launch! I appreciate you taking the time out of your day. I know (Insert upline name) mentioned practice calls. Would you be open to helping me out with one of those? 15 -20 minutes of our time and we can do that when it is convenient for you... I would be so grateful!”

Be sure to be diligent in your follow up for each and every attendee and keep your focus by asking yourself the following questions: *How can I best serve this person? What additional information can I show him/her to really show the value of the product he/she might be most interested in? What fact-finding questions can I ask to uncover what really means the most for this person?*

***And congratulations on your launches!***