

Wellness 101 Recipe for Success - Table of Contents

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3-6	Wellness 101 Outline - Long	Yourself and Business Partner Please read for prep and have any distributors read prior to event.
7	Names List Form	Yourself and Sr Business Partner Fill out names of guests you invite and give a copy to your sponsor or Sr Business Partner prior to event.
8	Sign-in sheet	Sign-in sheet
9	Health Survey	Fill out before event starts
10	Suggested Products List	Refer to and take notes during presentation
11	Which kit if right for you	Put as a display (Quad Kit Form)
12	Order Form	Place on table away from event Each guest can fill this out when they purchase the product. Forms should be away from the presentation.

Individual handouts can be printed directly from www.RNSUFOS.com (Resources tab)

10 Steps for “Wellness 101” Outline - Short

Let's Get Started

1) Setup

- a. Name tags
- b. Guest Registration Form
- c. Set up folder (Health survey, Nutritional Wellness Program), pens and/or pencils on hand
- d. Start preparing shakes, drinks, aloe juice, daily essentials drinks

2) Meet and Greet Social time(20 - 30 minutes max)

- a. Station 2 greeters to register everyone (**Guest Registration form**) as they come in and give out **name tags** (Put ☺ face on guest's name tag if only one color)
- b. Hand out folder (**Health Survey, Suggested Products**), pen. Instruct them to start filling it out and receive FREE GIFT.
- c. Pass out TLS shakes, and Aloe samples (Mochatonix to sample optional)
- d. Mingle and try to stay away from seating area if possible

3) Presentation Begins

- a. Host to thank guests, intro itinerary, 2-minute commercial
- b. Host Introduces and Edifies 1st Presenter (Sponsor or Sr. Business Partner)

4) What is Market America? (2 – 4 minutes)

- a. 1st Presenter: Gives Testimonial and Plays **MA Intro** on DVD **OR** website <http://www.wellness101video.com>
- b. **OR** Use Annual Report

5) Guests & Product Testimonials (5 minutes)

- a. Presenter: Asks guests, name, who invited them, where, why they are here and if they have a product testimonial.
- b. Distributors give name, where, and what their favorite product is (from TOP 10), NO testimonial unless asked for.

6) Health Survey (5 minutes max)

- a. Presenter directs the guests to complete the Health Survey form and reiterate the FREE GIFT at the end of the meeting.
- b. Presenter goes over Health Survey briefly with guests.
- c. Hand out Aloe drink prior to push play on video.

7) Play Health & Wellness 101 Video (25 minutes)

- a. Guests can take notes using the **Nutritional Well Program forms**
- b. Play **Health & wellness 101** DVD or video.
- c. Pass out “**Which kit is best for you?**” flyer
- d. Close with “**Which kit is best for you?**” flyer and 3 WAYS TO BUY!
- e. Hand out Daily Essentials Kit drink or serve them afterwards

8) APPROACH EACH GUEST: Answer questions & collect surveys (15 minutes)

- a. Answer any questions guests may have
- b. Collect **Health Survey** forms and give away FREE GIFT

9) Take orders (Time is combined with Step 8) IN THE KITCHEN OR SEPARATE AREA

- a. Direct guests to ordering station to place orders AND GET THEIR PRODUCT IF AVAILABLE

10) Next Step (2 minutes)

- a. Distributors provide guest with **Next Step Letter** (edited with YOUR information) and thank them for coming to Wellness Party! **OR**
- b. Any identified guests that express further interest, have them fill out **Lifestyle Survey. Health & Wellness 101 concluded**

“Wellness 101” Recipe Outline - Long

DO (What's written in black) / SAY (What's written in BLUE)

PRE EVENT

- Decide on a date (best time is right after work, e.g. 6:00 pm). Call or invite in person **at least 30 people** and 5 Distributors with testimonials
- Mail invitation/survey (Highlight the **FREE GIFT** for bringing the survey completed to the party.)
- **Be sure to follow up with a reminder call 1-2 days before the event! (Review the survey on the invitation and have them fill it out.)**
- Sr. Business Partner calls Top 10. *“I know you have been invited by _____, but I wanted to introduce myself and see if you have any specific questions or need information before we meet.” This is **OPTIONAL!***
- Because video comes from the web it is a good idea to burn a copy to a DVD so as not to run into connectivity issues that could prevent you from viewing.
- **“If you can't come that's great, when can we get together?” (Schedule a 2 on 1)** – also think about other potential ways to get them the information (i.e. plug them into the Wednesday night wellness 101 webinar)

KIT HIGHLIGHTS:

Daily Essentials Kit: SR \$195.95 – Special pricing \$150.00 (a savings of over 29%)

- ✓ Isotonix® Multivitamin without iron (90 servings)
- ✓ Isotonix® Activated B Complex (90 servings)
- ✓ Isotonix® OPC-3® (90 servings)
- ✓ Isotonix® Calcium Plus (90 servings)

Digestive Health Kit: SR \$84.00 – Special pricing \$63.95 (a savings of over 24%)

- ✓ Isotonix® Digestive Enzymes (20 packets)
- ✓ Ultimate Aloe Juice® Strawberry Kiwi (32 ounces)
- ✓ Nutriclean® Probiotics (30 tablets)

Ingredients for the Event:

- ✓ Drinks, fruit for shakes, sample cups
- ✓ Name tags, black marker, calculators
- ✓ **INVENTORY:** Daily Essential Kit (1), Aloe (1-2 bottles)
- ✓ **SAMPLE:** Daily Essentials Kit and Aloe
- ✓ **DISPLAY:** Daily Essentials Kit, Aloe, Digestive Enzymes, Mochatonix, Awake, Omega-3, Nutriclean Detox, TLS Shakes and other products
- ✓ **Gifts:** Suggested – Aloe packets, Digestive Enzymes Packets, Mocha Packets, Awake
- ✓ **HANDOUTS:**
 - New Product Kit Flyer (1 for display)
 - Health Survey
 - Nutritional Wellness: Suggested Program (top 10)
 - Order Form
 - All handouts available for download at www.rnsufos.com
- ✓ Tools available:
 - Wellness 101 Outline
 - Catalogs: Shop.com (1-2 copy)
 - Annual Report
- ✓ Distributors tasks are in **green**
- ✓ Host/Hostess or new distributor tasks are in **red**
- ✓ Sponsor or Sr Business Partner tasks in **purple**

SCRIPTS

REVIEW NAMES LIST WITH NEW DISTRIBUTOR AND CALL BACK THOSE WHO COULD NOT COME.

"Hi _____. I just wanted to follow-up with you regarding the health overview I had here at my house. It went so great. I am so impressed with this product line and its ability to help people. I know you are very interested in your health so I want to do a private overview with you. Let's sit down and have a cup of coffee, so I can share some of this awesome info with you. What is your schedule this week?"

SCRIPT FOR CUSTOMER'S THAT PURCHASED:

"Hi _____. I just wanted to follow-up with you regarding your new health products. Have you started taking them? How are you taking them? Well, I am very excited about how much we can really do to help ourselves maintain health. If you have any questions, please don't hesitate to call. I will be in touch in a couple of weeks to check in on you. Thank you for your business."

APPROACH SCRIPT FOR IN HOME EVENTS (PRODUCT PREVIEW OR BUSINESS PORTAL OVERVIEW)

"What are you doing (day of the week) night at 6p.m.?" (Do not speak until they respond!)

If they ask why, (after they have told you that they are free or busy), "I am having a fun Wellness Event/Party and I would like you to come. A few of us are getting together to learn more about our health and evaluate some unique wellness and anti-aging products. I value your opinion. Can I count on you to attend?"

IF THEY CAN'T COME...

"I really did want you to be there at this special presentation, but maybe this is better. The two of us can get together and I can show you firsthand the information. What's your schedule like this week? (Would an evening or afternoon be best?)"

10 Steps for “Wellness 101” Outline – Long continue

Let's Get Started

1) Setup

- Name tags, black marker
- Sign-in sheet
- Health survey, Suggested Products, Litmus paper, pens and/or pencils on hand
- Start preparing shakes, drinks, aloe juice, daily essentials drinks
- See prior page in grey for other prep

2) Social (20 - 30 minutes max)

- Have guest sign-in (hand out tickets to those who show up early or on-time for drawing for a free gift)
- **Name Tags and Black Marker** (Put ☺ face on guest's badge if only one color)
- **Health survey, Suggested products List, Litmus paper, pen.** Instruct them to start filling it out.
- Health Survey - Coach your guests on how to fill out survey: *“If you could change one thing about your health what would it be?” “Who do you know that has these challenges? Write their names of friends and family will be reviewed after the presentation”*
- Suggested Products List – you can take notes
- Serve shakes in the kitchen with fruit, ice, flavorings, etc. This is the perfect time to have TLS shakes as a meal replacement or snack.
- Collect surveys and serve Daily Essentials tasters and Aloe tasters

3) WELCOME - **Host/Hostess/New UFO**

- Host to thank guests, the reason WHY you started your UnFranchise business
- Introduce and edify the guest speaker or presenter
 1. Name, occupation, MA income level, experience with the wellness product
 2. **Example:** Stephanie, Image Consultant, Executive Coordinator in the business, and has helped many people look good from the inside through nutrition

4) INTRO MA/SHOP.COM - **Sponsor/Assisting UFO**

- Based in Greensboro, NC; started in 1992
- Product Brokerage and Internet Marketing specializing in social shopping, one-to-one marketing
- Rated A+ in the BBB and also ranked #39 by the internet retailer of the world
- We have 14 different Divisions in the business and lots of diversity: such as Health and Nutrition, Cosmetics, Pet Products, Web Design, Music Artist Program, Skincare, and more. All Billion dollar Markets where consumers are already spending their money. Tonight is: Health and Wellness
- Nearly \$6.4 billion dollars in retail sales; over \$3.4 billion paid to Unfranchise Owners/No down quarters
- We partnered with Microsoft and acquired Shop.com in 2010
- With Shop.com we specialize in online shopping, as well as being Shop Consultants
- Financially strong, multiple countries such as Mexico, Canada, England, Singapore, and many more
- Introduce NEXT speaker Senior Business Partner, if present

5) PUSH PLAY - **Sponsor/Assisting Distributor**

- "Tonight's presentation is all about you. We want to identify needs you may have for better health." "We want to respect your time and keep this to an hour, but, first we want to know a little more about you. **If you would, please give us your name, where you're from, and what got your attention and prompted you to come here today?**" "If you are a UFO, in 30 seconds or less please share 1-2 products that have impacted you and how" NOTE: **UFOs share name of product ONLY from HANDOUT!**
- **Presenter** will select one or two UFO for their personal testimony (pre-arranged)
- "The purpose of this presentation is to begin an education process and give you information about the foundation of optimal wellness by focusing on 4 of our top selling health and nutrition products and touching on a handful of other nutraceuticals that are essential to addressing many of the most common health challenges. To do this, we are going to watch a Wellness 101 Video."
- Presenter reviews surveys and shares products that help with health challenges from majority of the survey
- Pass the surveys back out to the guests and prepare for orders

6) Answer questions and CLOSE - Sponsor/Assisting Distributor

- "Thank you all for coming to support (HOST) today." HAND OUT ORDER FORM
 1. If you see something you like, we would be more than happy to help you (single items on order form)
 2. We have discount kits available today only for purchase (refer to Quad form). If you would like more discount and would like to host an event, let us know and we can tell you how
 3. If you like what you see and you feel like you can share with someone and want to know how to get it at wholesale, let us know
- "For supporting HOST today, we will setup a free Preferred Customer account for you so that you can **earn up to 50% Cashback** on our partner stores you already shop at and also on our exclusive Market America branded products

7) Take Orders

- ALL UFOs: Migrate around the room offering personal help with Health Survey

8) Next Step

- Send out thank you email with guests Username & Password
- HOST follow up with guests:
 1. Purchased – when they receive the product (check order tracking and put date on calendar for follow up purposes)
 2. Attended but did not buy – thank them for coming and whether or not they have visited your shop.com site (schedule a shop.com walk through to show them how to get cash back on things they are already buying, or stores they typically shop at, bills they pay)

Remember our goal is to:

- Identify 2 potential business partners for the Host/New Business Partner (ABC Pattern)
- Develop 10 customers that night or in Follow-up!
- Sell product kits – Daily Essentials, Digestive Health, Detox kit, Optimal Wellness Kit, Fast Start Kit
- Auto Ship