

ABN naturals



LAUNCHING YOUR
BUSINESS GUIDE
2018



OFFICIALLY LAUNCHING YOUR BUSINESS

GET IN FRONT OF THE MOST PEOPLE
IN THE LEAST AMOUNT OF TIME.

You can officially launch your business in a couple of ways:

- Have a party to introduce people to the products
- Use Social Media & the Facebook Video Launch Formula

A group of people in business attire at a launch party, with a semi-transparent text overlay. The background shows a diverse group of individuals in professional clothing, some holding drinks, engaged in conversation. A semi-transparent grey bar is overlaid across the middle of the image, containing the text.

THROW A LAUNCH PARTY

HAVE A LITTLE FUN!

A launch party can be fun and can get information to everyone in attendance in one sitting.

Just like at any other party, make sure there is food and entertainment available; this should not be solely an educational event. There should be a scheduled time for your presentation, but make sure the guests have fun as well! If you are planning to host more events like this, you want them to want to come to the next one.

There are a few things to keep in mind to throw a successful Launch Party that will help you know what information you want to present. Have business cards and brochures on hand and clearly visible for people to take if they wish! These tools will help them easily contact you or share what they learned with others and hopefully refer new customers to you!

SENDING INVITES

CAN BE DONE VIA MAIL OR SOCIAL MEDIA

Make sure you state it is your business launch! Include the date, starting and ending times, and location of the party!

If you are using Facebook or other social media you can create an image with this information as well as an actual event that they can RSVP to from their phone or computer. If you are using mail include an RSVP email or phone number.

WHO TO INVITE?

Invite your friends & family (your 3 AMers). You may also want to invite people you may know from previous jobs, or someone you know that could benefit from using these products or take part in the opportunity. You want to make sure your invite list is people that either:

A.) LOVE AND CARE ABOUT YOU AND WANT TO SUPPORT YOU

B.) WOULD SEE VALUE IN THE INFORMATION BEING SHARED





WHEN TO HAVE YOUR PARTY

WEEKENDS AND EVENINGS ARE ALWAYS GOOD TIMES TO THROW A PARTY.

Make sure you research local events before planning a Launch Party, you want it to be when you are starting your business, but not conflicting with anything major in your area. Also make sure that your guests are not hosting an event on the same day. Be aware of major holidays, as your guests may have family plans or be out of town.



WHAT IS ON THE MENU?

CONNECT THE FOOD AND THE PRESENTATION

ARE YOU TALKING MOSTLY ABOUT WEIGHT LOSS? Make sure you put out healthy foods! You can even make your meal based on the 6/1 meal plan and food combining you can make a batch of VitaliTEA and put fresh fruit garnish out so people can try it!

ARE YOU GOING TO FOCUS ON THE TRILOGY AND INFLAMMATION? There are TONS of foods that help reduce inflammation you can print out some “inflammation facts” about each snack, or an ingredient that you used, and display them by the food.

Let everyone get settled and comfortable before starting the presentation. There may be a few people running late so you want to make sure you give everyone a chance to get there and get snacks and talk before you get started with the main event! Make sure you have something (maybe dessert) to keep people hanging around afterwards too, you don't want them to feel like you pressured them into attending a big sales pitch. This is supposed to be fun, and remember ***you want them to come back*** if you decide to have more parties.

KNOW YOUR OBJECTIVE

DO YOU WANT ATTENDEES TO PURCHASE PRODUCT, TO GROW YOUR EMAIL LIST, OR TO ENROLL NEW PRODUCT CONSULTANTS?

All of these things will determine what kind of information you share, and what kind of information you ask for from the attendees! If you want them to purchase, you'll want to have product on hand for everyone to try, or do a make and take event where you can make something "DIY Germ Killing Spray" (for example) with HBN Essential Oils! Have some other products to sell to them or order forms they can place an order and get it sent to their house! If you are wanting to grow your email list ask them to sign in and ask for their email for the next invite!





OFFICIAL SOCIAL MEDIA LAUNCH

USING THE FACEBOOK VIDEO LAUNCH FORMULA

As we have discussed videos can be an incredible marketing tool! Use this Formula to officially launch your business online to anyone on your friends list!

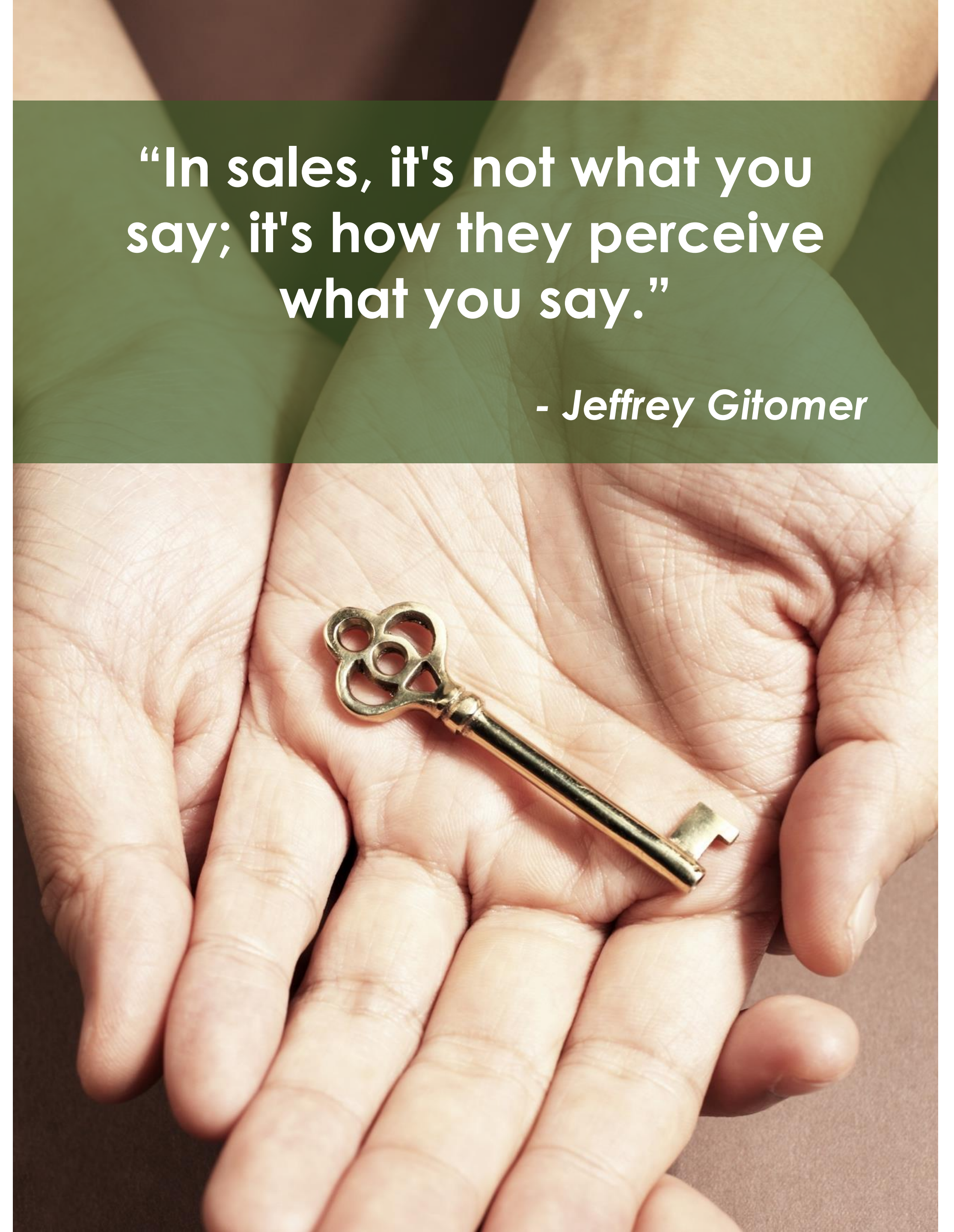
The Facebook Video Launch Formula is a series of 3 videos completed in 1 week's time that announce your business and get people interested in the product or opportunity! This will officially launch your business and let everyone know what you are doing!

When using this formula or sharing about the products at all make sure to share what the Heart & Body Naturals products do NOT WHAT THEY ARE!

- **PEOPLE DO NOT BUY PRODUCTS, THEY BUY TRANSFORMATION.**
- **PEOPLE DO NOT BUY INTO A BUSINESS, THEY BUY THE LIFESTYLE & FREEDOM.**
- **PEOPLE DO NOT BUY ANTI-AGING, PAIN RELIEF, OR WEIGHT LOSS. THEY BUY BEAUTIFUL SKIN, FEELING GOOD, AND LOOKING GOOD IN SKINNY JEANS.**

“In sales, it's not what you say; it's how they perceive what you say.”

- Jeffrey Gitomer



VIDEO 1

YOUR WHY

This is your official grand opening broadcast! You are going to LAUNCH the big news to the world!

SHARE 3-5 REASONS WHY YOU STARTED WITH HEART & BODY NATURALS.

DO NOT MENTION THE NAME “HEART & BODY NATURALS” BECAUSE YOU WANT TO GENERATE LEADS FOR YOU, NOT GOOGLE.

BUILD VALUE IN THE OPPORTUNITY AND THE PRODUCTS BY TALKING ABOUT THE BENEFITS THAT THEY PROVIDE.

Provide a Call to Action to reach out to you by message or by commenting a request for more information, then proceed with the A-T-M method.

Potential Title For Video: “Big Announcement... Time for a Life Change!”

Video Length: 5-10 minutes

VIDEO 2

UNBOXING YOUR ORDER

Unbox your favorite Heart & Body Naturals' products:

TALK ABOUT THE BENEFITS (WHAT THE PRODUCTS DO) AND WHY YOU ARE EXCITED ABOUT IT.

SHARE WHAT YOUR GOAL IS AND HOW THESE PRODUCTS ARE GOING TO HELP YOU GET THERE.

Tease them by saying something like, "Oh, wait a minute! I do not know if you even want to know what these products are... if you do, send me a private message!" Say this right before you actually pull the products out of the packaging. Do not actually show the products in your video, when they message you or comment for more information, proceed with the A-T-M method (From Utilizing Facebook Groups).

Potential Title For Video: "It has finally arrived... let the fun begin!"

Video Length: 3-5 minutes

VIDEO 3

YOUR RESULTS

People buy results and transformation. Your goal with this 3rd video is to share what results you have gotten on the products or in the business since you have begun.

MORE ENERGY?

COMMISSIONS EARNED?

LOST WEIGHT?

RANK PROMOTION?

LESS PAIN?

TEAM BUILDING?

SLEEPING BETTER?

CUSTOMERS ACQUIRED?

Potential Title For Video: “It’s working #OMG” or “I am blown away!”

Video Length: 3-10 minutes

Full L
First Know
referral noun /ri-'fər-
: the act of sending some
for treatment, help, ad
the process of directi
ialist or agency
or

Officially launching your business is great for initial sales as well as letting others know that you sell Health/ Wellness products! Many people have friends in direct sales that they suggest to others when they are looking to buy something. If they don't know that you sell Heart & Body Naturals or what HBN is about how would they know to refer you?

YOUR NEXT STEP:

WATCH THE “PROSPECTING GUIDE” VIDEO

Available in the “Training” section on our HBNaturals.com website

