

A woman with long dark hair, wearing a light blue sweater and a colorful patterned scarf, is smiling and looking down at a document on a table. She is wearing a gold ring on her finger. In the background, other people are blurred, suggesting a busy office or meeting environment. The overall scene is bright and professional.

*FBN* naturals

throw a  
**LAUNCH  
PARTY**

LAUNCHING YOUR  
BUSINESS GUIDE  
2018





# 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.

Your launch party should not be solely an educational event. There should be a scheduled time for talking about the products, but make sure the guests have fun as well!

Have Product Information Pages, Gift Certificates, and Price Lists printed, 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 BY MAIL OR ON 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 family, friends and neighbors. 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 AS 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!





# PARTY YOUR WAY TO SUCCESS

## THROW A SOCIAL EVENT ONCE A WEEK

After you have thrown your launch party you should know what it takes to host a successful event. Many successful marketers grow their business quickly by hosting parties regularly. ***Even as often as once a week!***

Pick one day of the week when you don't have much going on, Friday and Saturday nights are great days for this because a lot of people sit at home with no plans. If you are having something each week that they know they can attend and invite their friends to and get out of the house you can end up with a lot of attendees without having to do a lot of inviting.

Make sure your guests know it is open invitation and to invite people they know!





# PICK A THEME & STICK TO IT

## YOU WANT YOUR GUESTS TO HAVE SOMETHING TO LOOK FORWARD TO

Just like your Launch Party you would want to schedule time to present the products but make sure everyone has fun!

If you have a specific dish that you enjoy making or theme for your weekly party (Mexican Fiesta or Pasta Night) that everyone can look forward to that will help keep attendance up. If at the end of the week someone knows they will have a good meal without all the cleanup they will enjoy coming to your parties, plus they get the social interaction!

Have product samples out, or make something using the products as a snack. Have Price Lists & Order Forms available.



Full L  
First Know  
**referral** noun /ri-'fər-  
: the act of sending som  
for treatment, help, a  
the process of direc  
ialist or agenc

Officially launching your business is great for initial sales as well as letting others know that you sell health and 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?