

## **Business Launch/Shake party script.**

**Samples preparation and set up takes between 30 minutes and 1 hour**

### **Shake party scripts,**

**Script 1. Invitation to a Business launch party/shake party.** (Adapt slightly to suit face to face or phone invitations and practice this with your sponsor or a friend so it sounds very natural rather than scripted). Preferably don't invite by text, email, or Facebook as it's not as personal.

Hi, I've just started a new business and I'm really excited about it. I'm contacting all my family and friends who I know would be willing to help and support me by coming along to my business launch party on (day and date) at (time and place). At the party you'll be able to try my products free of charge, find out more about my new business, and learn about the ways I can help other people. By the way, leave your money at home because I'm not trying to sell you anything, so can I count on your support and put you down as definitely coming along?

### **Answers to your invitation and your responses**

**Yes** - fantastic I'll call you the day before as a reminder. Thanks for your support; I knew I could count on you.

**I'll let you know/ I'm not sure** - no problem, if I don't hear from you I'll call you a day or 2 before to see if you can come as I'd really value your support and opinion.

**I can't because.....** - no problem, if things change please feel free to call me and come along as I'd love you to be one of the first to see what I'm doing. If I don't hear from you I'm sure to be having another one for the people who can't make it to this party, so would it be ok if I call you again and let you know when that is.

**No** - this shouldn't happen if you're talking to people who you believe are the ones you can count on for support.

### **At the party**

**First 10 minutes is a just welcoming and settling people in as they arrive**

**Script 2. Introduction script 10 minutes after the scheduled starting time, ideally when everyone's arrived** (usually done by the sponsor or another experienced distributor in the up line). **This section is around 20 minutes.**

Hi, thank you so much for coming along and supporting (name) in their new business. My names (name) and I'm also here to help and support (name) as they're very new to this. Firstly I'm going to tell you about the products we do and how (name) can help people feel more energetic and alive, lose weight or gain weight and maintain it, and improve sports performance and stamina. After that you'll all get the chance to try our delicious and nutritious shakes, teas, healthy chocolate bars, meals bars, and ask any questions you have.

(At this point - using the product display or brochures - briefly go through the product range telling everyone the name of each product and who/how it can help. Be very brief as you can give more details when people are asking questions later on.)

**When you've finished the product presentations just say,**

thank you for listening, we're now going to let everyone taste the products so please feel free to try as many of them as you want to, and as many flavours as you like. Whilst we taste them also feel free to ask any questions you'd thought of during the presentation. **This section is around 45 minutes.**

**During this session talk to the guests and ask the people who are enjoying it and getting involved if they'd be open to hosting a free shake party to help (name) and invite their family, friends, and work colleagues.**

**After this session has finished a closing speech is done as per the script below.**

**Script 3. Closing script. This section is around 15 minutes**

Thank you very much again for coming along and supporting (name) in their new business venture, I know they really appreciate you all showing an interest in what they're doing. As (name) said when they invited you along to this business launch party we're not trying to sell you anything. What we'd really like you to do for (name) now you know more about what they do is listen out for opportunities where they can help people. So if you hear anyone say things like "I could do with losing a few pounds" or "I eat like a horse and can't put weight on, I wish I could" or "I'm always tired and feel drained" or "I get in from work and fall asleep in front of the TV" or "I'm training for an event" or even "I'd love to do/buy ?????????? But I can't afford it" because they can offer them an extra income opportunity too. All we're asking you to say if you hear anything like this is. "I know someone who could help you with that, can I get (name) to give you a call, and if they say yes take their number and pass it onto (name).

Thank you for your support and we hope you've enjoyed it. Have a safe journey home and if you have any more questions please feel free to stay behind and ask them now or give (name) a call tomorrow.

**Follow up call the day after the party.**

On the call thank them for coming then just ask these 3 questions and respond accordingly to the answers you get.

1. Did you enjoy the party yesterday?
2. Is there anything you'd like to know that wasn't covered or you didn't ask about yesterday?
3. Has anyone sprung to mind who you think would like to have more energy, lose weight, gain weight, is training for an event, or goes to the gym?

At the end of the call thank them once more for coming and ask them to keep their eyes and ears open for you.