**LAUNCH PARTY GUIDE**

 It’s more fun and effective if you team up with others to help with the

presentation. Each of you can have different parts to cover and bring more positive energy to the presentation.

Keep it **SIMPLE, DUPLICATABLE** and **HAVE FUN!**

**SET UP: WHAT IS NEEDED:**

1. Set TV to [hbteam.co](http://hbteam.co) and print [**ONE PAGER**](https://hbteam.co/wp-content/uploads/2024/10/Isagenix-1-Pager.pdf) about Isagenix.
2. Older TV’s may require a computer connection (Wired)
3. Have Video’s prepared to play[**https://hbteam.co/learn-about-isagenix/**](https://hbteam.co/learn-about-isagenix/)
* #1 “Addressing Toxicity is Imperative” and
* #2 “Why I Choose Isagenix”
* & Testimonials Prepared to share
1. Have a Display: A minimum of a 30 day system (use empties), collagen and any other products or information you have
2. Make AMPED Hydrate for people to drink
3. IsaLean Bars cut up in pieces
4. Other samples (optional)
5. Catalogue (optional)
6. [**ENROLLMENT FORMS**](https://hbteam.co/wp-content/uploads/2024/10/4-Pack.pdf) and Pens (pass out at the beginning of the presentation)
7. Your Story. Have it written out.

**START OF PRESENTATION**

**Welcome everyone:**

 “I want to acknowledge all of you for coming out this afternoon/evening and taking some time out for yourself. We all have busy lives with so many obligations including our families and work . . . so thank you for investing this time in what could be the very thing that takes your life to the next level!”

**There are five possible reasons that you may be here this afternoon/evening**

1. You’re interested in feeling and looking young and fit

2. You’re interested in weight loss, or improved overall wellness

3. You’re interested in Nutritional Cleansing and detoxification to feel your best

4. You’re interested in the opportunity to make extra money

5. You’re interested in learning about our collagen and beauty line, or a 6th,

6. Your friend dragged you here

**Share Your 60 second story**

* How you were introduced to Isagenix?
* Which system did you start with? Which products do you still use now?
* How has your life changed? Health or financial, or both?
* Share Your Before/After if you have one.

**Introduce a Guest to Share**

* I introduced ISAGENIX to some friends and now I would love for, \_\_\_\_\_\_\_ to share her/his story..

**BRIEFLY (2 min) Review Isagenix ONE PAGER**

**Ask Guests to Dream:**

While you’re sitting here If you could wave a magic wand over your life, what would you want?

**QUESTIONS / DISCUSSION with GUESTS**

* “How many are here wishing for weight loss, better energy, solid sleep, overall health or to learn more about earning additional money?”
* Let your guests know that a video presentation will help them get all of their questions answered, so grab a sample and a seat.
* “No matter what brought you here, With Isagenix, the next 30 days of your life could be the beginning of a whole new journey”.
* Before the videos, scroll through our amazing before and after’s of people we’ve coached and 2 short videos that will give you an overview of everything.

**THE PRESENTATION**

1. Hbteam.co testimonials page. <https://hbteam.co/producttestimonials/> share others stories. (Similar to a prospects in the room is smart)

2. Show videos; “Addressing Toxicity is Imperative” and “Isagenix Weight Management System”

**AFTER VIDEOS**

1. What intrigued you the most?

2. Does anyone have specific questions they would like to ask?

When people ask how to do the program watch Dr. Plants quick video #3 <https://hbteam.co/learn-about-isagenix/> “What is the Isagenix System about” Under “WELCOME NEW CLEANSERS” there is also a ‘How to’ video

3. Walk through display for more detail (May not be necessary).

4. Have another few stories to share if you have people on the program already.

5. Let people know about the Isagenix Community, the support and coaching!

**END OF PRESENTATION**

WHO IS EXCITED TO GET STARTED NOW?! Hand out Enrollment Forms & Set Call Times!