

## **(Hosting Your First Big Business Launch (BBL)- Agenda & Script)**

\*Business launches are a great way to expose a lot of people at once to what you're doing! Imagine having 10-20 excited people hearing what you're doing in just an hour, and they join you on the products, in the business, or at least know what you're up to so they can refer people on. Business launches are a great way to become profitable fast. We recommend you schedule a minimum of 3 launches your first month in business, and a few events per month regularly after that. Think of this as the "Grand Opening" of your new business to showcase your amazing products and business to your friends and family.

### Pre-Event

Inviting: Invite a minimum of 50 people to your event. Send an invitation to everyone, but reach out to everyone with a personal phone call as well to share your excitement. Your personal call of appreciation is very powerful and is a sure way to build a more successful event. I'd say something like: *"I'm so excited to have launched my new business! I'm having a grand (re-)opening Tuesday at 7 pm. You're at the top of my list! I'd love to have you celebrate with me! There will be food & drink, product demos, and a chance to network. I'd love for you to bring friends too! I'm doing a product raffle and you can enter to win when you bring a friend! Can I count on your support?"* **If you've already launched your business, position this as an unveiling of our new products, and you'd love to have them see it themselves!**

We recommend you send hard copies of invitations, as those are the ones that are remembered, and noted on the planner, and posted on the fridge.

On the invitations, I always encourage people to bring guests, and do some sort of raffle for those who bring guests, to increase your audience and exposure.

Free invitations can be found on the communications corner at

<http://www.myrfpulse.com>

A second option is to purchase invitations for a fee at

<http://www.BigTeamTools.Com> or <http://www.RfMall.Biz>

Who to invite? Revisit your contact list—your phone—your Facebook—the memory jogger list...Think of friends, family, acquaintances, people you've worked/networked with, neighbors, customers, prospects, etc. Follow up a few days before to confirm their attendance! A quick text saying "It means so much to me that you'll be here to support me in my business" goes a long way, and keeps people from backing out at the last minute. This is key in maximizing attendance!

Set up:

- Have a sign-in sheet to capture contact info for follow up (found on pulse)
- Have your product and video clips prepared to play
- Have your products displayed & out of the boxes so customers can check them out
- Be creative with how you display Macro E. Put it on a pedestal, with some of the recent press right by it! (Marie Claire, Allure, etc)
- Print off press articles for the rest of the products (found on your product website)
- Have an ordering station complete with catalogs and order forms ([myrfpulse.com](http://www.myrfpulse.com))

-Also be sure to package your opening business story with your sponsor so you know what to say to your guests in opening, welcoming them, and why you started your business (story outlines are found on Pulse). Prepare, and practice!

The Event- Duration: 45 Minutes

**1. INTRODUCTION: Welcome people to your launch event.**

*“Tonight you will hear about Rodan + Fields—who are offering clinically proven products to redefine your skin, and providing an award winning opportunity that can redefine your financial futures”.*

**Share Your Packaged Business Story -Why You’re Doing This**

**2. THE COMPANY: Then transition into the company story:**

*“I’m proud to have partnered with two of the world’s most brilliant dermatologists and entrepreneurs, Dr. Katie Rodan + Dr. Kathy Fields who are two of the world’s most successful names in skincare on the planet! They are Stanford trained, and have award-winning anti-aging practices in California. You know them as the creators of Proactiv—a top-selling acne system in the world! What they did for acne with Proactiv, they are now doing for aging skin with Rodan + Fields!*

*The doctors first launched Rodan + Fields in the high end retail setting in 2002. They were in stores like Nordstrom, Macy’s, and Bloomingdales. By 2007 it was a top selling clinical skincare brand in stores like Nordstrom. But the doctors wanted to reach more people, and change more skin and lives. So they decided to move out from under the glass counter, into direct sales—they were building their brand through word of mouth referral as it was, and they knew this would be a powerful channel for them. They are now allowing independent business owners to partner with them, and leverage their powerful brand. I am now profiting from this. Here to share with you their vision is our doctors, Katie Rodan + Kathy Fields.”*

**PLAY DOCTORS VIDEO:** <http://youtu.be/s27SL3xug6w>

**3. THE PRODUCTS: Then transition into the products:**

*“Now that you’ve met the “brains behind our product”, let me share more with you about our clinically- proven, transformative products. Part of the reason why Rodan + Fields are experiencing such incredible momentum is because of our award-winning products that get real results. The doctors know that one step and one ingredient doesn’t do the trick—that’s why they created a multi-step, multi-med therapy to give you the best results, without having to see a dermatologist! Our products can give you the best skin of your life.*

**OPTIONAL: PLAY PRODUCT VIDEO:** <http://youtu.be/ixQ7V4wn9Sw>

*“Aren’t those amazing results? I have had incredible success with them myself! I’d love to take a minute to share my experience with the product...”*

## **Share Your Packaged Product Story (outline found on Pulse)**

*“People across the country are getting the best skin of their lives too, thanks to Rodan + Fields! The great news is, we have products for everyone:”*

*Point to Unblemish-“If you suffer from acne, Unblemish is their new line for acne, blemishes, and breakouts, which is more soothing and hydrating and includes an optional step for post-acne marks. It was seen in Allure Magazine several times as a top acne treatment!”*

*Point to Soothe: “If your face is red and you can’t take it anymore, we have Soothe for sensitive, irritated skin, and facial redness! It’s not just a “feel good product” but an actual treatment for the skin with special peptides that help to take down redness and inflammation. Many people notice a difference in just 5 minutes! It’s fragrance, alcohol, color, and soap free!”*

*Point to Reverse: “If you’re one of the more than 100 million people in the US with sun damage, dark spots, and dull skin, Reverse is a great option for you! It’s like boot camp for the skin! It helps to even out the skin texture and tone, and helps to eliminate the brown spots, giving you radiant, youthful, healthy looking skin! This was our #1 seller in Nordstroms, and seen on Allure Magazines A-List!”*

*Point to Redefine: “Does anyone in here want to look younger? I know I do! We’re all aging all the time! At the age of 30, we lose 1 percent of collagen per year! But the good news is—you can decide today how you will look tomorrow, by treating and preventing aging with our award-winning Redefine line. Our Redefine regimen and Night Renewing Serum are clinically proven to reverse the signs of aging. It is a comprehensive skincare system that layers powerful cosmetic ingredients and proven peptide technology to visibly firm the skin and reduce the appearance of lines, wrinkles, and enlarged pores. Within this line are anti-aging products for your paws, and pouts (your lips and hands!) Our Redefine line was featured on the Today Show and many magazines like Oprah!*

*Don’t forget- everyone should add our eye cream to your regimen order today, no matter what you’re purchasing! This was voted best eye cream in Allure Magazine for a reason: I call it the “triple threat” as it combats lines and wrinkles, and helps with dark circles and puffiness! We notice aging around the eyes first!*

*For best results for all regimen orders, add in our Macro Exfoliator! It removes dry, dead skin, and provides proper exfoliation and evens out your skin texture and tone removing 5 million dead skin cells in 5 minutes, exposing radiant, youthful skin. By removing the dead skin first, this will make your regimen results far more effective by allowing the products to penetrate. Remember—it’s never too early or too late to start on your journey to the best skin of your life!”*

**Demo the macro E and show the video. Talk about the Aging Redefined Special**

#### 4. THE CLOSE: Then transition into the close

*“Thank you for coming tonight- here is how you can support me in launching my business:*

- *“Join me on the products and get onto your journey of your best skin! Our products are great for men and women, all ethnicities and skin types. They are 60-day supplies, and come with a 60-day empty bottle guarantee—that’s how sure the doctors are that you’ll see results! We can support your desire for great skin with our very popular PC Perks Program where you can get 10% off, and free shipping! Tonight I will ask each of you what you’d like to change with your skin, and provide you with a solution. If you place your preferred customer order tonight, I will reimburse your one time PC perks club enrollment fee (\*this is optional—if you choose to do this, have crisp \$20 bills tied with a bow, in a bowl, ready—this allows you to create urgency & close orders) This program will allow you to get your products on time every 60 days, and it’s a flexible program where you can modify your order, or cancel at any time. My customers love this program!*

- *I’d also love for you to join me in business! You can be a part of this exciting expansion as we grow here in [CITY] and across the country! You can partner with Rodan + Fields as they create their next global empire! You can share the products and opportunity with your network and design a professional life that fits around the rest of your life—no parties, no stocking of inventory, you set your own hours and pace. You simply leverage the doctor’s legacy brand, and the resources of our multi-million dollar corporation. We have an incredible pay plan with excellent upfront bonuses, and exciting incentives like a free Lexus and fabulous trips around the world!*

*The best part is positioning and timing, as we are now launching this area! You can be amongst the first to take the lead as expand here in this market, across the country, and we will eventually go global! Historically, this is where many great success stories are created in our profession! Because of the branding and timing of the company, and the economy, we are experiencing triple digit growth each year (and we had triple digit growth in the number of six figure income earners last year in the company); and are one of the fastest growing direct selling companies today. It’s because of this growth that we are seeing exciting success stories of ordinary people achieving extraordinary results! In fact, let me share with you my partner Sarah’s success story: Sarah was a formerly shy teacher in her 20’s, living in Michigan. She had no former sales or business experience, but she leveraged the success of the Rodan + Fields story, and was able to earn a 6-figure monthly income by the age of 29, in just a few short years! I want you to “meet her”! If she can do it, imagine what we can do:”*

**OPTIONAL- share my story or another leaders story, and play our video:**

<http://youtu.be/GFhQ-jgXpzE>

*You can leverage Rodan + Fields story to create your own success story too! We would love to talk to you about joining our organization! I have appointments available tomorrow that you can sign up for, so you can speak with my business partner and I by phone to hear more! Be sure to sign up for a timeslot tonight! We are booking up fast!*

- *We are also always looking for referrals for customers who want to change their skin and consultants who want to change life. I would welcome the opportunity to speak with your friends and family who may be interested. Just get me their contact information and I'll talk more about that later. I have a great "Referral Rewards" program!" (\*DEVELOP YOUR OWN REFERRAL REWARDS PROGRAM & SHARE IT)*

### **ASSUMING THE SALES**

Then, let people mix and mingle...allow people to get refreshments, and check out the products. Mill around the room with a clipboard, with PC perks enrollment forms attached, and your calendar. Ask everyone: *"if you could change one thing about your skin, what would it be?"* Demo the Macro Exfoliator on guests. Give them each a 3-minute personal skincare consultation, make a product recommendation for everyone, and circle their solution on the form. Have them fill out the rest of the form to order. Also ask them, *"did you see anything in the opportunity for you, or someone you know?"* If they are interested, note it on their form, and set up a 3-way call with them and your sponsor. For those ready to get started in business now, direct them to fill out a Consultant Application. For those ready to use the products, enroll them as a Preferred Customer.

### **POST-EVENT:**

Call and follow up with your guests within 24 hours. Thank them for coming. Ask them if they have any further interest in the products or opportunity, or know someone who would. Tell them about your referral rewards program.

See if they would be willing to host a "Redefine" event for you as you "expand in their area". Perhaps you can provide them a product for hosting an event—it's just an hour of their time, they invite the people, you do the work, and meet new people! Ongoing events produce continual leads, as it puts you in front of new people all of the time—in a short period of time. Many leaders have been known to grow volume quickly by hosting these events regularly, and asking others to do the same!

For people who didn't come: "I'm sorry we missed you at the event. We had a lot of fun! I have another event coming up next Tuesday. If that doesn't work, how about we meet for coffee? What works for you?"