

BBL Agenda:

Please note: this is an outline of a suggested BBL—it's recommended you read it to get an idea of the flow of the event. It's not expected (or suggested) that you memorize it word for word. Use this as a tool to prepare you for the event, and then connect with your sponsor to help you run through the event format that's comfortable for you.

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 any 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 any video clips prepared to play
- Have an ordering station complete with catalogs and order forms ([myrfpulse.com](http://www.myrfpulse.com))
- Package and practice your business story & BBL flow with your sponsor

The Event- Duration: 45 Minutes

1. WELCOME

“Who’s ready to redefine your skin? Thank you for coming! Tonight you will hear about Rodan + Fields—who are offering clinically proven solutions to redefine your skin, and providing an award winning opportunity that can redefine your financial futures”.

2. THE COMPANY: *“I’m proud to have partnered with two of the world’s most brilliant dermatologists and entrepreneurs, Dr. Katie Rodan + Dr. Kathy Fields! The world knows them as the creators of Proactiv. They are now doing for aging skin what they did for acne 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 direct sales would be a powerful channel for them, and it is. Today we do multiple times more monthly sales volume on our team, then we did being #1 in Nordstrom, and I am personally profiting from this.

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

Here is the doctors telling why they are doing this (play Doctors video).

3. TRANSITION INTO THE PRODUCTS *“Our company couldn’t have made the top spot in Nordstrom if our products didn’t perform. Let’s talk 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 provide transformative 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. Let me share with you my results:*
Share your product story Then... *We have solutions for all skincare concerns:*

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 in just 5 minutes!”

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 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 Redefine: (this is where most of your time should be spent)

"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 is 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. Our Redefine line was featured on the Today Show and many magazines like Oprah! We have great anti-aging products for your paws and pout too (show them the products for the lips and hands).

*"As our doctors say, 'an ounce of prevention is worth a pound of filler'. Decide today how your skin will look tomorrow. Included in our anti-aging arsenal are:
Eye cream: 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 signs of aging around the eyes first!
Night Renewing Serum: with peptides and retinol to increase cell turnover and boost collagen production while you sleep! Feels like silk, and was seen in Oprah magazine!"
Acute Care: "TotalBeauty.Com calls this the best alternative to botox! These cute little patches allow you to fill a wrinkle while you sleep, no needle required!"*

Talk about the tools: *"For best results for all regimen orders, add in our Macro Exfoliator or our Amp MD Tool. The Macro E 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. The Amp MD is nicknamed "the best spent minute in anti-aging!" It is our skin firming roller tool. If you are starting with the Reverse or Redefine, I recommend the Amp MD. IF you are starting with Unblemish, I recommend the Macro E. **Demo the tools.***

5. THE CLOSE:

"I'm so excited to help each of you redefine your skin: 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 get 10% off, free shipping, and loyalty rewards. There's a one time fee to join this club, just \$19.95 (US) (typically you save more than you spend your first order, and get ongoing savings of 10% off, free shipping, and perks). 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 it! We are going to allow

you to try the products in a minute, and get a personal skincare recommendation, but first I want to pick your brains on who you know that may be great for our business...

We are looking for fun, friendly people to partner with us as we expand our business here in (city). You can partner with Rodan + Fields as they create their next global empire! This is a turnkey business—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. You get to profit.

You simply share your passion for the products with your network, they sign up for the business or products online and you earn continually on the work you did upfront as they reorder the products, and get the best skin of your life. We have an incredible pay plan with excellent upfront bonuses, that allow you to be profitable month one, all while building long term residual income. With R+F we don’t just get paid, we get recognized, through exciting incentives like a free Lexus and fabulous trips too! The best part is positioning and timing! You can be amongst the first to take the lead as expand here in this market, across the country, and 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. 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. I have a great “Referral Rewards” program!”

(*DEVELOP YOUR OWN REFERRAL REWARDS PROGRAM & SHARE IT)

Who’s ready to REDEFINE your future? Let’s get you onto the journey to the best skin of your life, and who knows, maybe even redefine your financial future! Thanks for supporting me today! Please mix and mingle—try the products—and I will be coming around to do personal skincare consultations with each of you.

ASSUMING THE SALES & FINISHING THE EVENT

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?” 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 an 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?”