

How To Have a Home Presentation

You have LOTS of training available to you in your Isagenix back office. Click on the Library tab; click on the Training Guides tab; scroll to the bottom of the page and check out Cindy Huegely's and Kathy Humphries' training calls on Home Presentations. Both of these women have earned hundreds of thousands of dollars doing Home Presentations.

The following information comes from Kim Olsen's presentation on how to have a home presentation at the Isa-U in Phoenix in November 2007.

The first rule of doing a home presentation is to **keep it simple!** People are going to look at what you're doing and ask themselves whether they can do it, too. You want them to answer themselves with a resounding: "YES!"

*Keep your presentation simple and have fun!

*Dress Semi-casually. You want other people to be able to relate to you, and to see themselves doing the same thing.

*Be sure to have a DVD player available or a laptop with a DVD player so that you can play a DVD for your guests.

*When possible, create a total experience by engaging the 5 senses through including visuals (displays and video), sound (from music), touch (by greeting people with a handshake or hug upon arrival and departure), and taste (by offering product samples or refreshments.)

*Create a simple yet tasteful display with empty containers, your presentation binder, and/or "before and after" photos from <http://www.weightlosshalloffame.net>.

*Have a few kits on hand, and take a tip from Lenny Evans: Gift wrap them! That way, if someone wants to have their product immediately, you can send them home with a 30-day or a 9-day program that night. When you are signing them up for their program online, have their first 30-day or 9-day program SHIPPED TO YOU to reimburse you for handing them a 9-day or 30-day program that night. That way, your supply will always be rotating and folks who want to get started immediately, CAN!

*Keep your presentation less than an hour long; thirty to forty-five minutes makes it easy for attendees to pay attention.

There are 2 schools of thought on what to serve. One says keep it so simple that you don't serve anything – water, only if necessary. The other says serve shots of Want More Energy?, have samples of shakes, serve Slim Cakes, warmed and cut into bite-sized pieces on cocktail napkins. It's your business – you get to decide!

1. Inviting to your Home Presentation. Over invite. That's the key! You can invite with an invitation or a flyer and then follow up with a reminder phone call the day before. Or you can just call and invite. You can briefly share your 30-second story and your excitement when inviting them. Keep it simple and have fun!
2. If possible, partner up with someone to do the party. It's the "Power of Two!" Each of you will have different parts that you will fill during the Home Presentation. Keep it simple and have fun!
3. Once everyone has arrived and folks have tried the products (if you are serving samples) the host/hostess welcomes everyone and invites a couple of people to share their experience with Isagenix. Then introduce the Special Guest. (The Special Guest is simply someone that the guests in attendance do not know...if you are doing the party at someone else's house, that Special Guest is YOU!)
4. Introductions are VERY important! You should have an amazing introduction for the guest(s) that the host/hostess introduces. It will lend credibility to your special guest(s), so that people will respect them and listen to what they have to say. When the special guest(s) are edified, share their credentials and share their successes, but DO NOT SHARE THEIR STORY.
5. Then the special guest will share their story. Afterwards, they will introduce the DVD "Take Control of Your Health" and show the first part of that DVD.

If you have 2 people doing the presentation, it would be time to introduce the 2nd special guest and have them share their story. Then they can go over the different programs that are available.

6. Briefly go over the 9-Day, 30-Day, Total Health & Wellness & The President's Pak. While one team member explains the programs, the other team member passes out the new member applications WITH PENS! Keep it simple and have fun!
7. **To close your presentation:** "There are 2 ways to buy your products – you can buy them retail or you can buy them wholesale with a wholesale membership, which is just like a membership at Sam's or Costco. There is a \$49 membership or a \$36 membership – the difference between the 2 memberships is that the \$36 membership is an incentive that Isagenix has created to encourage people to get set up on the Autoship program." (Then explain about Autoship.)
8. "We also have a way to get your products for less cost or no cost at all – and that is through our customer referral program. When YOU share Isagenix with your friends & family and have an in home presentation like _____ has tonight, it's a great way to get your products for less or no cost at all, and it is also a great

way to bring in additional income as well – if that is something that you are interested in.”

9. “We are now scheduling times for in home presentations, so you can get with us tonight and we would be glad to schedule one with you.” (Keep it simple and have fun!)

If there are technical questions, use your Tools. Tools from the experts are duplicable. We are not. Give them the CD by Dr. Becky Natrajan: “Why Cleanse, why Isagenix, why cleanse for life?” It will answer their questions. We are not the experts and we don’t pretend to be.

Then, always recommend the 30-day program, because it doesn’t matter what program they will be following – the 30-day gives them enough products for the entire month. There is a 9-day built right into the 30-day program, so they could do a 9-day program and then go right onto the maintenance program. Or, if they have excess weight to lose, they can get the 30-day with 2 extra bottles of cleanse and do 2 9-day programs, back-to-back.

So, when you sit down with your guests and you’re helping them to figure out what programs to follow, ask them again if they would like to host a home presentation & share Isagenix with friends and family. Duplicate yourself and teach your team to do the same!

The 3 party plan: You will average 1 to 2 presentations booked from each presentation that you do. When you book presentations from a party, the host/hostess of that party will benefit from any sign-ups – you’ll place new orders for business in your host/hostesses business.

Assuming that the host/hostess wants to grow an Isagenix business, you will now have the host/hostess attend the next party that you do. Since they have already seen you do one entire presentation (in their home), you will now have them do the first half of the next in-home presentation, and you will do the second half. At the NEXT party that you do, you will have your new member do the whole party, with you there for support.

Congratulations! You have just taught a team member how to duplicate! THAT is the key to success!

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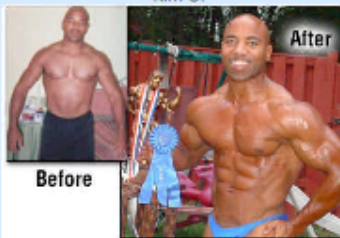
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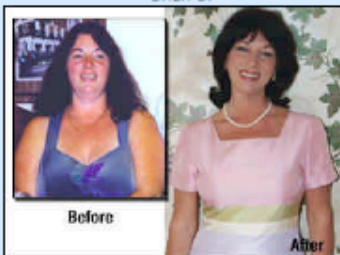
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