

GO Party! Strategy

Key Point >>> It may seem ironic, but it's actually easier to build your livethesource® business at a rapid pace than it is to build it slowly. Beginning at a rapid pace allows you to create excitement and momentum that spreads throughout your group. The positive cash flow as a result of this method sets the tone for your team and creates an excellent demonstration of success for prospects.

When launching your business, inform people that you are having a **Grand Opening and you would like them there to support you!** Imagine if you opened a restaurant and had a grand opening. Wouldn't all of your friends and family be there to cheer you on? Why make this business any different? Even if they say they have no interest in a business, let them know that their support is very important to you..

Ideally, you want to have the livethesource® DVD, as well as someone from your up-line to assist you during the presentation Remember – this is YOUR party. GO Parties are a very friendly, non-threatening way for demonstrating what the business is all about to prospects.

Step One:

- Order your GO Pak when completing your application
- Set the date for your “GO Party!” within three or four days of joining livethesource®, allowing time for your product to arrive
- Plan three or four more GO Party!’s several days apart
- The goal is to complete three to five GO Party!’s within the first 14 days after joining!

Key Point >>> Having a series of “GO Party!’s like this will allow more of your prospects the flexibility to find a date that works for them. It also ensures that you enroll enough distributors to recognize a few serious people who will run with the business in a “big way” creating some initial traction for you. This is the fastest, most effective way to create momentum.

Other businesses have Grand Openings for one or two weeks. Why do businesses have grand openings? The answer is simple, it creates massive exposure to their product and/or service while providing their business a “big boost” when they first open and it will do the same for you! You only have one opportunity to do this and that opportunity is when you first start out in the business.

Here are some guidelines to conducting the most effective GO Party! and getting started fast:

Prior to the Grand Opening...Make a Prospect List!

Look over your prospect list to determine your best prospects and invite them to your home. If your home is too small or not appropriate, you can consider renting a fire hall or something like that (they usually will rent out their buildings for a small donation) and some housing developments have a “common area” that you can rent out for the day to host your GO Party!. Sometimes distributors choose to have their Grand Openings together, sharing the expense.

Key Point >>> Let your friends know that you are having the “Grand Opening” of your new business and want them there to support you and see what it is all about. These two words – Grand Opening – dramatically increase attendance, since almost everyone loves grand openings! Most Important - Don't get drawn into a lot of questions on the telephone!

Use the following telephone/email guidelines when inviting:

- **Place a call:** *Hello (their name), this is (your name), and I'm calling you to invite you (and your husband/wife/significant other) to my new Business Grand Opening Reception this (day/evening) at (scheduled time) at my home—(your address). I am limiting this to (number of people) people and have arranged a special guest speaker—so come a few minutes early so you won't miss anything. Do you think you'll be able to make it?*
- **If they ask what's it's about, say it's a surprise** *and I don't want to ruin the surprise, that is why we are having the reception. If you can't come, I will call you afterwards and fill you in.*

- **DO NOT get into a discussion of what the business is all about** as that is the purpose of the Reception. If they can come, ask them to bring something – like a bag of ice, paper cups of something simple and inexpensive. This gives them even more of a reason to make sure they attend.
- **If you reach an answering machine**, use the same text except end the call with: *“Call me at (your number) as soon as you get this message to let me know that you’ll be there!”*
- **If the person cannot make the time or day**, just say: *“I really wanted you to be there. I have quite a few people to get back to who are coming...let me call you after the Reception to schedule a time when I can fill you in.”*
- **If you do not hear from some people within 3 days of the event**, call them again, *“I’m calling to get your RSVP to my Grand Opening this (day) - I need a head count for planning purposes. Oh and it would be helpful if you could pick up that bag of ice (or other inexpensive item) on your way over. If you get the machine again, leave your number for a call back.*

Setting up for the GO Party!...

- **Remove all distractions before the presentation (phone, pets, children, etc.)**
- **Do not set up the furniture in the home for a meeting.** Keep everything normal and move chairs in or around only as necessary when people arrive.
- **Provide refreshments (no alcohol)** and you may want to provide a light snack, pizza or something simple like that. Consider a “Pot-Luck” where other distributors bring a dish. These distributors can also bring their guests to add to the excitement.

Key Point >>> These other distributors will be essential at your GO Party! because they will be the ones providing their testimonials – the most powerful part of the presentation!

- **Have packets prepared for each guest** but keep them out of sight. These should include a DVD, a brochure, your business card, a copy of the GO Party! information sheet that you can print off the home page from the GO Party! balloon icon.
- **Set up a product display but only offer samples after the presentation.**

To create a successful experience:

- Start on time and be brief.
- Don’t over-talk the business – let the tools do the work.
- Be professional and dress the part. You don’t need to be in a three-piece suit, but you don’t want to show up in shorts and flip-flops either. Strive for business casual.
- Provide notepads and pens for your guests.

Key Point >>> Remember: The harder you close someone, the less he or she will duplicate!

The GO Party! itself (This is meant to be a guideline. Adjust appropriately for your location)

- **Welcome people as they arrive** and seat them comfortably. Introduce guests to each other and start some friendly social conversation and mingling. Set them at ease and let them know that you are trying to sell them something.

Key Point >>> Just sit back and relax. You are just recommending and promoting something that you really like and if they like it, that's great. If they don't, that's fine, too.

- **Don't be running around the house during the presentation.** Stay seated and view the presentation intently with your guests.
- **If others arrive late, don't start over.** Let them know that you will speak with them privately after the demonstration.

Key Point >>> You just want to give them enough information so they can make an intelligent and informed decision. Fair enough? It's almost like the people who hand out samples in the supermarket. You try it, and if you like it, you get more information about it.

- Introduce people to your up-line
- After people have been there for approximately one half hour and they are eating or have finished eating, call everyone's attention to where the DVD will be viewed, and announce –

“Now we are going to watch a DVD that will take about 12 minutes.
After that, we're going to talk for a few minutes and answer your questions. Please feel free to help yourself to more refreshments.”

Key Point >>> Start within a few minutes of the scheduled time. Do not talk about people who are late or did not show. Concentrate on those who are there!

The Actual Presentation...

Play DVD

After The DVD, explain a little more about nanotechnology and how the vitamin works:

The Elephant and the Ant
Super Small Size
Food-based Nano Encapsulation
Sustained Release
Patented Technology
Hold in mouth for 30 seconds or more
Tablet vitamins have a 10% to 12% absorption rate
Liquid vitamins have a 15% to 20% absorption rate
Nano encapsulation offers an 80% to 90% absorption rate

Key Point >>> Our product combines our all natural, proprietary blend of vitamins, minerals and herbs that work together to create a substantial increase in nutritional value than if they were all taken individually. Additionally, the cost of taking these ingredients separately would be many times more expensive. We use a patented, safe, 100% food grade Nano technology whereby 100% of our active ingredients are Nano encapsulated, allowing greater absorption at the cellular level.

>>> The combined benefit is that the product creates a nutritional foundation that allows the body to heal itself

Ask the group.... Who is using the product and seeing some results that they would like to share?

Common benefits appear to include:

- Sports recovery
- Nails and hair
- Thyroid issues
- Diabetes
- Arthritis
- Varicose veins

Key Point>>> PLEASE REMEMBER WE DO NOT DIAGNOSE OR PRESCRIBE OR MAKE ANY CLAIMS AS TO PARTICULAR HEALTH BENEFITS.

Let's talk now for a few minutes about the business side:

Why did we choose network marketing to get this product into people's homes?

- People tend to believe a good friend before they believe a commercial on TV.
- How would you show people the difference between this and other products on the shelf?

Most people do network marketing everyday but they just don't get paid for it. So you probably wonder, what do I mean?

- Network Marketing is nothing more than recommending and promoting what you like. Here's some examples:
 Car dealerships or service departments
 Real estate brokers or agents
 CDs & Music
 Stores
 Babysitters

Ask the groupwhat are some other things we recommend and promote everyday?

Key Point >>> So you see...everybody already participates in some form of network marketing!

Now say: If I were in your shoes I would have some questions.
 (thereby removing objections before you get them)

And continue with these common issues:

Will the company be around tomorrow?

Talk about the information presented in the DVD and the long-term involvement in multi-level marketing enjoyed by our management team. Their experience in this field is impressive, indeed.

A very common objection...I don't have the time...

In our business you actually leverage time:

- There are others – your down-line - with time who work the business when you can't, which makes it the ideal business for someone who doesn't have time
- And, if you don't have time now, what is your future going to look like if you don't make changes?

I want to try the product first...

- Use this shoe store story:

If you owned a popular woman's shoe store, would you not open the doors of the store until you had tried on and experienced all the shoes in the store? Of course not!

Are there any other benefits to a livethesource™ business?

- Tax benefits
- Cars
- Travel
- No pressure
- No risk
- Work with people you like
- FUN!

Key Point >>> In the middle of one of the worst recessions in this country's history, this company went from ZERO revenues to an annualized multi-million dollar company in only four months....That is incredible!!! How many other companies do you know that have done that?

Now tell them...So here is what you have to do to possibly make \$500.00 extra per month in this business:

- **Don't change** – continue doing what you have always done. Recommend and promote things that you like – livethesource™
- **The first people who take action to sign up** may see their down-line build faster.
- **And – answer any questions.** If your sponsor or mentor is there or calling in, direct the questions to her or him.

When the presentation finishes...

- **Hand out one info packet** to each guest or couple
- **Offer samples** of the product in attractive 1 or 2 oz plastic cups
- **When you see someone is quite interested**, ask if he or she understands fully. If you get a positive response, then ask if he or she is ready to get started
- **Sign up those who are ready to get started. Most important: Do not send them home and tell them to sign up online!**
- **For those who do not sign up**, invite them to review the info pack. Let them know that you are building fast and want them to look over the materials promptly to make sure they capitalize on the opportunity. Schedule follow-up calls, or if there is another opportunity meeting coming up within a few days, invite them to that

Following your GO Party!...

- **Follow up with those who didn't sign up within 12 to 48 hours.** Invite them again to another meeting or put them on a three-way call with your up-line representative
- **Help your new team members schedule their own GO Party! series** and start duplicating the process!

Write out your timetable and plan for your GO Party! series:

