

# Steps for a Successful Healthy Lifestyle Event (HLE) New Distributor Check List

## How to Invite

The invitation process is very important to a successful Healthy Lifestyle Event

### Getting the word out

In real estate it's location, location, location. In our business it's exposure, exposure, exposure.

1. Follow the system
2. Keep it simple and fun
3. Be consistent

### Memory Jogger

1. Make a list , 20 for each event.
2. Set-up 3 HLE's: one for each side of the family, one for friends and co-workers.  
You should have one within your first 30 days of starting NSA. Have all 3 within a 2-week period. Why?
  1. They can't be busy for all three dates.
  2. It will make it easier to express track and move up to the Sales Coordinator position.
3. The best approach when calling your co-workers, friends, family etc. for your health event:
  1. Verbal invitation & commitment - example:  
Mary, Hi, it's \_\_\_\_\_ (small talk). What are you doing on June 27? Check your calendar. If they respond nothing say great!! *Pencil* me in. I am having a special health event. We will be discussing all the latest research on staying healthy and I am sure you will find it very interesting. There will be food and refreshments. I am going to send you an invitation with an 24 hour Prevention Plus hotline 800 #. This will help you better understand what this is all about. The only thing I ask is that you will agree to listen to it. (If they can't make it that night you can still send give them the number or three way them in and also book them for your next health event.)  
**Be sure to have enthusiasm and conviction when you are talking to them. This is the major factor in getting them to attend. Practice before you call them.**
  2. Send the invitation along with written personal note saying, please call me after you have listened to the 800 24 hour hotline (or the tape). You can print the invitation on your computer but be sure to use fruit and veggie border paper or colored paper, whatever you prefer just be sure it is special.
  3. Follow-up to make sure they listen to the 800 number if not. "Well do you have a minute? Let's get on the call together, I'd like to hear it again." After the call, "What do you think about (a key point in the call)? Do you consume 5-9 servings of raw fruits and vegetables everyday?" They say, "No" and you say, "Me either. Doctors are learning about how raw fruits and vegetables prevent sickness." You are calling to confirm their attendance. Please remind them that you are having a special speaker coming all the way from \_\_\_\_\_ and you need to know one way or the other, **KEY POINT**, ask them, "I would really appreciate if you would make every effort to come because I need 10 people at my Healthy Lifestyle Presentation. I have my 9, you will be the 10<sup>th</sup>, can I count on you to come?" Most of the time they will say "Yes I will be there." You say, "Okay, I'm putting you down, I'll call you to remind you the night before." Create a sense of urgency. Make them tell you yes or no, maybes are not acceptable.

4. **Follow-up the night before to remind them about your health event. (You must invite at least 20 people per event) If you follow the system at least 10-15 will show. To make sure that your 5 best prospects show, ask them the night before to bring their blenders because you are making a special drink. They are now committed to attend.**

### **Supplies you will need**

1. **30 Call Me in the Morning, I Haven't Got Time for the Pain or any other tape other than the Whole Truth**

2. **The Guide to Better Health Brochures and Katherine Newlan brochures**

3. **Post Card Follow-up Kit**

4. **Whole Truth in 15 Minutes Videos (3)**

These are available from Promo Plus 888 552 8200 / [www.nsapromoplus.com](http://www.nsapromoplus.com)

5. **Fruit and Veggie or appropriate theme stationary or multi-colored paper (check out [geographics.com](http://geographics.com))**

6. **Name Tags**

7. **Vanilla Complete, Thins, and Gummies for your guests to sample and 4 oz Dixie cups**

8. **Basket of fruits and vegetables for display purposes, preferrably with the fruits and vegs in Juice Plus wherever possible.**

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### **What to Serve**

- Platter of cut up fruits and vegetables      \*Water
- Baked organic chips/ Salsa
- Anything healthy, raw nuts, etc.

•Juice Plus+ Complete

1. Rice Dream (vanilla)
2. Soy milk (vanilla)
3. Fresh or frozen strawberries
4. Fresh or frozen blueberries

5. Fresh or frozen cranberries
6. Fresh or frozen bananas
7. Fresh pineapple (golden)

•Always add 1/2 cup of cold, filtered water to every cup of soy or rice dream. This prevents it from being too thick.

•If you use fresh fruits, add ice. If they are frozen, it's not necessary to add ice

**\*\*\* VIP!!! You must have samples of the Complete, Thins, and Gummies for your guests!!!!**

**The fortune is in the follow-up.** Be sure to follow up with everyone after the event. Your goal is to find 3 who would like to offset their costs or earn a part-time income.

# 21<sup>ST</sup> CENTURY NUTRITION

A Nutritional Briefing by (your sponsor)

Break-through ways to

*Improve your family's diet*

And prevent disease

**PLEASE JOIN ME FOR A**

HEALTHY LIFESYCLE PROGRAM

In My Home

Address

Date

Time (beginning and ending, 1-1.5 hours )

"Let They Food Be Thy Medicine and Thy Medicine Be they food"

--Hippocrates- Father of Medicine

For a briefing on what will be covered call 800 624 7671 choose option

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Please R.S.V. P. to (your name & phone#)