

*Step-By-Step Guide to a  
15-Minute Pop-Up Party*

ZOOM EDITION

## STEP #1: REACH OUT

Make sure everyone in your life hops on at least one of these so they can see what they are and be brought into our community!

- When you host your own (VOICE TEXT) Do this first!

*Hey friend! I am super excited for our NEW fifteen-minute pop up social that we have been doing. I'd love for you to hop on and take a look. It's been so fun! I am doing one on \_\_\_\_\_ at \_\_\_\_\_ could I send you a link?*

- For current Preferred Clients AND IC Wellness Ambassadors that are not building (VOICE TEXT)

*I am so excited about our NEW fifteen-minute pop up shop I am doing. I'd love to show you the new products and be a resource for you! It's been so fun! I am doing one on \_\_\_\_\_ at \_\_\_\_\_. Could I send you a link?*

- When you are asking someone to HOST for you (VOICE TEXT) (usually you will ask them after they have seen one that YOU have hosted)

*Hey friend! I loved that you were on the pop up the other night and I was curious if you might be willing to gather 2-3 friends to do one of your own...I love being a resource for others and I'd love to spoil you with some freebies just for gathering a couple of friends. I have Monday and Wednesday available, would either of those work for you?*

- Invite for Hostess Coaching

*Hey friend! My friend Tess is hosting this super fun wellness pop up shop tomorrow night at 8:30pm! I'd love for you to hop on with a glass of wine and hear more! They've been so fun! Can I send you the link? Would love to see you on!*

## STEP #2: IMPLEMENTING ZOOM EVENT

- Grab the script and slides: [purementumnations.com/zoom-party](https://purementumnations.com/zoom-party)

## STEP #3: FOLLOW UP

- Take notes of every personal guest's goal in magic wand comment
- Take note of every guest's "take away"
- Write down guest's contact information to send Thank you note and samples (samples are 2 fizz and one tea)
- Text each guest in a three way chat with your upline.

*Thank you so much for hopping on the pop up with us! I hope you had fun and we would love to be a resource for you. I saw that you mentioned you wanted to improve on [insert guest's goal from magic wand comment]. Could you tell me more about that?*

- When they tell you what they want to improve on and why, work with your upline, to help the client come to the conclusion on how Arbonne can be a fit for them.
- For those guests that commented "link," get them in a three-way chat with your upline to help them answer questions with regards to the 30 days.

*Hey girl! I am so glad that you commented "link," I'd love to help you improve on \_\_\_\_\_.*

- For those guests that commented "more info" get them in a three-way call with your sponsor and Area Manager or RVP.

### **If you are launching a New Consultant or have someone Hosting for you:**

- Have your Host/New Consultant connect you via 3-way text with everyone who expressed an interest by commenting.
- If New Consultant, they will stay in the 3-way text with upline to learn how to engage with potential clients.
- If Host and they don't want to be involved in the 3 way text after the intro, simply reply:

*"Thanks so much (Host Name)! It's so nice to meet you (Guest Name). I'll text you separately, so I can help you with any questions."*

## Examples of initial 3 way message from New Consultant introducing Upline:

*Hi (Guest Name)! Thank you so much for hopping on the zoom tonight! I wanted to introduce you to (Upline Name). (Upline Name) is a wealth of information, so if you have any questions or would like more information, this would be a great place to ask.*

## Then the consultant will ask some questions to get to know what's important to the guest.

*Hi (Guest Name)! It's so nice to meet you and thanks for watching my pop up! I saw you commented that you were interested in \_\_\_\_\_. So, what are your health goals?*

*Hi (Guest Name)! It's so nice to meet you and thank you for watching the Zoom and supporting (New Consultant/Host)! What was most intriguing to you?*

- If they say, "I just want to browse" send them the digital catalog link (NOT your website because it can discourage conversation) and engage them with questions.

**CATALOG LINK:** <https://epub.arbonne.com/homeoffice/catalogue/>

- If possible, get their information and place their first order for them! This way you know what they want and can encourage them to bump to a 150 QV order to get free shipping and save 20% if they're close.
  - Client info needed:
  - Name
  - Email
  - Phone number
  - DOB
  - Shipping address
  - Credit card number with EXP & CVV (billing address if different than shipping)

**NOTE:** If they want to be a consultant, you will need to walk them through signing up from your website they will need to enter their Social Security Number.

## SKIN

- If they want info on skincare, ask some questions:

*I'd love to help you. Tell me a little about your skin...what do you currently use and what do you want to improve?*

## NUTRITION

Again, ask questions... Have a dialogue and then you can send the link to Tanda Cook Healthy Living video: [youtube.com/watch?v=U0q6crpYfyM](https://www.youtube.com/watch?v=U0q6crpYfyM)

*I'd love to help you. I'm curious, what is your biggest challenge with nutrition right now? Or, what are your health goals?*

## I'M IN!

- This is for the giveaway. In messenger, say:

*Thank you for participating and good luck! I'm curious, after watching, what resonated the most with you?*

## MORE INFO

- This is for hosting. In messenger, say:

*Great! Let's find a time to chat for a few minutes!*

---

## IMPORTANT TIPS FOR A SUCCESSFUL EVENT

- You want your host to be excited for the event. If your host hasn't tried products, be sure to get him/her some to try before the event. This will help the host have a personal testimony to share.
- Night time really is best to hold these events. If you do more than one event in one night, then you will need 30 minutes between parties.

- Anticipate some of the parties to be a bust. If you schedule 4 parties per week, that is 16 each month, so the busts won't matter.
- Check in with the host during and after the event as people will want to order and they will likely be conversing with the host. Have your host suggest putting you in a 3-way text so you can answer any questions.
- The fortune is in the follow up! If anyone shows any interest during the event, be sure to add them to your 100-person list.
- Reach out to EVERY GUEST to thank them for watching and try to engage them in a conversation:

*Have you had a chance to watch the Zoom recording? Did anything resonate with you? If you could wave a magic wand, what is the one thing you would change about your health? I'd love to help you. I'm curious, what is your biggest challenge with nutrition right now? Or, what are your health goals?*

- Use the digital catalog if they want to see what we offer. Digital Catalog link : <https://www.arbonne.com/discover/catalogue/> If possible, get their information and place their first order for them!

---

## DISCLAIMERS

- Make certain to refer to ALL products or business opportunities using COMPLIANT Arbonne copy.

**Disclaimers for lifestyle posts:** *There are no guarantees. Results are different for everyone. Annual typical earning statement available at [iccs.arbonne.com](https://iccs.arbonne.com)*

**Disclaimers for product claims/healthy living results:** *The typical results are different for everyone. Results vary depending on individual effort, body composition, age, eating patterns, exercise, and the like.*

*Have a great party!*