

WORD CHOICES for Recruiting at Parties:

Earnings: Add a personal story to reflect your specific earnings for a month during the time you share your company story. If you're brand new and haven't started earning yet, share your sponsor's story until you have your own. You could say something like: *"I started representing Jordan Essentials because I fell in love with the products and I wanted to share them with my friends and family and receive a discount. I decided to join when I learned that, after a year of working part-time with Jordan Essentials, my sponsor makes enough money to cover her monthly car payment, her daughter's pre-school and she is putting away money for next year's summer vacation! I've set a goal to start paying for my daughter's dance classes."*

TRIPS: Even if you haven't traveled on an incentive trip yet, make sure you add a sponsoring seed that speaks to Jordan Essential's all-expenses paid luxury travel. After sharing the benefits of a product you could say something like; *"I pack this product every time we travel to a sunny destination because..... Something I didn't realize when I started Jordan Essentials is that Consultants that hold 1-2 parties each week earn all-expense paid travel each year. I have the goal of earning our current travel incentive and enjoying a Cruise this coming Spring. Talk to me about our program if you'd love to go to 5-star destinations for FREE!"*

FLEXIBILITY: Another great benefit of a direct sales business that peaks interest is flexibility. Add a personal story that talks about how you plan your work around other activities that are important to you. After sharing a product you could say something like, *"My kids love this product because they take it with them to dance, football practice or with their gym workouts (fill in the blank). One of the things I love most about my Jordan Essentials business is that I earn income every week but never miss their games or important school events because my business gives me the flexibility to determine when and how much I work."*

Here's an example of word choices you could use at a party or individual appointment during the close. *"And finally, if you loved the experience today, I want you to know that the company is growing throughout the United States and needs more people to represent the product line in every area. People order the products online or by connecting with a Consultant to place an order. The role of a Consultant is to touch people with product and allow them to experience them first-hand, before they buy. When people see the products, they immediately want to order. Our consultants enjoy a product discount of 25-40% off the retail price and we have consultants that earn an extra \$200, \$2000 and even \$10,000 or more each month. To get started, you simply order a business kit and receive and business supplies that are valued at \$_____ for only \$_____!"*