



# MULTIPLE WAYS TO WORK YOUR BUSINESS

There are many different ways that you can work your Jordan Essentials business. It is important to try each of these ways and discover which of these you enjoy best.

Here are some great ways to generate different streams of income:

- **Live Events/Home Parties**

Home parties are a great way to speak to a group of people at one time and to continue to grow your network and circle of customers. If you continue to fill your calendar with home parties, you will start to earn the income you desire. Home parties are also a great place to find potential new team members. For more information on parties, see Unit 7.

- **Online Marketing**

Social media is a powerful and easy way to spread the word about your new business and grow your customer base. Utilize platforms like Facebook, Pinterest and Instagram to help increase your sales, circle of influence and sponsoring leads.

You can also use Facebook to host virtual parties with customers who don't live in your immediate area or with those who prefer online shopping over the traditional home party.

It's also important to keep your social media, website and newsletter up to date so your customers never miss out on new products, specials or information from you.

(add facebook party training after the call on MNL with Lindsey in audio and written formats)

- **One-on-one and Re-Servicing**

Some of your customers may want a personal experience in a one on one setting. Make sure you offer your customer the ways in which they want to purchase their products. A one-on-one appointment is where you would bring your kit to your customers home and help them replace the products they currently use.

One of the best things about Jordan Essentials is that we have a consumable product. That means that our re-order average is higher than many other companies. Be sure to always follow up with your past customers to replenish their stock. This will add an additional stream of income every month.

- **Vendor events**

Vendor events are a great way to see a large group of people at one time to introduce them to Jordan Essentials and to broaden your network and develop your business in new areas.



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For successful vendor events, it's important to have one goal in mind. You don't want to try to sponsor, find new hosts and sell product all at one time. Remember, people will only spend a few minutes with you at your booth. Decide what you want to get from your vendor event and focus on that opportunity.

Always be sure to have customer information sheets so you can follow up with the people you met. Follow up will be the most important ingredient for successful vendor events.

- **Fundraising**

Many organizations are looking for ways to raise money. Fundraising is a great way to get your product out there and help out a great cause. If you are interested in working with executives and organizations, you can utilize our Fundraising program as one of your business strategies.

Tip: Following up with the customers from your fundraiser will be an important part of keeping them as customers for a long time to come.