



SCHEDULING YOUR LAUNCH PARTY

Your very first party is your Launch Party. For best results, try scheduling this party within the first 20 days of becoming a Jordan Essentials Consultant. Your Launch Party is a great way to gather your friends and family together to let them know you're embarking on a new professional journey and let them experience some of our amazing products.

A good idea is to schedule a second Launch Party - a "backup" - just a few days later. By scheduling two Launch Parties closely together, this will give you immediate practice, boost your confidence and help you become more familiar with the product line. It will also help create some excitement by seeing the reaction of your guests!

If any guest tells you they can't make it to the first party, simply say, *"That's okay Sarah! I'm having a second one on _____ for those that can't make it to the first-- would that work better for you?"* By holding two Launch Parties, you'll be off to a fabulous start by getting the practice you need and reaching more people. For best results, don't mention the second unless a guest specifies they can't attend the first one.

Remember, you are both the Host and the Consultant for this Party. This means you will earn free hostess credit to purchase more products for your kit as well as commission that will help you earn back the cost of your investment.

Depending on the sales, you can combine both parties into one order or split them up for two great parties! Your Launch Party will support your Smart Start Level 1 and you will earn both a commission and free products.

Another great idea is to add a Facebook party to launch your new business. This is a great option to invite your friends and family who don't live in your immediate area.

Simply create an Event on Facebook and invite your friends by personally messaging them. Within the Facebook party, you will be able to share your personal website, your favorite products and offer the opportunity to join you on this journey! You will learn more about Facebook parties in Unit 9.