

# “The Sixty Minute Party Presentation”

## (Using Your Jordan Essentials Catalog)

### BEFORE THE PARTY

(Demo – Everyday Body Care System, Soap Saver with Shower Gel, Salt Scrub, and Shea Butter)

- Take guests to the sink for hand spas and get to know them using the F.O.R.M. method – ask questions and LISTEN to their responses, that is the most important part of building a relationship with them! Take interest in what they are saying:
  - o *F → From: Where are you from? Where do you know our hostess from?*
  - o *O → Occupation: What is your occupation? What do you do with your time?*
  - o *R → Recreation: What do you and your family do for fun?*
  - o *M → Matters: What other topics matter to that person? Kids? Volunteering? Travel? Etc.*
- Once they have their hands done give them a catalog and let them go sit down and visit.

### AT THE PARTY:

- Consultant Tip: Rule of thumb – keep your parties “FUN AND FAST AND FULL OF TREATMENTS!” Guests did not come to hear you give a science class. You want to have lots of pampering treatments, ice breakers and fun built into 36 pages. You want to establish yourself as the skin care go-to-consultant in their lives. It is all about relationships, excellent customer service and great products.

### The “60 Minute PARTY PRESENTATION”:

- To begin the show, say “Welcome!” Have a catalog in your hand and get ready to walk them through it page by page. This is a nice, simple, duplicable presentation for anyone.
- Play a fast, easy ice breaker game: You can do one in which each person says their name, how they know the hostess and a word that describes them OR the purse game (See the JE University Spa Shows Icon for additional game ideas.)
- Say: *“Thank you all for coming tonight. As we head into the show I want you to know that we are the trusted name in healthy family skin care. Our products are proudly made in America and I know you will love them!”*

- *“Please flip your catalog over to the back cover – I have to start with the BEST thing I have for you tonight, and that is our business opportunity. If you or someone you know would like to earn an extra \$100 a week doing something alongside your family and other busy activities, I would love to send you home with an information packet about our JE Business Opportunity.”*

### **Company Story, “No-No List”:**

- Consultant Tip: Highlight in your own catalog a few things you will want to share from these pages, don’t read all of it to them. They can read the whole story on their own.

*“Our company is based on a sincere commitment to offer the best, most effective American-made, healthy skin care products for your family.”*

*“Founded by Nancy Bogart, in 2000 Jordan Essentials is an American, woman-owned company that has been nationally recognized. Based upon the inspiration of the Jordan River, Nancy named the company **Jordan Essentials** with her vision to help women make a good part-time or lucrative full-time income while keeping their faith and family first.”*

*“One thing that makes us different is what we do NOT put in our products. Here is a list of NO NO’s that represents a much longer list as we keep our families safe.”*

- Consultant: This is also the page where you will share YOUR JE story, why did you join and why do you stay at JE?
- Say: *“If this sounds like something you might be interested in learning more about I have a bag of goodies for you when you go to check out today.”* You can have a cute gift bag that includes some samples, an audio opportunity packet, a copy of the comp plan and a New Consultant Application.
- Say: *“(choose a guest) Mary can you help me out by reading the list of what is **not** in our products for us? We call this our “no-no list” in the catalog. These are the main ones that people ask about – but we do have a longer list of others not listed here because we are always looking for safe, healthy skin care for you family that works and is affordable!”* Have Mary read the “no-no list” items out loud for all to hear.
- Point to the travel club photo and say: *“We also have a travel club where people can cruise and take free vacations. I am earning points for my free vacation right now too!”*

### Table of Contents:

- Say: *"Now, I do not want you to be overwhelmed by all of our great products. I cannot go over everything we carry in detail tonight, so I am going to hit some highlights. Please be sure and ask about any other products you are interested in for more information."*
- Say: *Tonight our "Girls Night Out Treatments will focus on : \_\_\_\_\_ I can set a date for you to have a party that focuses on any product theme you choose with your family and friends so you can earn free products too."*

### Wellness Checklist:

- Say: *"So to better help you let's take this family wellness quiz. This is your catalog to keep. Please put your name on the back cover and you will see I already have my name and contact information placed on there for you should you need to reach me in the future. You can write in your catalog, not only the answers to the quiz but feel free to mark it all up! Circle things, mark your favorite fragrances, write down ideas I share and anything else you want to on the pages too. This is meant to be a resource guide for you for safe, healthy skin care for your family."*
- Consultant: Take them through the questions on the quiz, one by one, reading them out loud. Allow time for them to mark in the catalog. This is an important part of your party. During your fast, fun 60 min show you will be answering the questions asked here.
- Say: *"If you checked yes to any statements on this quiz, you are in the right place tonight!"*

### Fragrance:

#### **(Demo: Fragrances)**

- **DEMO→ Fragrances:** Pass around the fragrances and let each person pick one or play a game with the fragrance titles.
- Say: *"First I want you to choose a fragrance that is right for you. We have 8 Signature Fragrances and an unscented option you can add your own essential oils to creating a custom blend."*
- You can read each description of the fragrances.
- Share which is new, which is your favorite, which is a best seller: *"OMH is our best seller, My favorite is \_\_\_\_\_."*

## **Body Care:**

### **(Demo: Lip Exfoliant & Shea Cherry Lip Butter)**

- Say: *"Healthy skin care is really 4 simple steps and we did this at the sink when you first came in."*
  - o *Cleanse – we used the soap saver and shower gel which will also save you tons of money at the sink.*
  - o *Exfoliate- salt scrubs are excellent to get rid of dead skin. You do not want to put lotion on dead skin cells. Polish your skin and watch it glow.*
  - o *Revive and restore- hydrotherapy- extra benefits happen when you soak in Dead Sea Salts.*
  - o *Moisturize- choose shea butter or hand and body lotion depending on your skin type. If you have more oily skin use hand and body lotion, it is a lighter moisturizer and also has shea butter in it. Seal the deal with the Lotion Bar. We will talk more about that in a minute.*
- **Consultant Tip:** *If you are doing a Dead Sea Salt soak this is the time to talk about it and dispose of the water following up by sharing the Magnesium Lotion.*
- **Say:** *"We make it easy and we save you money when you buy in a system. The Premier System has everything you need for a healthy home body care system. It is also a great hostess half price item! For having me over to pamper you and your friends you can get this huge set for half price."*
- **DEMO→Lip Care:** *"You will notice we thought it was important to add lip care to the Premier Care System. Let me show you why!" (Do a Lip Exfoliant and Shea Cherry Lip Butter demo here.)*
- **Say:** *"You can see now that your hand spas are done, your hands feel great AND you have chosen your favorite fragrance. AND your lips are soft..."*

## **Lotion Bar & Skin Relief:**

### **(Demo: Lotion Bar & Skin Relief)**

- **Demo→ Lotion Bar:** *Pass one around for all to try.*
- Say: *"Now that we have pampered your skin, it is time to use our unique signature product our founder invented called...the Lotion Bar". It has over 50 uses and we have a few listed in the catalog. My favorite use is \_\_\_\_\_."* **HOT SHEET**
- Say: *"Once you try it you will realize you do not need a lot. It will soak in what you need and leave your skin soft and protected. All the wonderful treatments deserve to be sealed and protected by this little lotion bar. "*
- **DEMO→ Skin Relief**

- Say: *“Next we have the Skin Relief, it is a must have for every home. Sun burn, wind burn, bug bites it has a botanical power house of nutrients that will sooth and make Mom’s job easier to help your family feel good. Sample a little here on one arm so you can get the feel of it. ”* **HOT SHEET**

### **Magnesium:**

#### **(Demo: Magnesium Lotion)**

- **DEMO → Magnesium Lotion:** Do a thermal peppermint foot wrap (if you did a foot soak earlier, do not have them apply lotion until now). Give each person Peppermint Magnesium to apply to their own feet. Then hand each person a gallon-sized food storage bag that does not have a zipper on the top, easily found at your local super market or big box store.
- Say: *“Now for our best selling product and a personal favorite -- the Magnesium Lotion!!”*
- Say: *“We want to do as many treatments so they can feel, smell, try and fall in love with as many of our products as possible. We have done Hand Spas, Lips, Lotion Bars, Skin Relief and Magnesium Lotion!”* (And a foot soak if you did one at this show).
- Once they are wrapped up share why you love it and use the hot sheet for others to help you tell the story at your party – allow their feet to “cook” while you continue with the party. **HOT SHEET**

### **Additional Safe Products:**

- Say: *“We have some hard to find items like aluminum-free deodorant, alcohol free hand sanitizer and SLS free soaps. Remember those “no-no list” items we talked about? These are safe skin care solutions for the entire family!”*

### **Hair Care and Happy Feet:**

- Say: *“You will see we have even more safe solutions for hair care and feet”.*
  - o *Daily Conditioner*
  - o *Everyday Shampoo*
  - o *Everyday Moisturizing Shampoo*
  - o *Now in 17 ounces which saves you money.*
  - o *Also new Deep Conditioner with Shea Butter, avocado and olive oil.*

### **JE Men, Kids and Babies:**

- Say: *“Who has a guy at home they buy for? We have an excellent skin care line for them too and a new Beard Oil! Beards are very in right now and keeping them groomed and healthy is important. Beards can harbor bacteria so they need to be washed in the shower daily to prevent bacteria growth followed by applying our Beard Oil which contains Tea Tree Essential Oil, a natural anti-bacterial agent.”*
- Say: *“We have to take care of baby’s skin from the beginning. Often people use cheap washes, lotions and powders on babies. We want them to have a good start from the beginning of life. Be sure and read the “no-no list” and apply it to all members of the family.”*

### **½ Way Point of the Catalog! TAKE A BREAK!!:**

- Say: *“Our company is a compassionate company. Here’s why..... (share stories).*
- Play an opportunity game. Have tickets to hand out for anyone who asks you what you appreciate or like about your Jordan Essentials’ business for about 2-3 minutes. You will need to begin by giving an example like; I appreciate my job because it gives me flexible hours and tell why.

### **Essential Oils and Herbal Support Blends:**

#### **(Demo: Essential Oils and Herbal Support Blends)**

- Say: *“Ready for some Essential Oils? Essential Oils are hot right now. We actually introduced our first essential oil line in 2006, so we know Essential Oils and their benefits. Jordan Essentials’ Essential Oils are the best; it is even in our name! Essential! We have a scientific advisory board as well as the best essential oil providers in the world for pure therapeutic grade Essential Oils. We offer single note oils and custom blends in 3 forms – spray, roll on and pure droppers.”*
- Say: *“Let’s review our single note Essential Oils! (Audience participation opportunity: you can have each guest read one block and then you can pass it around for them to smell or feature the oils that came in your New Consultant Kit.)*
  - o Lemon- for easy household cleaners, it can also be used to brighten your complexion.
  - o Tea Tree- athlete’s foot, acne and wounds
  - o Peppermint – good for nausea and adds energy
  - o Orange- soothes achy tummies and curbs your appetite
  - o Lavender - relaxing and actually good for wounds
  - o Eucalyptus- great to help you breathe better
- Say: *“We have a set of the single note 5 basics which makes a great hostess half price award too. Look for those big sets when hosting!”*

- Say: *“We do not ingest (eat) our Essential Oils. You may hear of some companies that do. If anything that you put on your skin goes into your blood stream within 26 seconds, why would you need to ingest it and have it go through your delicate digestive system? Too many studies warn against this so JE is taking the cautious side with our families.*
- *We have 3 ways to use our Essential Oils:*
  1. *You can use the pure dropper bottles in Dead Sea Salts in your bath, in your JE Shampoo, add to Hand and Body Lotion, Shea Butter or even Skin Relief for an added boost. We have an excellent Jojoba and Sunflower Multi-Purpose Oil for a nice massage or bath oil. We even have a mixing jar so you can mix up your own with any products in our Unscented Body Care line.*
  2. *The Herbal Sprays are good for body spray, aromatherapy, pillows and even air fresheners.*
  3. *The roll-ons can be applied to hands, feet and ears for great purposeful application on pressure points used in Chinese medicine for pain relief.*
- Another great benefit of Jordan Essentials is our blended oil line. We take the guess work out of your Essential Oils.
  - o Peace - This is our best seller, no surprise there. It is like a day spa feel of Zen, heaven on earth.
  - o Sleep- to enhance a good night’s sleep.
  - o Headache- for tension and migraines.
  - o Immune - a great booster during cold and flu season.
  - o Happiness - for hormone balancing.
  - o Slender - for hunger and motion sickness.
  - o Energy- for a quick boost any time of day.

### **STOP TREATMENT TIME -- Remove Foot Wraps**

- **Demo→Essential Oil Spray:** Herbal Therapy Face Cloth Treatment. Place Herbal Therapy Face Cloths, one per guest, in ice water and have them watch how they expand. Let them choose an Herbal Support Blend Spray or use the one that came in your New Consultant Kit. Spray the outside of the cloth and lay it over their face for about 3 minutes. They will laugh and giggle a bit.
- Say: Tell them about Relief and Relaxation Kits *“Take face cloths off and now is the perfect time to talk about face care.”*

### **Face Care:**

- Say: *“JE does not just take excellent care of your body and family skin care, we have developed a face care line you will love – that is affordable and really works! The basic face care steps ARE:*

- *Cleanse*
  - *Exfoliate like we did for your hands*
  - *Mask with one of our amazing masks- “Masks and face care make a fun party so be sure and think about booking your show with me today for a face care show and mineral makeover.”*
  - *Tone*
  - *Moisturize*
- *Say: We have the best effective, botanical and affordable anti-aging treatments! Let me show you an amazing new product we have. Our new Time Rewind Eye Gel!”*
  - *Say: “It is no exaggeration to say that this formula addresses every single eye area concern possible. Dark circles, wrinkles, sagging, puffing, loss of plumpness and firmness, loss of tone and resilience....it’s all taken care of in this delicate and light gel. Perfected, effective and works really well. Plant stem cells, L’Arginine, peptides and smart science work to decrease puffy eyes, dark circles, sagging and all other eye concerns. You can see it work in less than 2 minutes on most people! Use it daily. Use it ten times a day. You will be addicted.”*
  - **DEMO→ Time Rewind** : Hand out mirrors.
  - *Say: “Let’s try it. This is a great sample of what our entire face care line can do for you! If you love it, we have the Trio at huge savings! Save \$20 on the set, this is a popular Hostess ½ Price Award too! Our Age-Defying Serum and Time Rewind Eye Gel are the same sized containers and prices are balanced at \$40 each.”*

### **Mineral Makeup:**

- *Say: “Makeup can be one of the unhealthiest things you put on your skin. You want a great look, but you also do not want chemicals on your face that have long term effects when it comes to safe and healthy skin care! Our minerals are 100% from the earth and natural, they are the base of our makeup line; healthy, natural and beautiful. You can book a mineral makeup show with me today too. The mineral makeup follows the same “no-no” rules like no mineral oil, parabens or dyes!”*

### **Hostess Program:**

- *Say: “I know I have talked a lot about being one of my hostesses. We have fun, you learn about safe family skin care and that our “Girl’s Night Outs” are fun, fast and easy to host. Our hostesses are Golden and get tons of free stuff! (Share hostess benefits and the Golden Hostess Program.)*
- *Consultant Tip: Play the “purse booking game” and/or “Stack the Hostess” here.*



### **JE Business Opportunity:**

- Say: *“And finally if you really love these products and have been thinking ‘Hey if she can do this, I can do it too’, then I would like to invite you to join my team! Or maybe you are thinking of someone you know who would be great at what I do or needs an extra \$100 a week to add to the family budget. I would love to visit with you about it later.*
- Say: *“These two pages here share a little about our business opportunity and feature testimonials from real consultants like me. This is a picture of our New Consultant Kit for \$99 that contains everything you need to get started in the business right away.”*

### **Military Program:**

- Say: *“We are also a company that gives back and is so proud of being a woman-owned company with our product line made in the USA. We proudly support our US Military and Military families. We offer the opportunity for Military families to join our team for free giving them an income and career they can take with them across our great country!”*

### **Close:**

- Say: *“Thank you all so much for coming. There is more food and fun to be had tonight, but as promised, this is the end of our quick catalog presentation. I want to give you plenty of time to order and spend time with your girlfriends. Here is an order form, please fill it out completely, be sure to mark the boxes at the top to choose a date to host your own party and to request business information. I have party packets and golden opportunity bags ready for you tonight. “*