

ENGAGE THE LAUNCH

THREE WAYS TO LAUNCH YOUR BUSINESS



It's time to **SHAKE** it **UP** here is
3 WAYS to **LAUNCH** your business!

LAUNCH OVERVIEW	2
Shake It Up Party	3-5
INVITING TO PARTY	3
BEFORE & DURING THE PARTY	4-5
Zoom Launch	6
ZOOM LAUNCH	6
Facebook Event Party	7-13
INTRODUCTION	7
SAMPLE TIMELINE	8
SETTING UP YOUR PARTY	9
PROMOTING YOUR PARTY	10
POSTING INTO PARTY	11-13
FOLLOW-UP AFTER PARTY	14



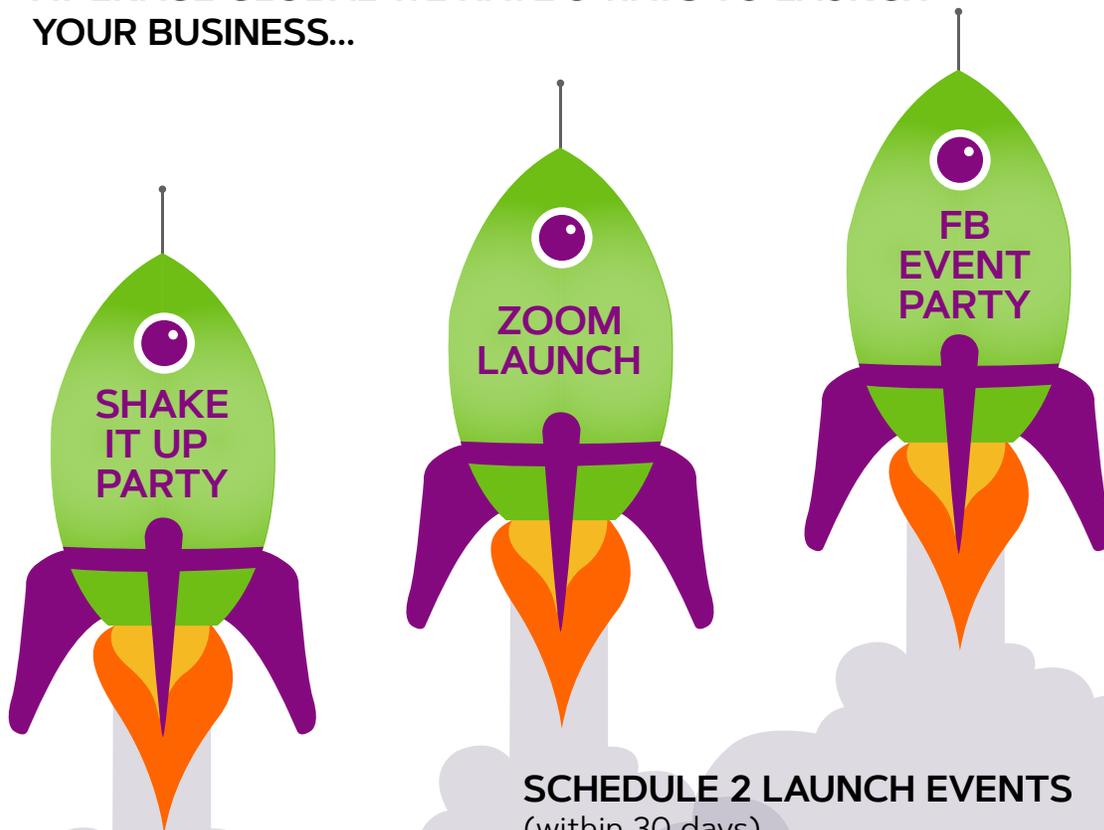
YEAH!! You started **YOUR** own business, **NOW WHAT?**

Well, if you're like me you want to get #allofit... let's talk about making that happen as soon as possible.

You may think, what is the rush? or I have time and while that maybe true, it is also true most home base business that start without making their enrollment cost back within the first 30 days lose their excitement and belief. So let's get #allofit back for you, right away, and then help your team do the same.

That is what makes Launch Events super powerful! Throwing a couple of Launch Events within the first 2 weeks can start making you a profit immediately.

AT ENAGE GLOBAL WE HAVE 3 WAYS TO LAUNCH YOUR BUSINESS...



2

Shake It Up Party

A “Shake It Up Party” is our version of an In-Home Party. Your goal by having a party is to introduce people to our amazing products, allow them to sample, share the 40 years of research behind the products and how to earn #allofit as a consultant.

INVITING - to Shake It Up

Let's face it inviting people to your party is actually the most important part of having a party. Often that gets the least amount of attention. If you want to max out your attendees then use this 4 part inviting method. Keep in mind you should invite 4 times the number of people you wish to attend.

1

PHONE CALL

Pick up the phone and call your friend. Invite them to the party and let them know you will be mailing an invitation. Get their address and have them mark their calendar.

2

MAIL OUT INVITATION

No one gets mail anymore so getting a invitation in the mail can be really special. If you have time before your party date dropping a invite in the mail can be really fun and personal.

3

FACEBOOK PARTY INVITE

Creating a Facebook Event can help with creating reminders and curiosity. I like to post photos of the food prep or decorations for the party to help get people excited. It also helps with rsvp tracking and reminding.

4

RSVP TEXT

Send a reminder text early the evening before. This will help people who are coming straight from work make arrangements.

3



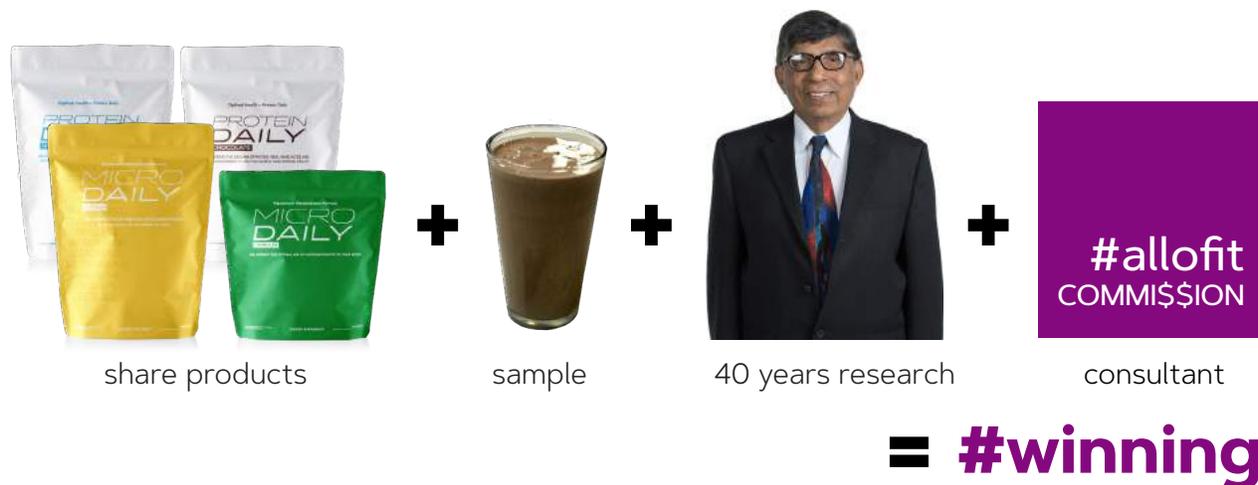
People want to **FEEL**
that your **INVITATION**
was meant for **THEM!**

Shake It Up Party

Now that you have the most important part of your party figured out (inviting) lets talk about what to do at your party. I've broken down what you should go over below into 4 sections but let's chat quickly about your pre-prep. Keep you party simple and easy as possible so you can enjoy your guests and take orders. Find a party "WING MAN", someone to help you with either the food or taking orders so that you're not trying to do it all. If they are on the products...ALL THE BETTER.

Do as much as you can before the party. Pre-make shakes or at least pull out all the ingrients, buy a platter or easy appetizers. Whatever you need to do to help you enjoy the party with your guests. REMEMBER if your not having fun then its NOT a party.

Go over these 4 things during your Shake It Up Party....



Share Products

Bring out all your products so that people can see and read the packages. Display the product information pages that can be found in the back office.

We have amazing products so think how you can visually brag on them

What you will need... print out from the back office the products sheets and order forms.

Shake It Up Party



Sample

Pick 3 Protein Daily Shake Recipes to sample at your "Shake It Up" Party as well as the Micro Daily Hydro for people to try.

Go to http://engageallofit.com/Shake_Recipes.pdf to find recipes to try out or create your own.

What you will need... sample cups, ingredients, Protein and Micro Hydro Daily, a blender or bullet and water bottles for Micro Daily Hydro.



40 Years Research

Share with your guests the 40 Years of Research behind these products and the impact Micro Daily can have on their health.

What you will need... the ability to play the YOUTUBE.com video called "Micro Daily Product Video" housed on the Engage Global channel. <https://youtu.be/DRkUBY4TZNc>



Consultant

Share with your guests about Engage Global's unique compensation plan and how they can earn #allofit as a consultant if they are looking to bring additional income into their family.

What you will need... print out the "Engage the Plan Freeway to Freedom" from the back office (or order a book copy) and show pages 13-14 and 21, how to get #allofit themselves.

To order a glossy book of the "Engage the Plan, Freeway to Freedom" go to <http://www.amazon.com/dp/1984322400>

Doing a Zoom Launch can help get your business introduced to a group of people that live in different areas. Zoom has the capability of screensharing so you can do a presentation in addition to talking face to face.

Use your Peer Support Team to help you share the Opportunity and Products Engage Global has to offer.

1

SCHEDULE DATE

Coordinate a date with your Peer Support Team and with the guests you'd like to invite on the Zoom Launch.

2

CREATE ZOOM PROFILE

Go to zoom.us and create your free account. Find out from your Peer Support if they will provide a Meeting ID or if they have a Meeting ID for you.

3

INVITE GUESTS

Now that you have a Meeting ID and date you can start inviting your guests. Just like any invitation make sure you reach out personally to each guest before sharing information. If they are open to taking a look send them the Meeting ID.

4

DOWNLOAD PRESENTATION

Coordinate with your Peer Support on who needs to download the presentation for your Zoom Launch. This can be found in your back office. Search for the file called "Zoom Launch Presentation".

5

BEFORE YOU ZOOM

Do a trial run before you do your first zoom. Check out your lighting, your background and test everything the day before so you have time to fix anything you need to.

6

TIME TO ZOOM

Send a reminder text to your guests confirming they will be on and suggest they may need to download zoom beforehand. Text a reminder to Peer Support. Get on 5 minutes before the zoom is to start.

WHAT IS ZOOM?

Zoom is a web conferencing tool you can use in your business to video chat with people.

Sign up for free at zoom.us. Free accounts can have up to 40 mins on group meetings.



ZOOM.us

Facebook Launch Parties are a way of introducing your products and business to your friends on Facebook. This is done by creating a Private Facebook Event and inviting people to attend the event. (see page 9 to set-up)

The advantage of doing Facebook Launch Parties are for the convenience and for friends who don't live in your town. A Facebook Launch Party allows you to share what you are doing from the comfort of their couch and even in their pajamas.

Follow the "step by step" example "Facebook Launch Party" on the next few pages to learn how to do this type of event.

The sample Party shows you when to post, what to post and verbiage you can use. I will give examples of games and door prizes to bring the FUN to your online party. This is however your Party, so be creative and have fun.

4 Online Party Tips

1

Only add/invite people to your party that you have either called to invite or have messaged with them and they have agreed to the invitation. DO NOT MASS invite to your Online Facebook Party without permission!

2

During the party make sure you have a "WING MAN" or Peer Support during the party to help you answer questions and engage back with your friends. You want to make this as interactive as possible. It's all about interaction!!

3

Privately thank everyone who attended, i.e commented or liked a post in your party. Make sure they get all their questions answered and feel appreciated for supporting you by showing up.

4

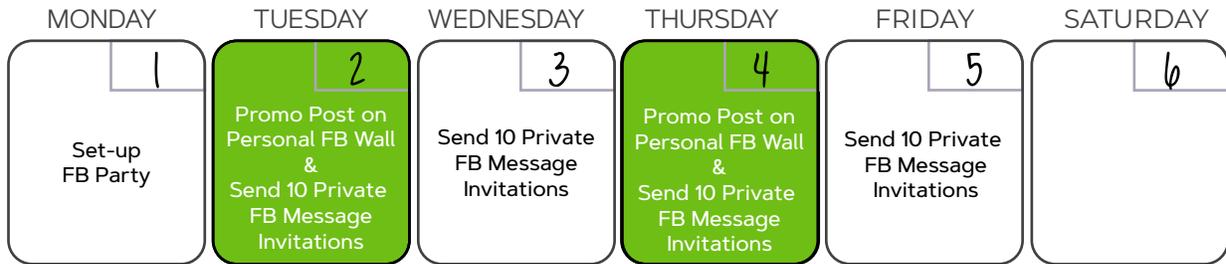
Call your guests and place their order for them as an additional service you can provide. Let them know your setting them up on an ECO order and you will give them their log in information to cancel or change it.

7

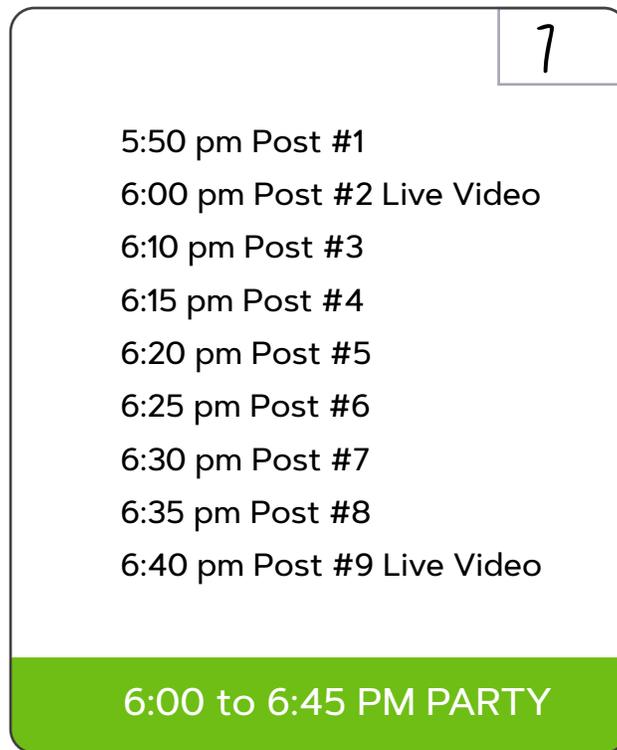
IMPORTANT NOTE: All of the images in the Facebook Launch Party section are NOT TO BE POSTED on your public/personal Facebook wall. With the EXCEPTION of the Promotional Post. These are for PRIVATE Facebook Launch Parties ONLY.

SAMPLE TIMELINE

Facebook Launch Party



SUNDAY

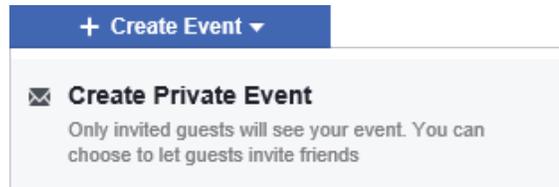


Optional Resource

Would you like to automate your party so you have more time to talk with clients? Check out postmyengagementparty.com (a paid subscription is required) and easily schedule your party with a few clicks of the mouse. After you activate your account go to fblaunchparty.com to download the pre-created Facebook Launch Party template shown in the "Engage the Launch" book.

1. CREATE YOUR FB EVENT

Go onto Facebook and create your event.



2. ADD EVENT DETAILS

Upload Event Photo or Video to Header

Find photo using this link...
engageallofit.com/FB_header_photo.jpg
or
Find video using this link...
engageallofit.com/FB_header_video.mp4



Event Name

#alloft Launch Event (suggestion)

Location

Anyplace or Your House

Date/Time

Suggest keeping it under 45 minutes

Description:

Congrats on being invited to this VIP private event! We are so excited to share this time with you. We promise it will be informative, fun and VERY interactive!!! Grab a glass of wine or a cup of tea and join us at your computer from the comfort of your own home!

Join us LIVE Sunday at 6:00pm as we give you the option for OPTIMAL HEALTH and an AMAZING option to have #alloft in your LIFE. If you can't join us live, RSVP "yes" and you will be able to come back and participate at your leisure until the event is closed!

**How this works!! This event will have 9 Posts. Follow 1 through 9. During the party we will have games and give aways.

**Refresh your page throughout the event to ensure you don't miss any posts or live videos!

**If you have friends looking to have more energy, feel great and add more options to their life feel free to invite them!



3. PARTY DETAILS POST

Go onto Facebook and create your event.

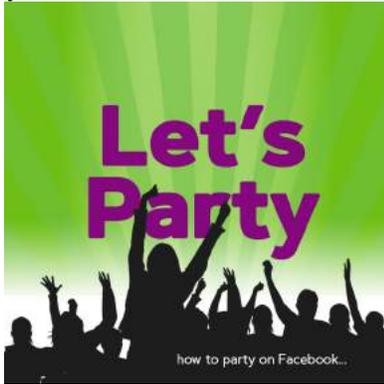


IMAGE FILE: engageallofit.com/Image-detail.jpg

Can't wait to get this PARTY STARTED this Sunday night at 6pm PST!! Here is the deal...you want what we have and you don't even know it yet but your life is about to take a turn.

You like sleep? We have that...
You like energy? Oh, we have that too...
You like clarity? Got it!!!
You like to win stuff? We got a Magic Bullet and surprises!
THAT'S RIGHT...and so much more cool stuff!

Message to Consultants: Please feel free to invite all your wonderful friends...however make sure to personally let them know before inviting them to our FUN PARTY! Give them your code via private message so they can order at their leisure. We need your help making this party AWESOME and answering questions!

Post on Personal Wall

Promotional Post



Start promoting 1 week before your Launch Party

IMAGE FILE: engageallofit.com/Image-01.jpg

I love watching people take control of their health and their life. Over the last little bit I have come in contact with a couple of products that are giving people their life and health back. As if that wasn't enough these products have a lot of research and science behind them to back up these claims.

Are you someone looking to have #allofit in life not just optimal health but and opportunity to do more with it? I'd like to invite you to join me and a few friends to do something a lot different!

Private message me or comment below and I will make sure you are invited to my VIP Facebook Launch Event.

There will be games, prizes and fun all from your own home! This is going to something you've never done before!

Send Private FB Messages

Invite to Party

Start messaging 1 week before your Launch Party

SAMPLE MESSAGE TO FRIEND:

Hey hon, I wanted you to be one of my first friends to know I started repping a new product. It has been giving me so much energy and I feel great. Anyway, [[date/time]] I'm having a little party right on Facebook. lol I haven't done that before and I'd love you to attend and help by commenting on my posts. Of course I'd love you to look and see if this is something you might be interested in as well. Thank you for always being there for me!

SAMPLE MESSAGE TO FRIEND:

I haven't gotten a chance yet to tell you that I started repping a few products on the side to make extra income. They are products I'm currently using and love. This Sunday I'm having my first "Online" party right here on Facebook. I'd love you to come be my guest and help make the party successful. I know you'll fall in love too.

Post in Private Facebook Party

App Tip: Use PhotoLayers to add your image

Post #1

POST ON DAY 01 - 5:50 PM

IMAGE FILE: engageallofit.com/Image-02.jpg



POST #1... Welcome to [[hosts name]] #allofit Party. Introduce yourself and tell everyone how you know [[host name]] or who invited you also your city and something interesting about yourself.

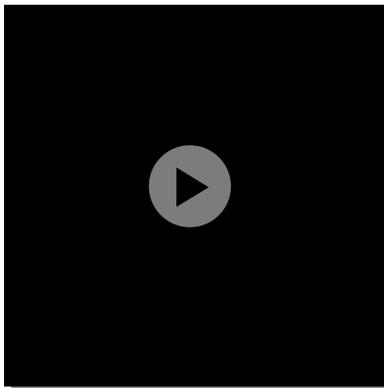
Refresh your screen and look for Post #2 which will be in the form of a Live Video!! (Follow along the party like a scavenger hunt Post #1 thru #9)

Here is a little game you can play with us along the way to earn a prize. Earn Party Points by interacting in the party. Comment #300plus in Post #8 if you get over 300 total points.

- Like/Love 5 pts
- Comment 10 pts
- Sign-up to Host a Party 25 pts
- Order Product 25 pts
- Become a Consultant 50 pts

Post #2 - Live Video

POST ON DAY 01 - 6:00 PM



POST #2... Eek! Let's get this Party started right!! Let me tell you how this is going to work and why I'm so excited about what I've discovered!

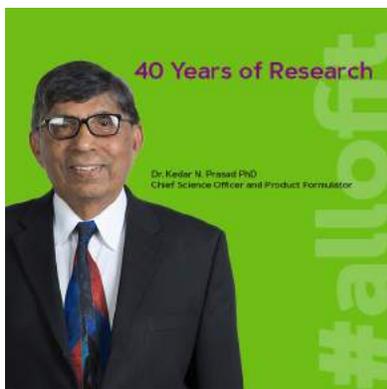
THINGS TO TALK ABOUT ON YOUR LIVE...

- Welcome your guests
- Explain how to follow the party (posts #1 thru #9)
- What you love most about the products
- What attracted you to become a Consultant
- What the Game is and how that works (see post #1)
- What the Game prize will be
- Where to post when they order (post #8)
- If they want to be a Party Host (comment post #7)

Post #3

POST ON DAY 01 - 6:10 PM

IMAGE FILE: engageallofit.com/Image-03.jpg



POST #3... I want you to meet Dr. Kedar Prasad Ph.D. Nobody truly exemplifies #allofit quite like our good doctor Chief Science Officer and product formulator. He has spent his entire career looking for ways to protect our bodies from the damage caused by inflammation and oxidative stress. These two issues can have devastating results if not actively fought. When injury occurs, they are given even more power and can speed the process of breaking down cells and making the practice of repair and healing much more difficult.

He dedicated four decades of research perfecting the precise Combination of ingredients in the right Form and in the proper Quantity – THE CQF ADVANTAGE! He has also published 250+ peer reviewed articles and authored more than 25 books in the areas of micronutrients, nutrition and cancer, and nutrition and neurological disease.

POSTING INTO PARTY

Facebook Launch Party

Post #4

POST AT 6:15 PM

IMAGE FILE: engageallofit.com/Image-04.jpg



Post in comments testimonials

POST #4... STOP AND LOOK!! Whether you take a multi-vitamin or not this is going to be for you!!!

"Micro Daily is the formula that is most near and dear to my heart. It represents an achievement that will ultimately benefit all mankind."
-Dr. Prasad

Delivering the ideal mix of vitamins and micronutrients, using the CQF standard, designed to give you #allofit while helping you achieve your optimal health without compromise.

Designed for fast, uniform absorption, Micro Daily works quickly to combat free radicals—protecting and repairing your body at the cellular level. This powerhouse formulation includes a proprietary blend and combinations of micronutrients scientifically validated through clinical trials to improve your body's performance and truly help you to achieve optimal health.

Post #5

POST AT 6:20 PM

IMAGE FILE: engageallofit.com/image-05.jpg



POST #5... Protein Daily may only come in Chocolate or Vanilla but you can add many different combinations together to make YUMMY even YUMMIER!! Comment below which shake looks the best and say #shakeitup to get the recipe from me.

Your body depends on protein for key immune health functions, energy production, muscle building, weight loss and weight management. It is critical that you have a daily supply of supportive nutrients for your body to perform at its best.

Decades of science and research are behind this powerful combination of whey and egg proteins, fibers, vitamins, minerals, and micronutrients—providing a renewable energy source for your body to perform at its best.

Protein Daily has no equal. This impressive blend of ingredients was designed to target your muscles, digestion, and cardiovascular system—improving your strength, enhancing the delivery of important nutrients throughout your body, and providing you with lasting energy.

If your interested in weight-loss comment #weightloss and I'll share info!!

Post #6

POST AT 6:25 PM

IMAGE FILE: engageallofit.com/Image-06.jpg



POST #6... I could talk about this all day because I'm so excited about this but instead I'm going to share this video with you and confirm what he says in it. You can receive 100% commission on new customers orders by using credits you have earned. It's super easy!! What if you run out of credits, well then you earn 20% instead... on ALL FIRST TIME ORDERS!!!

<https://youtu.be/6ZSCwPj51GY>

Comment #watched when you finish the video!

Post #7

POST ON DAY 01 - 6:30 PM

IMAGE FILE: engageallofit.com/Image-07a.jpg
BLANK IMAGE FILE: engageallofit.com/Image-07b.jpg



POST #7... I'm looking for Facebook Party Hosts! Comment below for more info or to schedule a date.

Here is how that works...

- You need to be a Customer/Client who has placed an order of \$100 or more.
- Agree to personal message and invite 40 or more guests
- Co-host the Facebook Live Videos
- Interact on every Post with your guests
- Post a photo of your favorite Protein Daily shake with recipe

Post #8

POST ON DAY 01 - 6:35 PM

IMAGE FILE: engageallofit.com/Image-08.jpg



Post #8... Okay, 2 things to do here and 2 chances to WIN!

1) ADD UP GAME POINTS

Comment #300plus below if you get over 300 total points. This is based on activity in this group.

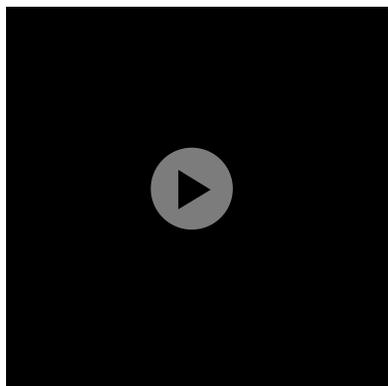
- Like/Love 5 pts
- Comment 10 pts
- Sign-up to Host a Party 25 pts
- Order Product 25 pts
- Become a Consultant 50 pts

2) ALL ORDERS PLACED (within the next 24 hours)

Comment below with your invoice number to enter to win our BIG DRAWING [[what is the prize]]

Post #9 - Live Video

POST ON DAY 01 - 6:40 PM



Post #9... Thank you for coming tonight! I know there are many other Facebook posts you could be stalking... but tonight you spent your time with me and you made this party so much better just by showing your support!

THINGS TO TALK ABOUT ON YOUR LIVE...

- Thank your guests
- Explain the party will be open to view for a few days
- Maybe make them your favorite shake live
- Remind them about the Game
- Tell them what the prize is for the Game & Prize for ordering
- Where to post when they order (post #8)
- If they want to be a Party Host (comment post #7)

Follow-up is everything when putting on any type of event. Don't let all your hard work go to waste. You want to personally reach out, thank and ask for the sale after your party.

Make it easy for people to order. If they say "yes" then call right away and place their order for them. Placing their order means you aren't "waiting" on them to do it. Then let them know their log in and turn the future responsibility of their ECO over to them but always be available to help. Being their consultant means you earn commissions on not just introducing them to the products but also by maintaining the relationship and their experience. Think of yourself as their concierge to Engage Global.



When someone agrees to host a party, go to Post #7. Tag them in the post thanking them for agreeing to host a party in the comments of that post.

When someone places an order, go to Post #8. Tag and thank them for ordering in the comments of that post.

CHECK LIST

- > Thank you message
- > Ask for sale
- > Schedule Their Party
- > Want #allofit

Right after your party you have the perfect reason to reach out and chat. It's not being weird to talk about the party. Ask questions, get feedback and then see how they would like to engage back with you after the party.

The checklist is just a quick note on the highlights.



When someone wants more information about earning commissions. Add them to EVIE to give information about the business. Let them know you added them to the APP and share what they can expect via text. Sharing through EVIE is part of their beginning introduction to Engage Global.