

Private Business Launch



What?

Your Private Business Launch (PBL) is an announcement and personal event to kick off your ForEarth business.

Why?

To help every new rep launch their business in a professional fashion and give them the best chance for immediate and long-term success.

When?

- First event held within the first two weeks of starting the business
- Second event held one to two weeks later which includes new reps

Where?

- Home
- Internet/Webinar
- Conference Call
- Apartment
- Restaurant
- Clubhouse
- Office

How?

- Pick a date with your upline and team members. Your upline expert will be your speaker, and team members are individuals who are already in the business and could lend a hand at your meeting. They are in your upline and have a vested interest in your success.
- Using your warm market list, invite 50 people (w/spouses whenever possible) using the peaking interest and edification process (see training URH102). Confirm all guests 24-48 hours before launch. Be specific—For example your invite should tell guests to arrive at 6pm and that you will begin promptly at 6:30 pm.
- Of your invitees, 25 will say yes...
- 13 will come...
- 7 will enroll as reps...
- Have the others try the product...

Setup

- One team member per 4 guests
- No distractions—TV, pets or kids
- Music playing softly
- No chairs set up (grab a chair)

- Chips and soda are adequate. If you decide to serve anything more elaborate, wait until after the presentation is over. You want your guests to listen to the presentation and have your undivided attention.
- Have 3rd party documentation (industry articles, product collateral).
- Business Presentation / Compensation Plan handouts
- Introduce people to those with something in common.
- Focus the speaker and team members on key guests.
- Have internet access available to sign up reps and customers
- Have plenty of product available

Presentation & Follow up

- Host welcomes guests / silent cell phones (1 minute)
- Introduce and edify speaker (1 minute)
- Speaker talks about life, about getting into the business and successes earned
- The speaker will review the industry, company's niche, product and compensation plan (30minutes)
- Answer a few questions (5 minutes)
- Enroll guests who are ready to make a decision.
- Sort through the rest: I'm in, I'm out, or need more information. If they like what they've seen, but are not ready to make a commitment, goal is to get them to the next event.
- Have other guests try the product.
- Break up for snacks / Team focuses on key prospects.
- Distribute new rep "1st 24 Hours" (Handout)
- The next day, follow up by putting your most interested prospects on the phone with team members. This will show them personal attention from the upline expert.
- **Don't close your own prospects** – they may know you in one light but want to be seen in another. That's okay. You may not be able to say what you need to because you are new to the business. That is why it's important that you get your upline involved, and he will commit his personal attention to your sponsored rep. For example: "I am here for you. I want to work with you personally and show you how to build a successful business."

Plan your next private business launch date with your upline. Include your new reps. For every new leadership position you achieve, have another private business launch event and continue to lead by example.

Internet Private Business Launch- "Webinar"

A Webinar PBL is an event that can be conducted over the internet and phone. The great story is that the ForEarth opportunity is so new and ground floor [in the area], there are presently no leaders in the area. You may decide a Webinar PBL is most appropriate when:

- You don't have upline support in local market.
- You're opening a new city.
- There are no other reps in your area.
- You're a leader who's opening a new city.
- It may be difficult to get prospects to a physical location

Your Webinar PBL is executed the same way as your traditional private business launch. You will still use the peaking interest process using 3-Way calls with your upline. You will set a date and invite guests to the online meeting. The upline expert will send you the link to the webinar.

If inviting people to your home for the Webinar, prep your presenter. Get him/her on speaker phone so that your guests can listen to the presentation and ask questions. You will manage the

room and all handouts. As always, keep distractions to a minimum since your guests will have to listen carefully.