

Section 1: Launch Event Preparation

Pick a date for your launch call and let us know!

Invite Your Audience

- **Personalized Invites:** Send personalized invitations to your friends, family, and colleagues to this short, fun, and sweet 20-25-minute call, highlighting why you're excited about the launch and how it can benefit them.
- **Follow-Up:** Send reminders with the Zoom link and details a few days before the event and day of!

Simple Invite Example:

Hi [Name],

I'm hosting an event on [date, time] to celebrate my new business launch! I'd love it if you were there! Are you free?

Send Flyer ([template example](#))

If yes: Send details

Zoom link: []

I can't wait to share more with you!

RSVP to [email or phone number] to secure your spot.

If you can't make it and would like the recording, please RSVP.

See you there!

[your name]

Launch Call outline:

- [Example launch call](#)
- **Welcome and Thank Your Guests:** Start with a warm welcome and express your gratitude for their support. (30 seconds)
- **Share Your Passion:** Explain why you're excited about this partnership and how it aligns with your values. (30 sec-1 min)

- **Tell Your Story:** Briefly (2-3 min) share your personal journey, highlighting your health and business story and how Purium will help you improve your quality of life. *(story template below)*
- **Introduce Your Mentor:** Introduce and edify your mentor, who will share their story, transformation details, and why Purium is so special.
- **Open the Floor for Q&A:** Encourage attendees to ask questions and engage in a meaningful discussion.

Your business story:

- *What do you do for work, and how long have you done it?*
- *What do you love about it?*
- *What don't you love about it?*
- *What gaps can a successful Purium business close?*

Your Health story:

- *What are three health struggles you've dealt with?*
- *What are three outcomes you'd love to receive from your transformation or have already received?*
- *How has/will your life change once you achieve these results?*

Additional Tips:

- **Record the call:** so you can send out the replay.
- **Lean on your mentor's knowledge and experience!**
- **Follow-Up:** Send a personalized thank-you note to each attendee after the event.
- **Limited-Time Offers:** Create a sense of urgency by offering exclusive discounts or promotions during the launch event. (your personal discount code)
- **Feel free to share a free e-book gift!** I have a [pre-made template!](#) You can add your name to page one and your Lifestyle Transformation permalink to the last page! *(ask your mentor for support)!*

Section 2: Social Media Content Ideas

Leading into your Launch and Post Launch: Social Media Content Ideas!

On any day you can't think of something to share, just interview someone from the team sharing their story! (Don't mention 'Purium,' just create curiosity so people can come to you to learn more!)

1. *Announcement! Im starting a 90-day health journey! Watch me as I go! Wish me luck! Here I Grow!*
2. *Here's why I'm doing this health journey. (If starting again: Here's what happened last time I did it)*
3. *I'm excited and waiting for my superfoods to arrive! INTERVIEW your upline or side team sharing their stories of success.*
4. *Yay, it's here! Box opening ~ quick simple no need to explain everything or show product. Just enough to make people curious and lean in.*
5. *Video making a shake / drinking and taking supplements.*
6. *How do I feel? Share all the thoughts. S. W. I. P. E. D: = Sleep, skin, weight, inflammation, pain, energy, digestion*
7. *Am I feeling motivated to continue? What am I noticing ?*
8. *Wow almost done with my first 10 days! Results!*
9. *Interview a team member or upline with a remarkable story!*
10. *Day 10 wow! I'm Excited for the next 10 days for cleansing!*
11. **Behind-the-scenes:** Share glimpses of your preparation for the launch, such as creating content, unboxing products, or decorating the event space.
12. **Countdown:** Create a countdown timer on your social media profiles to build anticipation.
13. **User-Generated Content:** Encourage attendees to share their experiences using your products or participating in your health journey. This can help you create a sense of community and generate buzz.
14. **Live Q&A Sessions:** Host live Q&A sessions on your social media platforms to interact with your audience and address their questions in real-time.
15. *Share your takeaways from your launch event!*
16. *Share your WHY!! Why are you doing this work? Why does it matter to you?*
17. *Share why the pillar of health is important to you?*
18. *Share why the pillar of wealth, financial freedom, and creating your life by design is important to you?*
19. *Share why the pillar of environmental health is important to you? (plastic free, regenerative agriculture)*
20. *Share why the pillar of community and mentorship is important to you?*
21. *How will your own successful online business transform your life?*
22. *What values does your business align with? Why are these values important to you?*
23. [Share testimonials!](#) Build credibility and speak to each testimonial: *"It's results like these that make me so passionate about helping people transform their health, wealth, and freedom!"*

Section 3: Building Your Network

Your Strategic List of 20

Identify Potential Connections

- **Who do you know:**
 - Who is praying for these solutions?
 - Who is struggling with similar health challenges?
 - Who is interested in financial freedom and creating a life by design?
 - Who has existing businesses that could benefit from this partnership?
 - Who are fun and supportive people you admire?

Reach Out Strategically

- **Personalized Messages:** Craft personalized messages that highlight their specific needs or interests.
- **Why did you think of them?**
 - *I thought of you because...[sincere edification]*

Example Messages:

- **I thought of you Because:** *"You're one of the most inspiring people I know; I'd love to catch up and hear what you're up to"*
- **Highlighting Shared Interests:** *"I thought of you because I know you're passionate about [shared interest]. I'm starting a new business that aligns with your values and could be a great fit. Would you be open to a quick chat?"*
- **Offering a Solution:** *"I'm excited to share that I've found a solution for [their health challenge]. I believe it could be a game-changer for you. Are you available for a brief call to discuss?"*
- **Offering a Solution via Referrals:** *"I've been helping people overcome [common challenge]. If you know anyone struggling with this, I'd love to connect with them and see how I can help."*
- **Inviting to Your Launch:** *"I'm hosting the launch of my new business, and I'd love for you to be there. It would mean the world to me if you could join us."*
- **Inviting to Our Guest-Driven Events:** *I thought of you because...*
- [Customer acquisition scripts](#)
- [Brand partner acquisition](#)

4 Steps of Your Conversations: The Formula for Success

1. Inquire
2. Inspire
3. Inform
4. Invite

1. Inquire

- **Ask Open-Ended Questions:** Spark curiosity and conversation by asking questions that encourage thoughtful responses. For example, "What are your current health goals?" or "What do you find most challenging about [specific issue]?" "What do you love about your job?" "What don't you love about it?" **Ask don't tell.**

2. Inspire

- **Share Your Authentic Story:** Craft a compelling personal story that resonates with your audience. Highlight your struggles, successes, and the impact Purium has had on your life. Or share a [testimonial/story](#) from your mentor or someone in the community.
- **Be Relatable:** Connect with your audience on an emotional level by sharing experiences they can relate to.

3. Inform

- **Ask Permission:** Respectfully request permission to send them additional information. This shows that you value their time and respect their boundaries.
- **Provide Valuable Resources:** Share [relevant resources](#), such as articles, videos, or testimonials, that can help them learn more about Purium and its benefits.
- **Follow Up:** Follow up to see if they've had a chance to review the resources and ask, *"What inspired you about the info?"*

4. Invite and Nurture

- **Offer a 3-Way Call:** Invite them to schedule a three-way call with you and your mentor to answer any questions and provide personalized guidance.
- **Invite to Events:** Encourage them to attend your next guest-driven event to learn more about Purium and connect with like-minded individuals.
- **Nurture the Relationship:** Continue to follow up and provide value to maintain a strong connection and build trust.

Remember: The goal of these conversations is to build relationships, provide value, and inspire others to take action. By following these steps and tailoring your approach to each individual, you can effectively engage your audience and grow your network.

Section 4: Hosting Additional Events

Table events:

This template has flyers you can print off for a table event and in-depth training with Ra and Carolina on best practices for hosting a table! Access the table template, flyers you can print out, and video training [here!](#)