

Conducting a Youngevity Mineral Makeup Social

My Tips:

Remember every good Story has a Beginning, Middle and an End - Ensure your presentation is short, informative and FUN!

A Simple Process to follow

- 1 The Opening and Personal Introduction
- 2 Share the Why
- 3 Share the benefits
- 4 Tell some Stories and share your passion
- 5 Experience the products
- 6 Close your Social

1. **Opening** – the purpose of the opening is to set the expectation of your audience (what your makeup social IS and what it's NOT)

Share the mission of the Mineral makeup and YG as a whole

Personal Introduction – your personal introduction is an opportunity for you to share your story – it's a great way to connect and build rapport with your guests.

Your story makes you relatable, If you can make a connection through a story the listener is more likely to begin to see how (what you're sharing) fits with their life. It makes you relatable, it makes you normal. Your story sells you – it helps create loyalty. When people connect with you they begin to build a relationship with you. Your audience will begin to know you, like you, trust you.

Our industry is ALL about building relationships and being of service!

2. **Sharing the WHY**

Customers want to know What's in it for me?

WHY should I invest in this product?

How is this product different to what I currently use?

What impact can this product have in my life and those around me?

3. **Share the Benefits**

It's easy to get caught up in facts forgetting it's the benefits and stories that we share that will ultimately make the difference and the most impact. The Why and Benefits is where you can build awareness of your product and what set's yours apart.

4. **Facts Tell and Stories Sell, Share your Passion**

Facts are important because they give foundation, understanding and credibility

(Showing the Comparison Chart, going through the Seven Star Minerals and their function)

Stories - Share your personal stories and experience with the makeup as well as 3rd party testimonies

Personal Stories – what you love, how you use it, results you've had or seen or been told about

3rd party referrals are the best it's always great to have customers, distributors, friends and family stories to share – Borrow if you need to! –

We need to have both but KEEP THEM SHORT AND SIMPLE!

5. Experience the products – this is the fun part!

My suggestion is make your 'Host' feel special: If you are going to demonstrate the products it can be a lengthy process to do all guests. Give your Host the opportunity to be made up by you – walk through the products as you go sharing how versatile our mineral make up is and how to get the best from it.

***TIP:** Hand out a wish list for your guest to follow so they know what products they'd like to try / purchase at the end.*

Other guests can try colour's after you have concluded – remember the aim is to keep your socials to a 30-45min timeframe. If your socials go too long it can affect the concentration of the guests and their wiliness to purchase and book a social of their own.

6. Close the Social

The most important part of any presentation is the end – this is the call to action
This is the place where you help your guests make decisions that feel right for them.
It should not be rushed and it most defiantly should not be skipped

It is the place where you get to talk about the 3 products you love the most

1. **Your Business Opportunity:** it's the perfect place to highlight and paint a picture of why this is an amazing business opportunity – share a story or two of what people love about Mineral Makeup/ Youngevity
2. **Your Bookings (The Future Social):** share the benefits of hosting a Social and sharing the amazing products with their friends and family, and how they will be rewarded with fantastic freebies and ½ price items – everyone loves a bargain!
3. **Your tangible Product:** Share how you can help your guest with product choices that suit their individual needs and how many of our product come in great starter packs and how they can receive half priced items.

At the end of your social be sure to direct your host and guest to “what's next”

Often social are not closed and guests have no idea of what YOU are going to do to help them

So in just a moment I will be sure to chat with each of you to help you with any questions you may have regarding the makeup, colour's or the basics.

For those of you who have decided you'd like to book a (you me and 3, Social, one on one) I will be sure to have my diary and we can get a date sorted.

And for those of you who are interested about finding out more on how you can (Swap where you shop, open your very own account, start your own business, make a little money on the side) I will be sure to have a chat and give you the information you need.

Thanks again just let me get cleaned up and I will be right with you all