



**HEALTHY  
HAPPY  
HOUR**   
EAT. DRINK. BE HEALTHY.

HEALTHY HAPPY HOUR TRAINING GUIDE



# The Purium Healthy Happy Hour Formula for Success



**Music**



**Drinks**



**Tools**



**Push Play**



**Stories**



**Enrollment Forms / Online Ordering**



**Set-up your next HHHs** (Healthy Happy Hours)



**Fast Start**



**Follow-up**



**FUN!!**



# Dos and Don'ts Checklist



## Music

DO: Have upbeat, positive and light music playing as guests arrive: jazz, pop, reggae  
DON'T: Play loud and potentially offensive music: hard rock, rap

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## Drinks

DO: Make 1-3 drinks from our HHH Recipe Guide (Apple Berry Power Shake is a must!)  
Have enough cups and ice so drinks are fresh and available  
DON'T: Serve a lot of food, alcohol or non-Purium products – keep it simple

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## Tools

DO: Share Lifestyle Guide, Biome Medic & CBD Brochures and Enrollment Tear Pad  
DON'T: Overwhelm people with information

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## Push Play

DO: Have a clean environment with enough seats (but not too many seats so it feels empty)  
Test the DVD and your TV before guests arrive (volume / lights)  
Have the before/after loop playing as guests arrive  
DON'T: Delay the presentation for one guest who may or may not arrive

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## Stories

DO: Practice sharing your story (2-3 minutes in length) because stories sell  
Learn other stories about people in your upline or on the video (product and income)  
DON'T: Be scared to let people know how excited you are

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## Enrollment Forms

DO: Plan on enrolling people and keep the Enrollment Pack flyers on hand  
Test your online connection and know how to enter info (paper, iPad, computer)  
DON'T: Worry about computer glitches, just capture info and handle later

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## Next HHHs

DO: Ask if anyone would like to have an HHH at their house (within 7 days if possible)  
Offer to help with the set-up and presentation  
DON'T: Forget that your goal is to talk with more people . . . and this is the easiest way

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## Fast Start

DO: Print out this Guide and the Fast Start Training Guide for those who are enrolling  
DON'T: Let new Enrollees leave without a commitment to starting their Transformation  
Let new Enrollees leave without a commitment to their HHH date

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## Follow-up

DO: Set a day for follow-up and make sure that follow-up is on the phone or in person  
DON'T: Expect an email or text to count as a true follow-up

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## Fun!!

DO: Love what you are doing and why you are doing it . . . keep it casual and have fun  
Make it so people want to do what you are doing  
DON'T: Worry about being perfect or being too formal . . . each time will get better

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# Purium Healthy Happy Hour Success Cycle



## Prospects

### Electronic Resources

- > Cell Phone Address Book
- > Email Address Book
- > Facebook Friends and other Social Media

### Paper Resources

- > Business Cards
- > Address Book / Holiday Card List
- > School / Church / Temple / Work / Phone Lists

### Types of people you want at your Healthy Happy Hour (HHH)

There are three key characteristics that will help you prioritize your list.

1. The “easiest” people to talk to - based on the strength of your relationship
2. The “most interested” people to talk to – based on their potential interest
3. The “best” people to talk to – based on the likelihood that they will be successful

Here are the types of people who might be the **“easiest:”**

- > Family, friends and neighbors
- > People who like to have fun and go to parties
- > People who are open-minded, inquisitive and like to try new things

Here are the types of people who are likely to be the **“most interested:”**

- > People who need to lose weight
- > People who need to make money and have a good work ethic
- > Moms and Dads, and people who are focused on health and wellness in their career

Here are the types of people who are likely to be the **“best:”**

- > "Social butterflies" who are well-respected, outgoing and well-informed leaders
- > Entrepreneurs, business owners and people with network marketing experience
- > Financially-savvy investors and influencers

### Goals

#### Example:

Invite	40
Attend	10
Customers	4
Brand Partners	4
HHHs scheduled	3

#### Your Goals:

Invite	_____
Attend	_____
Customers	_____
Brand Partners	_____
HHHs scheduled	_____

# Prospect List

## Product-Oriented - Easiest

## Business-Oriented - Easiest

\_\_\_\_\_ Yes/No/Maybe  
\_\_\_\_\_ Yes/No/Maybe  
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## Product-Oriented – Most Interested

## Business-Oriented – Most Interested

\_\_\_\_\_ Yes/No/Maybe  
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## Product-Oriented – Best

## Business-Oriented - Best

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# Invitation

Formula for Success

1. Call to invite
2. Text or Email the new 40-Day, Biome Medic or CBD video along with your HHH invitation. Use the Purium Phone App if you are a DREAMS Technology subscriber so you know who has opened and watched the videos.
3. Follow-Up / Confirmation 1-2 days before HHH (you need an accurate count for drinks)

## Key Communication Points

1. Taste healthy new drinks for weight loss and cleansing and partner directly with the manufacturer.
2. \$50 off any product you'd like to get
3. It's a Healthy, Happy Hour ... it's going to be FUN and about 60 minutes long, that's it!

### 1st Conversation – Permission to text or email the video and invitation

Hey (their name), do you have a few minutes to talk? I just found out about a really unique (core nutrition / weight loss / detox) program that I am (starting / promoting). My goal is to (get the core nutrition I need every day – pure and premium protein, fruits and vegetables / lose weight / detox my body / launch my business) in the next 10 days.

You've got to hear about this! I'm going to text/email you a short, 4-minute video and an invitation to a Healthy Happy Hour I'm having (at my house) on (give date). It'll be really fun and the whole thing is just 60 minutes! It's a Healthy Happy HOUR. We'll sample a few of these healthy drinks. PLUS, I have \$50 Gift Cards, so you'll get \$50 off ANY product you want to try, just for showing up! Do you want me to text or email the information?

(If they ask questions) Sounds like you're looking for more information. Great, I can connect you with my business partner (upline) or you can just watch the first video and then join me at the HHH and I'll make sure you get all of your questions answered.



### 2nd Conversation – Follow-up for those who don't respond to the email invitation

Hey (their name), do you have a few minutes to talk?

What did you like best about the video I emailed to you? Great, well we're getting together for that Healthy Happy Hour on

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I'll be making up these great, healthy drinks and I have the \$50 Gift Cards I told you about. Are you in?

### If some of the guests don't make it to your Healthy Happy Hour(s) ... take the "party" to them!

- >Invite them to a "personal" HHH.
- >Invite them to talk with your upline.
- >Send them the new Business Opportunity video.

**HINT: If you can have 2 different Healthy Happy Hours during the same week, then people will be more likely to attend, because they will be less likely to have commitments on both nights. Also, having 2 events in one week is a signal to your guests that you are very committed to your business!**

# Presentation

## Follow the HHH Formula for Success on Page 2.

- |               |              |               |              |            |
|---------------|--------------|---------------|--------------|------------|
| 1. Music      | 2. Drinks    | 3. Tools      | 4. Push Play | 5. Stories |
| 6. Enrollment | 7. Next HHHs | 8. Fast Start | 9. Follow-up | 10. FUN!!  |

## Follow the “Dos and Don’ts” on Page 3.

Keep your presentation (DVD / stories / enrollment) to ~60 minutes as you promised in your invitation.

### Set-Up

Play the Before/After Photo Slideshow as people take their seats and get their final drinks. The new Brand Partner should act as the host and have an experienced upline Brand Partner conduct the presentation until the Host has seen at least 2-3 Healthy Happy Hours. The Host and Presenter should build rapport with each other and the audience.

**HINTS:** Spend time before the HHH to get relevant information to share about each other. Try handing out the Enrollment Tear Pads BEFORE the presentation begins and ask people to fill out the back portion of the sheet to ensure they will get their FREE \$50 Gift Card! This lessens the “pressure” to fill out the form at the end of the presentation.

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## Introduction and Overview

Introduce yourself, welcome everyone, ask them to say their name, who invited them, and ask, “Why are you here?” or “What made you want to come here?” This gives you a lot of insight as to what their interests are, especially those who speak up right away. This information will help you when you're ready to close. Then explain a little about how you were introduced to Purium and what it has done for you. If the Host or a Guest has a testimonial about any of the Transformation or Core 4 Programs (weight loss, muscle building, energy, sleep or digestion), he/she should share it.

### Some great things to emphasize include:

- > Your skepticism and hesitation prior to trying the program
- > The simplicity- how Purium saves time and money
- > How much weight you lost and how great you felt at the end of the 10 days
- > Any long-lasting benefits, such as energy, sleep, reduced addictions, etc

The Presenter can also share his/her testimonial in this introduction or wait until after a few videos. Ensure your stories can be summarized in a simple message under the following categories:

**The Pollution (processed foods), The Solution (Core4).**

**The Distribution (Gift Cards), and The Mission (Million Mom Movement).**

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## Product Presentation

### 1. Press Play – “The Next 40 Days” Video

This video explains the problems with processed food and how Purium's unique 40-Day program can help. We have 4 programs - superfood nutrition (most popular), weight loss, athletes, and cleansing.

Video Link: <https://vimeo.com/306320984>

### Engage the guests and ask questions:

- > What did you like best about the video?



## **2. Show the Lifestyle Guide and help them choose the right pack that is best for them**

Let your guests quickly scan through the program, identifying the program that interests them.

**Product Validation** - After showing the brochure and telling the story, bring up people (including yourself) to share their product testimonials.

## **3. Press Play – Business Video**

"This video tells you a little about how Purium has become one of the fastest-growing companies in North America. We have a Gift Card Marketing System that makes it easy to share. Plus our Phone App allows you to do business from your phone."

## **4. Income Validation**

After showing the brochure and telling the story, bring up people (including yourself) to share their *business* testimonials. Then talk about how Purium has a unique Gift Card Marketing System that pays us to share these amazing products.

*Example: "We all like to share, right? How many of you have referred a friend to a hairdresser, a restaurant, a mechanic?" (Raise your hand when you say this--everyone will raise their hand.)*

*"We don't get paid to do that, right? But we love to share when we find a product we love, or have a great service experience. Purium actually DOES pay us to share, with their unique Gift Card Marketing System!"*

If you don't have an income story, share your favorite story from your upline.

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## Wrap Up and Help People Get Started Right

**RECAP** -- *Everyone eats every day. Food is not a fad. And almost all of the food we are being offered is filled with chemicals. You and your family can buy all-natural, non-GMO products direct from the manufacturer and tell others about it.*

**GET STARTED** -- Hold up the new Enrollment tear pad sheet and explain the options in an "assumptive close" type of way. (Assumptive close means that you assume they are going to want to AT LEAST try the products.) Emphasize the \$50 Gift Card, the on-going 25% discount, the Purium Rewards Points Program, and the 60-Day Money Back Guarantee on every program and product Purium offers.

**DUPLICATION** -- Your goal is to help people get into action immediately, so they can effectively contact people they know to invite them to their own Healthy Happy Hour. Reaching the rank of Consultant is an achievable goal for anyone willing to have 1 – 2 HHHs within the month.

### Have your guests:

1. Commit to doing their own 40-Day or 10-Day Transformation.
2. Schedule a strategy session (for anyone who wants to share Gift Cards) to review guides, such as Fast Start and this HHH planning guide.
3. Commit to a date and location for their HHHs.
4. Create their list with goals and deadlines.

**PROMOTION** -- After your Healthy Happy Hour, share your photos of your event on social media, through text and in emails. Follow up with people who were not able to attend -- let them know the night was successful. Don't forget to add the date of your next event. Finally, ask the guests who did attend to share on social media to spread the word even faster.



