



**HEALTHY  
HAPPY  
HOUR!**  
eat. drink. be healthy.

TRAINING GUIDE





# The Purium Healthy Happy Hour Formula for Success



**Music**



**Drinks**



**Tools**



**Push Play**



**Stories**



**Enrollment Forms / Online Ordering**



**Set-up your next HHH** (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: Have 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 Core3 & Transformation brochures, product catalogs, Cost Per Pound & 21 Reasons to Join flyers  
DON'T: Hand out order forms and enrollment forms until the end

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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: Know how you plan on enrolling people and have 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 a 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 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 ... 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”:

- > Natural networkers ... people who are well-respected ... in many social groups ... outgoing ... always forwarding information ... well-informed ... opinionated ... community leaders
- > Entrepreneurs ... business owners ... people with network marketing experience ... anyone with their own business card or website
- > People who are financially successful ... who know it takes money to make money

## Goals

### Example:

Invite	40
Attend	10
Customers	4
Members	4
HHHs scheduled	3

### Your Goals:

Invite	_____
Attend	_____
Customers	_____
Members	_____
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. Email a video “teaser” and HHH invitation with details
3. Follow-Up / Confirmation 1-2 days before HHH (you need an accurate count for samples)

## Key Communication Points

1. Taste healthy new drinks for weight loss & cleansing ... partner directly with 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 email the video and invitation

Hey (their name), do you have a few minutes to talk? I just found out about a really unique Core3 (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 email you a short, 3-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! What's your email address and I'll send you the info?

(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 \_\_\_\_\_.

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.
- > Invite them to listen to our Thursday Night call.

**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 Member should act as the host and have an experienced upline Member conduct the presentation until the Host has seen at least 2-3 Healthy Happy Hours. The Host should edify (say nice things about) the Presenter and vice versa.

**HINT:** Spend time before the HHH to get relevant information to share about each other.

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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 has a testimonial about the Core3, the accelerated Core3 Transformation, or the business, he/she should share it.

### Some great things to emphasize include:

- > Your skepticism and hesitation prior to trying the program
- > The simplicity, how it 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. What we are going to share can be summarized in a really simple message.

**The Pollution (processed foods). The Solution (Core3).**

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

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## Product Presentation

### 1. Press Play – Company Overview

Introduce and play the Farm to Family video.

*“This video tells you a little about the company, the owners, and gives an overview of their mission and philosophy.”*

The Farm to Family video is on your DVD and also in the back office under Resource Library

> Videos ... here is the link to the video:

<https://vimeo.com/136534709>

### Engage the guests and ask questions:

> What did you like best about the video?





## 2. Show the Brochure - The Core3 Product Story

Walk people through the information in the new Purium Message Map – The Core 3 + 10-Day Transformation Presentation brochure.

### Emphasize:

**The problem** - *Processed, chemically-laden, genetically modified food* (elaborate on this but be careful not to go off on a tangent. Watch for people nodding in agreement).

**The reality** - *Everyone is busy and stressed, especially moms who are trying to take care of everyone else. People are making compromises of convenience with food that is easy and cheap and, in many cases, being marketed as "healthy."*

**The solution** - *Core3--a super-convenient way to get the maximum benefits of protein, fruits and vegetables every day without compromising anything. Real food, real nutrition, at only \$5 a day -- about the price of a Starbucks coffee (go into more explanation of what each component is). This program keeps you on track, no matter what happens in your day. Make yourself your priority. Be your best for the long term.*

**The accelerated version** - *If you want to see what it feels like to take a vacation from processed foods, experience a metabolic reset, and lose 5-20 lbs. in just 10 days, then we have the accelerated Core3; the 10-Day Transformation.*

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

## 3. Press Play – Share and Earn

Introduce and play the animated Gift Card video (Referral Marketing).

*"This video tells you a little about how we share Gift Cards and get paid for doing it. The program is called Give \$50 / Get \$50."*

The animated Gift Card video (Referral Marketing) is on your DVD and also in the back office under Resource Library > Videos ... here is the link to the video:

<https://vimeo.com/103379737>

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

Then talk about how Purium has a unique Gift Card Marketing System that pays us to share these amazing products.

*"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!"*

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## Wrap Up and Help People Get Started Right

Then close by using verbiage below from the Purium Message Map – The Core 3 + 10-Day Transformation Presentation as a general guideline:

*The company's mission goes beyond health and beyond income (depending on audience, you may want to tap into the "nurturer" mindset). Now you can make money AND make a difference! We are looking for 1000 women (and men) in 100 communities who want to help 10 families each eat cleaner and greener. This is our mission and we call it The Million Mom Movement. It is led by one of our owners, Amy Venner, as she rallies women (and men) to take a stand against processed food.*

**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. The Core3 (protein, fruits, and vegetables) is what your body needs to thrive every day. Plus, we have a 10-day vacation from processed foods (10-Day Accelerated Core3 Transformation) that will help you lose weight & detox. The Gift Card System and the Give \$50 / Get \$50 program make it easy and lucrative to share.

**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.)

*"At the very top of this sheet is the Core3 Getting Started pack which is under \$200 and includes your products PLUS 5 Gift Cards worth \$250. If you want to go with the accelerated Core3 Transformation, you will want to check the top right area which shows the Transformation Booster Pack. To have your 10 Day Transformation and then be ready to start your daily nutrition on day 11, you will want to select the "Core3 Platinum Pack," which is the most popular way to join ... and if you are interested in the business side (or "launching a Purium business"), then the Launch Pack has everything you need and UNLIMITED Gift Cards for a year from purchase!"*

Name the product groupings that come with the launch pack. Then say,

*"Get with the person who invited you--they have a Gift Card for you and they will help you get started."*

Here is verbiage from the second page of the Message Map that you can also incorporate into the close...

**BUSINESS CLOSE:** *Chances are you know more than 5 people, that's why we recommend a Platinum Pack or Launch Pack*

- *Platinum Pack is the most popular way to join: Core3 + Transformation and \$2500 in Gift Cards for under \$500!*
- *Launch Pack is perfect for people of high influence who really want to make money: Core3 + Transformation + more high-impact, all-natural products + 100 Gift Cards (to start) worth \$5000 for just \$999! You will also receive an unlimited amount of gift cards for the year! Once you give out your 100, you will get 100 more.*

When closing the PLC membership, keep in mind they are now educated about the Core3 program and the importance of daily nutrition for only \$5 a day, so you will want to say something such as, *"And here is your monthly Core3 pack that you're going to want to have for your daily nutrition and to fill in the gaps of your diet at only \$5 a day. What's awesome is that with this you will get a \$50 loyalty card..."* (provided they are selecting a qualifying enrollment pack).

Then explain the Loyalty program: *"Once you have received 3 months of your daily Core3 nutrition, you will get \$50 off your fourth Core3 Pack!"*

## 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 90 day Core3 challenge or 10-day accelerated Core3 Transformation
2. Schedule a strategy session to review this Guide and the Purium G.A.M.E. Plan Tear Pad
3. Commit to a date and location for their Healthy Happy Hour(s)
4. Start making their list with a date they'll complete the list and begin inviting the people on it.

## Promotion

After your Healthy Happy Hour, share your photos and personal testimonial from using the Core3 or doing the accelerated Core3 Transformation with everyone who gave you their email addresses and on social media. Also, let people know how quickly you got into profit! Don't forget to like our Million Mom Movement Facebook page and regularly share interesting posts about eating healthier.



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HEALTH PRODUCTS™

