

# PURIUM

HEALTH PRODUCTS™

Making Healthy Cool



## PURIUM HEALTH PRODUCTS

# HEALTHY

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# 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 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
- 
-  **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
- 
-  **Tools**  
DO: Share Transformation brochures, product catalogs, Cost Per Pound & 21 Reasons to Join flyers  
DON'T: Hand out order forms and enrollment forms until the end
- 
-  **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
- 
-  **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
- 
-  **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
- 
-  **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
- 
-  **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
- 
-  **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
- 
-  **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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## 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	_____

**Product-Oriented - Easiest**

**Business-Oriented - Easiest**

\_\_\_\_\_ 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**

\_\_\_\_\_ Yes/No/Maybe  
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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 10-Day Transformation (weight loss / detox) program that I am (starting / promoting). My goal is to (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

The Presenter asks the guests to SUPPORT the host in her/his Transformation and Business. If the Host has a testimonial about the Transformation or the business she/he should share it. Some great things to emphasize include:

- > Your skepticism and hesitation prior to trying the program
- > The simplicity, time-saving and money-saving
- > 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 her/his 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 (10-Day Transformation).  
The Distribution (Gift Cards). The Mission (Million Mom Movement).**

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### Press Play

The more interactive version of the Healthy Happy Hour focuses on these 4 videos:

- > 10-Day Transformation – Animated and Testimonial Videos
  - > Referral Marketing – Animated and Testimonial Videos
- 

### The presenter engages the guests and encourages questions:

- > What did you like best about the video?
  - > Did you get the part about losing weight without exercise?
  - > Did you like the 60-day guarantee?
  - > Do you think people would be interested in getting a “\$50 bill” to try a new program?
- 

### The simpler version of the Healthy Happy Hour is to play all of the videos and focus on:

- > 10-Day Transformation results
- > Gift Card Marketing simplicity



# Enroll

Help your guests make the best decision for their level of commitment.

Where do you see yourself?

## “Try the Transformation at the best price”

### Premier Member ... (Remember to explain The Challenge and the chance to win a trip)

- > 30% Off on this purchase and all future purchases + 30% profit on Customers
- > The ability to earn income
- > Back-Up Order required to receive Premier Membership benefits

## “I know several people who might want to try a 10-Day Transformation”

### Gold or Platinum Enrollment Pack

- > 30% Off on this purchase and all future purchases + 30% profit on all Customers
- > 40 or 60 Gift Cards makes it easy to conduct HHHs and share the Purium story
- > The ability to earn income and get into profit quickly (Enroll 3 and you're in profit!)
- > Tremendous value (\$2,000 or \$3,000 Marketing Budget for a few hundred dollars)
- > Don't forget to order additional products for beyond the 10 days
- > Back-Up Order required to receive Premier Membership benefits

If a person chooses not to make a commitment to the Transformation ...

### “Willing to try at least one Purium product” ... Purchase at Retail

- > \$50 Off any product(s)
- > No commitment

Everyone who attends your Healthy Happy Hour is interested in either the Transformation, the referral marketing business model, the Million Mom Movement or all three. And they probably know dozens of people with similar interests, so, even if someone doesn't enroll, don't forget to ask for referrals.

## Duplication

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

1. **Commit to doing their own 10-Day Transformation**
2. **Strategy Session to review this Guide and the Fast Start Training**
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**

## Promotion

After your Healthy Happy Hour, post some photos, words of appreciation or some highlights on Facebook, Instagram or Pinterest.



Share your before & after photos and personal testimonial from your 10-Day Transformation with everyone who gave you their email addresses. 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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