

2. SCHEDULE YOUR PARTY/IES

Schedule this with your upline leader if you want their help.

We recommend 2 – 3 in your first 7 – 10 days and then arranging more with your guests to have XFMs on your behalf.

Having 2 – 3 XFMs per week with your team, clients and prospects is a good target.

1st XFM: DATE: _____

2nd XFM: DATE: _____

3rd XFM: DATE: _____

3. XFM INVITATION/PROMOTION – 1 week before your event

Studies show that people **MUST** have at least one exposure (shown some information) before they make a buying decision. A good target is 3 “exposures to different information before the event. This can all happen over a 10 – 15 minute time frame by following the steps outlined in this document.

Make sure that everyone you’re inviting has reviewed at least one of the promotional tools **BEFORE** they come to your event

Nothing will replace a personal conversation over the phone or in person. In addition to your conversation and two promotional tools, promote your party by:

- Status Posts on Facebook and other social networks.
- Sending text messages to all your local contacts.
- Sending an email invitation to all your local contacts.
- Other: _____

No matter what else you do, you **MUST** call them, speak to them and tell them how thankful you are that they are coming and that it will be fun.

a) How to Invite Scripts

I. Have A Friend Host An XFM For You: Practice Approach Script:

"Hi (name)

I am wondering if you can help me out. My company has asked me to test a new way of presenting our products and I need some fresh eyes.

They have asked me to see if some friends will host a couple of what we call "XFM's" Extreme Food Makeovers.

They are a lot of fun, no pressure and will help me heaps.

I know your a friend and I don't want you to feel pressured into this, it's ok to say no, it would just help me out. Can I explain how it works and then you can decide whether you can help or not?"

When they say "yes"

Answer: "Thank you. It is really simple, first let me send you a video, it will only go for a few minutes, but it will explain what we are doing. I will call you back in 10 minutes and go from there. What is the best email for you?"

Action: Send them the <http://MyXFM.com/video1> link (The Shocking Truth About Food) then call them within 10 minutes, they won't need any longer.

Call them back and say: "did you get to watch that video?"

They will say "yes".

You say: "Great what did you like most about what you saw?"

You respond: "that's great, let me send you one more video and that's it. It will explain our mission and what we are doing. It only goes for 5 minutes as well. I will call you back in 10 minutes"

Action: Send them <http://myxfm.com/m5m>

Call back in 10 minutes and ask: "did you get to watch that video?"
"Great what did you like about it?"

Then explain: "Thanks for letting me send you those. Our company has a mission to help people improve their health and at the same time impact children all over the world.

All we need is to set a night to hold an XFM. We have some music playing, dress casually, and be prepared to have some fun. We will have everyone taste some smoothies and food we make and I will play a video and if people want to take part they can, if not that is ok as well.

I will have a little gift for you on the night as well.

You will just help me stay in good with my company, plus hit my goal of nourishing (number) of kids this month.

So what do you think, can you help me by hosting a party, and I mean a fun party and inviting some friends over?”

II. Standard XFM Party Script for an event at your place!

"Hi (name)

I am wondering if you can help me out. My company has asked me to test a new way of presenting our products and I need some fresh eyes.

They have asked me to see if some friends will come to what we call an "XFM" Extreme Food Makeover that I will be hosting at my place.

They are a lot of fun, no pressure and will help me heaps.

I know you're a friend and I don't want you to feel pressured into this, it's ok to say no, it would just help me out. Can I explain how it works and then you can decide whether you can help or not?"

When they say "yes"

Answer: "Thank you. It is really simple, first let me send you a video, it will only go for a few minutes, but it will explain what we are doing. I will call you back in 10 minutes and go from there. What is the best email for you?"

Action: Send them the <http://MyXFM.com/video1> link (The Shocking Truth About Food) then call them within 10 minutes, they won't need any longer.

Call them back and say: "did you get to watch that video?"

They will say "yes".

You say: "Great what did you like most about what you saw?"

You respond: "that's great, let me send you one more video and that's it. It will explain our mission and what we are doing. It only goes for 5 minutes as well. I will call you back in 10 minutes"

Action: Send them <http://myxfm.com/m5m>

Call back in 10 minutes and ask: "did you get to watch that video?"
"Great what did you like about it?"

Then explain: "Thanks for letting me send you those. Our company has a mission to help people improve their health and at the same time impact children all over the world.

I will be holding 2 XFMS and was hoping you could come to one. We will have some music playing, dress casually, and be prepared to have some fun. We will have everyone taste some smoothies and food we make and I will play some very short videos and if people want to take part they can, if not that is ok as well.

You will just help me stay in good with my company, plus hit my goal of nourishing (number) of kids this month.

And just because I'm catering a little here, I just need definite numbers. So can I count on you to be here?

Great, see you on (day and time) and please be on time, it's important!"

b) Promotional Tools List To Use With Above Direction.

I. You can download the videos from:

<http://dualnetworking.com/library/video-downloads/>

These are for a Wellness/Fat Loss Party

<http://myxfm.com/video1> - The Shocking Truth About Food

<http://myxfm.com/video2> - Food Busters

<http://myxfm.com/m5m> - Mission 5 Million

These are for a Uth Party

<http://myxfm.com/uth1>

<http://myxfm.com/uth2>

NutriVerus:

<http://www.myxfm.com/nutriverus>

Ambrotose:

<http://www.myxfm.com/ambrotose>

II. 3 Way Call with your business leader, CDs, Brochures...

III. Other _____

4. PREPARE FOR YOUR EVENT – AT LEAST 2 DAYS BEFORE

a) Forms To Download for your XFM

I. **A4 Flyers**

These A4 flyers are a perfect way to showcase the options we have. We recommend laminating each one and have the one that does not have a price on it available for people to look at during the event.

<https://s3.amazonaws.com/dualnetworking/docs/flyers/flyers.zip>

II. **MY XFM Order Forms:**

Australia:

https://s3.amazonaws.com/dualnetworking/docs/systems/XFM/AUS_XFMForm.pdf

New Zealand:

https://s3.amazonaws.com/dualnetworking/docs/systems/XFM/NZ_XFMForm.pdf

Singapore:

https://s3.amazonaws.com/dualnetworking/docs/systems/XFM/SG_XFMForm.pdf

III. **My XFM Questionnaire**

<https://s3.amazonaws.com/dualnetworking/docs/systems/XFM/xfm-questionnaire.pdf>

b) Video Playlist for your XFM – save these to a file on your computer or a USB

(Download from <http://dualnetworking.com/library/video-downloads/>)

Play 1st: Shocking Truth About Food:

<https://s3.amazonaws.com/dualnetworking/videos/appvideos/TheShockingTruthAboutFood.mp4>

Play 2nd: Food Busters:

<https://s3.amazonaws.com/dualnetworking/videos/appvideos/IndustryFoodBusters.MP4>

Play 3rd: NutriVerus:

<https://s3.amazonaws.com/dualnetworking/videos/appvideos/NutriVerus.mp4>

Play 4th: Osolean Testimony of Elaine:

<https://s3.amazonaws.com/dualnetworking/videos/appvideos/alainesosoleanstory.MP4>

Play 5th: Uth:

<https://s3.amazonaws.com/dualnetworking/videos/appvideos/theuthopportunity-short.MP4>

c) Recipes for Your XFM

Suggested to use at least 1 x dip AND 1 x smoothie/shake recipe.

Shakes/Smoothies:

<https://s3.amazonaws.com/dualnetworking/docs/systems/XFM/recipes/SHAKE-RECIPES.pdf>

Dips:

<https://s3.amazonaws.com/dualnetworking/docs/systems/XFM/XFMFoodIdeas.pdf>

d) Send Reminder to Guest 2 Days Before the Party.

Send this as a "Text Message":

“Hey guys, I am getting everything sorted. Food, Drinks and snacks have all been purchased and I am so glad you are coming. Please feel free to bring a friend, the more the merrier and the more kids we will help as we look after ourselves. “

5. PARTY DAY CHECKLIST

a) At least 1 hour before guests arrive checklist:

- Blend up at least 2 shake recipes prior to event. (Recipes on previous page)
- Have some plastic cups.
- Have some dip to add NutriVerus to in front of the guests.
- Have your questionnaires printed out.
- Have your Pack Options prices list printed out.
- Have enough application/order forms printed for each of your guests.
- Have music playing.
- Don't set out chairs (just be "normal") it's a party. Be ready to bring chairs out as people arrive.
- Have your videos open and ready to play on your computer or TV. (*Make sure you test a day before the event.*)
- **No alcohol** (If you are going to have alcohol, please do it once the event is over, order forms are filled in and questions answered. We do not suggest telling people that you will have some drinks at the event. This is a presentation.)
- Keep it light and fun.

b) Presentation: (If you need extra help with this see the end of this document).

- Invite everyone to come and sit in the area where you are playing the videos.
- Have the host thank everyone for coming and introduce the presenter. Help them know what to say and to share their testimony or the reason for putting on the event. It is not a good idea for them to say "I am putting this event on so I can sign all of you up and we can become rich together. Just share why they got started on the products and their experience with dealing with the host and the company.
- Give the host a gift and share your testimony.
- Hand out questionnaire. Tell the guests "We have 3 main areas we will talk about today: Weight Loss, Wellness and Anti Ageing. Which area interests you the most? Weight loss, Wellness or Anti Ageing?" Then hand out the relevant questionnaire.
- It's time to show the video Playlist from 4.b)
- After each video ask "What did you like or find most interesting about that video?"
- If you have someone else who can share a testimony, now is a perfect time.
- Once you have shared the videos, give your business testimony on why you got started. If you have reached a leadership level or won an incentive or earned money, share this as well.

c) Close the XFM:

- 3 Types of people Script:

“Basically there are three types of people here today. (Refer to your M5M Bracelet)

The first person says – ‘I like the idea of staying well, losing some weight or looking younger and through that one simple act they are changing the life of a child.

The second person says I agree with person 1, about staying well, losing weight or looking younger but I can also see how easy this is and I would like to know how I can get my products for free by holding my own XFM or referring people and saving even more children. (Show how it moves along to next spot on the bracelet to 15 children)

The 3rd person says I have been thinking about a way to earn an extra \$1000 – \$2000 per month or even millions like my friends James & Kasey Hannan who live in Coffs Harbour and have helped others do the same. And this looks like fun and simple to do. I would love to be part of the A Team and start developing an incredible lifestyle and team and nourish as many children as I can. (Share some testimonies of others)

Whichever person you are, just let us know. “

- It’s time to taste the smoothies and the dips etc. Invite everyone up and tell them: “come on up and try the smoothies and dips etc. While you are trying them, we will go through with each of you individually your questionnaires and see how we can best help you.
- Now go through each questionnaire with your guests individually. Talk with them about their answers and why they wrote what they did.
- Now say “Based on your answers to the questions and information you have given, these are the products recommended. Does that sound about right?”
- If they get concerned about price, then start taking away products. They should at least purchase NutriVerus and Mannabears if they have children.

6. WHAT'S NEXT? FOLLOW-UP!

- a) The purpose of a meeting (XFM) is to plan the next meeting.
- b) Plan the next XFM if someone would like to host an XFM for you. Ask them to help you hit your goal of nourishing however many children your goal is by hosting an XFM for you.
- c) Follow-up once their product has arrived
- d) Etc, etc.

Example of the way an event could look EXTRA HELP ON HOW TO MANAGE YOUR XFM PARTY FROM #5.

How To Start The Meeting

Hi everyone and welcome to our XFM – Extreme Food Makeover. Hopefully you have already noticed we are all about fun and you are looking forward to sampling the smoothies and all the incredible things we have.

**** Share your testimony or short story of why you got started with Mannatech ****

We just have a couple of short videos to show you and they will explain more about who we are and what we are about.

To help us know you a little better and understand what you are looking for, we have developed a simple questionnaire that we will get you to fill out first. It will only take a few minutes and don't worry your information is private.

So here is your questionnaire, once everyone has filled them in, I will collect them and then we can watch the videos and start tasting some of the yummy treats.

If Someone Else Is Hosting The Party Say This

Just before we start though, I just want to say thank you to (host name) for opening their home and allowing us to have some fun, eat some food, drink some smoothies and watch a movie or two.

I have a small gift for you, it is (tell them what the gift is and what it does briefly as this is an opportunity to market the product and show the guests that they would receive a gift if they held one). If anyone else would like to have their own XFM party, we can talk about that at the end.

Hand Out Questionnaires

Once the evening has started, and before the videos, is the time to hand out the questionnaires.

Depending on the type of party you are running, will determine the questionnaire you use. Have these available at the start of the evening and ask your guests to fill them out before you press play on the video.

If it is a Fat Loss Party then use the Osolean questionnaire, if it is wellness, then use the wellness questionnaire etc.

Do not start the evening until all questionnaires are complete

XFM - Press "Play"

Play the video tools (from the promotional tools list found at the top of this document. There is a link to a page that will allow you to download the videos from the internet to play.) on you TV,

laptop or computer. It doesn't matter if your guests see exactly the same thing again - that's a good thing!

We recommend following the “Recommended Playlist At The Top Of The Document”

Once you have shared the videos, give your business testimony on why you got started. If you have reached a leadership level or won an incentive or earned money, share this as well.

Wrapping Up The Party

**** IF YOU HAVE SOMEONE ELSE WHO COULD SHARE A TESTIMONY, NOW IS THE PERFECT TIME TO INVITE THEM TO SHARE THEIR TESTIMONY OR STORY OF WHY THEY GOT STARTED WITH MANNATECH***

Read this out loud after the videos...

“Basically there are three types of people here today. (Refer to your M5M Bracelet)

The first person says – ‘I like the idea of staying well, losing some weight or looking younger and through that one simple act they are changing the life of a child.

The second person says I agree with person 1, about staying well, losing weight or looking younger but I can also see how easy this is and I would like to know how I can get my products for free by holding my own XFM or referring people and saving even more children. (Show how it moves along to next spot on the bracelet to 15 children)

The 3rd person says I have been thinking about a way to earn an extra \$1000 – \$2000 per month or even millions like my friends James & Kasey Hannan who live in Coffs Harbour and have helped others do the same. And this looks like fun and simple to do. I would love to be part of the A Team and start developing an incredible lifestyle and team and nourish as many children as I can. (Share some testimonies of others)

Whichever person you are, just let us know. “

“Thanks so much for coming out tonight (today) I'm going to be around for any questions and to help complete forms. I'm really excited for you guys and I'm looking forward to hearing about your results and having some fun together.

Let's go and try some of the smoothies and food we have and while you are doing that, we will go through each of privately with each of you your questionnaires and see how best we can help you.

Thanks again.”

(Help your guests complete their forms)