

## **Examples: Introduction and Commercial (pages 1-3) Why Close and Bag (pages 4 - 6)**

First of all, thank you all for coming out tonight for Mary's Chocoholic Frolic. Isn't this incredible? The music, the food, the company? Mary thought that you could all use a well deserved night of relaxation, fun and a martini! These chocolate Martinis are delicious.

Let's have a toast to Mary – Everyone glasses up – Here's to Mary for going above and beyond to create a fun night out for her friends! Cheers.

I have to tell you all how I met Mary. We met a few weeks back at a party and I fell in love with Mary and knew I wanted HER for a hostess. We met a few days later at Starbucks and I could see her passion for her friends and family and knew that all of you would be wonderful. What do they say, "Birds of a Feather Flock together?"

I have a card for Mary that I would like to pass around and have each of you write a little something inside that will remind Mary of tonight and all of you. As we pass the card, let's each say a word or two that describes Mary. I'll start. "Incredible, fun, and spicy."

Mary you have some great friends.

Alright – are we having fun yet? I am and it's only going to get better! Let me tell you what to expect. First of all, this is not going to be a big old infomercial. My intention for tonight is to pamper you, spoil you, and give some information that you can implement right away and change the way you take care of yourself. I want to encourage you to ask any questions – if I can answer them I will.

Since Mary is our star tonight, she is going to be handing out tickets each time you ask a question. If she likes your question, she is going to give you a few extra tickets! If I ask you a question – whoever answers first will get some tickets. Mary will decide the amount! Whoever ends up with the most tickets will get a gift. Sound good! Great. Let's make this fun!

Tonight we are going to be doing facials. You are going to leave with your face feeling fabulous. Before we get started with the facial part, I am going to let you know that there will be 2 commercials this evening. Before each one, I will let you know. We will start each commercial with a toast to Mary.

Here's the first commercial! Here's to Mary – an outstanding friend and hostess! Cheers!

Now a word from your sponsor!

I like to start this part of the night telling you a little bit about how I became involved with Arbonne. At most of my parties most people are curious to know a little more about my story.

15 years ago – hard to believe in this day and age that anyone could be with one company for so long isn't it! Basically, I started with Arbonne 15 years ago when I just happened to discover Arbonne at a trade show in Philadelphia. You see I had the last interview in a 6 month interview process with what I thought was my dream job. The stress of the final interview triggered a skin condition that I had lived with since my early 20's that made my skin really dry.

A girlfriend, who lived in Philadelphia, picked me up to take me to celebrate my new job. When I got in her car, she noticed that my skin was flaky and suggested that before dinner, we go get facials. Basically, she was telling me in girlfriend speak that she was embarrassed to be seen with me!

Anyway, this was a Friday night and the convention center had a Women's show with lots of skin care booths. This is where we went. When we got in, every company you can imagine was there with their products. Because of my skin issues, I had used everything under the sun in an attempt to get rid of the dryness. When I was 24 my dermatologist told me I had the skin of someone in their 40's and there was nothing that would help. When he said that, he just made me determined to prove him wrong and I started my quest to find products that would solve my dry skin issues.

Looking around at all of the familiar products, one booth stood out – Arbonne. I had never heard of Arbonne and was immediately intrigued by their tag line, "Pure, Safe Beneficial."

When I walked up to the booth, I met a few of the consultants who immediately put me at ease. These women clearly wanted to help. It was obvious that their goal was to help me, not push me. These women actually figured out a way to give me a facial in the Philadelphia convention center in an effort to give me immediate relief. After spending some time with these women, I felt like I had found my tribe. These were the types of women my mother had hoped I would hang out with – kind, warm, accomplished, inspiring. One of the women, Phoebe James, really got me thinking. During our conversation I had learned about her 5 kids all in college! We all know how expensive one kid in college is, but 5! I asked her what her husband did and she said he retired from teaching because her Arbonne career had given him that flexibility! Wow – that was interesting! I had always assumed that

direct sales businesses were for women who wanted to make a little extra money, not to create a major lifestyle. Of course, I wasn't interested in making a little money or a lot of money because I had just landed my dream job.

When my facial was complete, I purchased an Arbonne system knowing my husband would throttle me, but I couldn't believe the results after one facial. Never had a product given me such immediate relief and results. My skin was smooth, no flakes, and the redness was gone. My skin actually had a dewy look. I remember wanting to cry because I was so excited to find these products. To my great surprise, my husband noticed a difference in my skin when I saw him the next day! He was so impressed he actually suggested I buy more! After 2 days the improvement was noticeable.

Later that evening, my husband I had dinner with my Mom and Dad. I was so excited to tell them about my exciting new job. My mom's response really floored me. She asked me a simple question, "What do you want to be doing in 5 years?" I hadn't really thought about that because at 29, 5 years was a lonnnng time.

I always knew that I wanted children and to be home with them and assumed that this is what would happen and said as much to my mom. My mother asked another question, "If you start earning the kind of money you will be earning with this new job, do you think that your husband will ever be comfortable with you being home or do you think you will get used to that income?"

Immediately, I knew she was right. My life was about to veer off course! If I took this job, I would not be able to live my life congruent with my priorities and values. This was a problem.

My husband and I sat down and we both realized that I needed to do something, but not this something, so we created a description of the perfect fit: flexible, work from home, potential to grow with the job financially and personally, able to take time off, able to put family first.

This list was almost funny because it was so pie in the sky. However, Arbonne kept creeping into my mind, so on impulse I thought I would call the women I had met and see if I could learn more.

Well, I learned more and here I am. After 15 years, I still think these are the best products in the world and that I am in a dream job. I have flexibility, an incredible income, 3 children that I am home with, lots of great vacations paid for by Arbonne, lots of great friends that I never would have known.

That is my story and how I found Arbonne. This officially ends the word from your sponsor!

### **Example: Why Close and Bag**

How does everyone feel? How does your face feel? Pretty Amazing huh?

Well it is time to wrap things up. So get your glass because it is time for our last commercial. Let's have a toast to Mary! Thank you Mary for all you do! Cheers.

Here is the final word from your sponsor. Arbonne has changed my life in so many ways I feel like it is my responsibility to ask you to put on your talent scout hats. This business has given me so much that I want to spread the good news. We all know someone who could use more fun or money. We all know people in the real estate industry who could use a buffer until the market turns around, or single moms struggling to make ends meet, we know women in the corporate world who have climbed the ladder only to find it leaning against the wrong building or women who have left corporate to be at home and would like to have something of their own.

Maybe YOU are looking for something new and exciting to make a little extra money or a lot of extra money.

When I started my Arbonne business my goal was initially to make enough money to be able to pick up some of the bills and go to the mall guilt free – basically enough income so that if I could meet my friends for lunch and purchase shoes without hiding them in the trunk of the car and sneaking them into my closet! I didn't want to have to drastically change my life to have children and be at home. Not too long after starting, I was able to get a new Durango (pull out a picture of a Durango) and save enough money to contribute to a down payment on a home (picture of 1<sup>st</sup> home) that my husband didn't think we had the money to buy. Just by doing my job I earned a vacation to a resort in the Bahamas for my husband and my son who was now one. (Picture from that trip). Arbonne was quickly turning into that “pie in the sky” job I had envisioned before getting started.

It was all good – except for one little thing. The quality of my life was significantly better than my husband's. While I had the best of both worlds; during the day time with my kids (I now had a daughter, Grace) and a few evenings a week going out to fun parties like this; my husband worked for the evil empire. (Pull out a darth vader action figure). Darth Vader is a women by the way! The voice is a result of chain smoking. Darth Vader

had my husband away from home 6 days a week and doing paper work ½ of Sunday. We had no life as a family. His baby girl would scream when he went to hold her because he was a stranger. This is not how I had pictured my family.

I knew that I had an answer in Arbonne. It involved doing a little more, so my husband could have the quality of life I enjoyed. So I got busy and found some other great women to teach and train to do exactly what I am doing tonight. Here are some of those women: EOA's show highlight their stories.

By helping these women realize their dreams, I found my business growing in leaps and bounds and my husband was soon able to leave the evil empire and join me in Arbonne.

Today we live in a dream house (show picture), Arbonne pays for me to drive a beautiful Mercedes and to go on incredible vacations. (Show pictures Cancun, Paris.) I have even been gifted with incredible jewelry (show Tiffany bracelets and 4 wide ring). The best part is that we spend lots and lots of time together as a family. (Show picture of the family). My children have both a mom and dad present in their lives.

In my wildest dreams I never would have imagined that selling lipstick could have been the vehicle to so much.

The great thing about starting an Arbonne business is there is no risk. You get tons of support and training because you are in business for yourself but not by yourself. The worst thing that can happen is you get a discount on your purchases and that's not so bad.

This concludes the final message from your sponsor.

Now I invite you to take a look at your Client Care Card. If you would, kindly take a moment to fill out the top of the card. As a client, my job is to spoil you and provide you unparalleled service. You will know all my numbers and where I live. You will never have to park at the mall again and work with whomever happens to be there. I will know your skin type and your preferences.

The wonderful thing about Arbonne is there is just more than one way to work with me: we offer ways to save money and earn money, not just spend money.

If you look at your card you will see that you can host your own friend's night out and receive free product as well as a shopping spree with an 80% discount. If your wish list is bigger than your budget, this is the perfect way to get what you want without breaking the bank. For hosting tonight this is what Mary will receive:

If you are interested in your own party circle a 9 or 10 on your card and we can get you on the calendar and start planning your party. If you aren't sure, circle 6 or 7. I have information you can take home with you.

Now for those of you who have watched what I have done this evening and think, I could do that. It looks fun. You may be interested in the Arbonne Opportunity. Whether you want to make a few hundred a month or several thousand a month (our top income earners make gangster money. Actually at a recent gangster convention they promised the gangsters they could make Arbonne \$!), I want to take you out for a coffee or soda and see if there is a fit for you with Arbonne. No pressure – we'll just take a look. Circle a 9 or 10 if you want to get together. If you would like more information circle a 6/7 and I can send you home with info.

As you can see whether you are a client, a host, or a consultant you are valued and rewarded.

Now that you know how we can work together, let's start shopping!

Because I am your consultant, I want to sit with each of you individually and do a skin profile, so whether you purchase tonight or at some point in the future; I will know what products will give you the best results. Each of you will also be receiving a free gift with your consultation so you can continue the pampering when you get home.

If you need to leave early, I can meet with you first.