

Your In-Person Launch is such a special moment in your Crunchi journey and we're here to support you every step of the way. Whether your launch is with a small group of friends at home, hosted live online, or in a larger group setting, this is your moment to shine.

To help you get off to a great start, we've gathered some tips and best practices that have worked for other Crunchi Advocates. We think they could help you too!



## Preparation/Pre-Launch

### INVITATIONS

There are several ways to invite guests to your In-Person Launch event. You can share via social media, emails, snail mail, text, and/or third-party services such as Evite or Paperless Post. Don't forget to ask your potential guests to RSVP.

### CONFIRM RSVPS

Look at your list of positive RSVPs. Be sure to confirm those RSVPs with a follow-up text or direct message (DM) 24-hours prior to your In-Person Launch.

### PRACTICE MAKES PERFECT

Feeling nervous? This will help! Practice your presentation a minimum of three to five times before the big day. You'll feel more confident—and you'll have had opportunities to iron out any rough spots you may have discovered.

### ARRIVE EARLY

Arrive at least 30 minutes before your In-Person Launch, so you can set up your display, test your technology and greet guests as they arrive.

### ASK YOUR SPONSOR FOR SUPPORT

If your Sponsor is local, ask them to be onsite to support you. If they aren't local, or can't make it, have them join in via Skype or Facetime, or send you a pre-recorded video to share.

### INVITE POTENTIAL CLIENTS

Your In-Person Launch is a great time for potential Clients to get familiar with Crunchi's products, mission, and brand. Invite New Clients, but have some

of your existing Clients attend too. They can share their favorite products and love for Crunchi with other prospects and attendees.

### KEEP REFRESHMENTS LIGHT

If you decide to have food and beverage, keep it super simple. Limit your menu to light bites. You want your guests happy, but ultimately their attention should be on you and Crunchi, not a huge buffet.

## Presentation Tips:

### LEAD WITH GRATITUDE.

Before you do anything else, welcome your guests and thank them for their time, support, and for attending.

### KEEP YOUR PRESENTATION SHORT AND SWEET.

Keep your actual presentation and speaking portion casual and brief. It will give potential Clients more time to browse the display and more time for you to make the sale!

### START ON TIME.

People planned their schedules around your event and went to the trouble to come out for you. Be respectful of their time and thank them by starting promptly.

### BE RELATABLE.

If you're nervous, that's okay! It's also okay to say it to your guests. They'll be able to relate and chances are, they'll go out of their way to be supportive.

### MATCH YOUR GUESTS' POSTURES.

If everyone is seated, you should sit too. If everyone is standing, stand with them. It's a subtle, but effective, way to build rapport.

**START STRONG.**

Your story is one of the most compelling sales tools you have. Start there. Follow with an enthusiastic introduction to your products. We've seen this work time after time.

**GET PERSONAL.**

Make your presentation yours. Share your personal enthusiasm for Crunchi as well as some personal pictures, and the Crunchi products you love to use. You may also want to include a slide showing a picture of yourself and your Crunchi team! It will help to keep your guests attentive and engaged and will help break up the presentation.

**SHARE THE LOVE!**

Pass some products around so guests can have their own sensory experiences. Once they get the products in their hands, they're much more likely to love them!

**HAVE FUN**

If you're having fun, it's more likely your guests will too. Sharing a smile goes a long way too!

## Closing Tips

When you're ready to close your presentation, remember that many people will be curious about the next steps. They will want to know how they can help you-and how they can help themselves. Buying products is only one of the ways they can help you build your business. You can also invite them to become a host or Advocate, join your Facebook Client Group or help you spread the word!

**Here are some examples of things you can say to end your presentation. Don't be afraid to use your own words.**

*Thank you again for coming out tonight! I hope that you learned something new and are as excited about the Crunchi brand and mission as I am!*

*If you're interested, there are so many ways to get involved and join me in this new venture. You can share what you learned today with someone else and think about ways to make healthier choices within your own home and lifestyle.*

*If you're ready to try a product or totally detox your makeup bag, I'm here to help! I want you all to experience for yourself the benefits of Clean Beauty,*

*and I have order forms here for anyone interested. Additionally, we're always excited to have others host a party! Hosting a Clean Beauty Workshop with your friends is fun. As a bonus, Crunchi has fantastic rewards and complementary products for hostesses to earn.*

*I hope you all consider joining me in the Clean Beauty Movement! We need more people educating others on the importance of safe beauty and joining in Crunchi's mission.*

*If you know anyone who might be interested in these products or the Clean Beauty Movement, please feel free to send them my way! Referrals are so very much appreciated, just as I appreciate each and every one of you who came out to support me tonight in my exciting new endeavor.*

Once you have completed your In-Person Launch, pat yourself on the back. Feel good knowing that you just shared a super important message with your friends and community. Your efforts will ultimately create a ripple effect that will positively impact so many lives!