



Shaklee

180™

How to Host a Turnaround Party

Before the party

A countdown of how to prepare and when.



Watch the
*How to Host a
Turnaround Party* video

1 week

- Share at least two marketing tools with each guest
- Invite your upline Business Leader to join or call in
- Use the marketing tools and scripts and invite at least 30 people for a party of 15

1 day

- Confirm with each guest by phone
- Shop for Shaklee 180™ Smoothie ingredients (see recipes in the *After-After™* magazine)

Day of

- Clean up and make sure everything looks nice to set the stage for success
- Display Shaklee 180™ products
- Place Shaklee 180™ *After-After™* magazines where they're easy to see and reach

Day of

- Go to MyShaklee180.com, download and print copies of the Brag Book, and display them
- Set up your TV and tee up your *Turnaround Today* DVD
- Minimize distractions (pets, cell phones, kids, etc.)
- Provide enough pens and at least 15 applications (both Customer and Specialist)
- Play fun, upbeat background music
- Practise your two-minute story
- Prepare Shaklee 180 Smoothie and Shaklee 180 Meal-in-a-Bar samples — cut bars into six pieces and serve 1–2 oz. of each Smoothie in branded cups

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Party timeline

For surefire results, stick to this schedule every time.

20 Minutes

Socialize and get to know your guests.

Serve Shaklee 180™ product samples, get to know your guests, and have fun. No selling yet.

3 Minutes

[Group hello.]

Share a two-minute Turnaround story. Introduce the *Turnaround Today* DVD.

15 Minutes

Play part 1 of the *Turnaround Today* DVD.

2 Minutes

Invite someone from your team to share a Shaklee 180™ Turnaround story.

5 Minutes

Share your financial After-After™ story.

Invite guests to stay to learn about how to get their product free and become a Specialist. Ask the three questions: **Do a 180? Get free product? Earn money?**

10 Minutes

Play part 2 of the *Turnaround Today* DVD.

5 Minutes

Invite a member of your team to share his or her financial After-After™ story.

This is a great time for your upline to three-way-call in to share his or her story.

Sign up new Customers and Specialists. Use the Shaklee 180™ applications.

Total time:

About **1 Hour**

NOTE:

Make sure to walk your new Specialists through the Start-Up Guide after the party.