

SKILL: DUPLICATION & PLANNING REGULAR EVENTS

Preparation Checklist

- ☐ Set your business hours: _____
- ☐ Print off the Weekly Action Plan and begin to fill it out
- ☐ Update your contact list

OBJECTIVE

Continue duplicating your business and start planning an event series for your group.

GOALS

- ▶ 1. Invite your potential leaders to join your Road to Achiever group.
- ▶ 2. Plan a series of events.
- ▶ 3. Meet 5 new people.
- ▶ 4. Text 10 developing market contacts each day.
- ▶ 5. Call or personally invite 3–5 qualified (known market) contacts each day.

You are an inviting master now. You've had weeks of practice and you likely feel more comfortable inviting anyone to anything, anywhere, any time. It's a great skill to have, and you should always work to keep inviting and helping others invite as well.

The first order of business this week is to invite the potential leaders you identified last week to join your Road to Achiever group. Ask them to commit to a conference call in two weeks when you launch the group. We'll discuss how to prepare for this launch next week.

Now, let's set up a series of events. Having regular events will help your team in a dynamic way because it's the best opportunity to create and strengthen relationships. Your series of events can create the perfect environment for your business and your Road to Achiever group to thrive.

TRAINING: CREATING A SERIES OF EVENTS

You are at an exciting stage of your business. You have the opportunity to create an environment to take your potential customers and team members to an entirely new level.

Through regular events:

- ▶ 1. Your attendees can feel the energy of others and be inspired by the varied experience of other like-minded individuals.
- ▶ 2. You can create shared experiences that give you the ability to follow up and lead others toward more experiences as they find USANA solutions that fit their lifestyle.
- ▶ 3. You can see what others are achieving and see what is possible. Your guest and team can start to see what is achievable.
- ▶ 4. You can feel validation in the decision you made to be a part of USANA. It feels good to be a part of a strong community.

Creating events can do wonders for those you are working to help, but they can also do incredible things for you individually. Many times, we think something is impossible until we see someone else do it. And once you see and feel what is possible, opportunities you never noticed before will suddenly be right in front of you. As you create and attend events, you will open yourself up to new perspectives that can propel you further than you ever imagined.

Your goal this week is to set up weekly events. You can have them at home and it can be the same event each week. This will help create a rhythm that your team can rely on. And the best part? USANA has provided all the materials you'll need on The Hub.

ACTIVITY

Let's decide now what your events for the next month are:

Choose to host a:

- ▶ **Healthy Mixer**
(Click here or go to The Hub, click on My Business, then Host a Healthy Mixer)
- ▶ **Health & Freedom Presentation**
(Click here or go to The Hub, click on My Business, then Host a H&F Meeting)
- ▶ **Sensé Spa Party**
(Click here or go to The Hub, click on My Business, then Host a Sensé Spa Party)

Name of the event: _____

Day of the week: _____ Time: _____

You can set up a basic agenda here or download a more detailed agenda on The Hub.

Host Name: _____

My Story Person: _____

Presentation Person: _____

Interactive Activity (Host): _____

Call to Action Person: _____

CONGRATULATIONS! YOU'VE JUST PLANNED A SERIES OF EVENTS!

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PROMOTING EVENTS

Now that you know what the event is, you can use these next four weeks to promote it with your Road to Achiever group.

Promoting is more than just announcing an event. It's enthusiastically proving to others why they *need* to be at an event. Keep in mind that every person you invite to your event has the potential to change his or her lives. On top of that, you have the opportunity to increase your sales and grow your team.

HOW TO PROMOTE EVENTS:

- ▶ 1. Make that call, send that email, post that invite.
Announcing an event on Facebook or with an email flyer is one step in promoting events. But don't hide behind a computer. Find different ways to create excitement about an event.
- ▶ 2. Focus on their why.
Consider why it would be helpful for an individual to attend this event and promote it as an opportunity to lead them to a solution.
- ▶ 3. Follow up, follow up, then follow up again.
People forget or people get busy. Make sure you do everything you can to help them remember why they need to be at your event.
- ▶ 4. Remember that multiple exposures create momentum.
Always have your next event in mind so that if someone can't attend, you can invite them to the next event and keep the momentum going.

Promoting is about encouraging others and it is about connecting. Your contacts will come because of your story and your influence and they will stay because of the opportunity they can have and the community you've created.

You're on the right track toward solidifying your skills and growing your business. With your first four weeks of events set up, now your group can start inviting! Next week, we'll discuss how you can lead your group through these first events.