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| Notes | Sample Script |
| 1. **Intro**   Thank you and a bit about you | * Thank you for choosing to share Norwex with your friends and family in a Norwex express Messenger party! * I think of it as an express party because it’s short and sweet and guests can check in anywhere, anytime (dates of party). They'll love that my posts are short and videos are only about 1 minute each. * I’m excited to link arms with you and help you maximize the very generous hosting program. * Also, thank you—this supports me and my family and small businesses * (I’m a home schooling mom, work fulltime, etc.) so I cater my parties to the person with a crazy, busy life. * Few simple steps… |
| 1. **Invite & Excite**   Make invites PERSONAL | * Statistics show that about 30% of the people we invite will actually attend so we want to over invite! 50-75% is a good goal with 20 attending. * Whom to invite … I have a fun list of contacts to think about that I’ll send. Just remember: no one has ever been offended when you invite them to something—only when you don’t. * As you get "yes's" (yay) ... keep track of them. You and I will personally private message them. * Another important tip: don't add people blindly to the group because, unlike FB, this is in their personal space. They will get notified throughout the party and we want people who are genuinely interested in learning more about Norwex. |
| 1. **Who would like to host?**   Hosts know who is more likely to book a party— and friends are more likely to book when the Host asks | * To unlock your Norwex rewards, we need 1 booking and $350 in sales. Easy peasy, but I need your help. * Start thinking about … who is well connected, the life of the party, loves to clean, leads a healthy lifestyle already * It’s my job to get people excited and show how awesome Norwex is. But you know your friends better than I do, so helping find that booking can be huge and we get to unlock all your rewards. It’s a thank you shopping spree package of products based on the total sales and bookings. |
| **Close with a code word**  Make it fun—silly—memorable | * When you’re done watching this video, send me this code word \_\_\_\_\_\_\_\_\_\_. * What that means is you got this video, watched it and you’re ready to go. * Thank you for your willingness to host. If anytime you want more info on what I do or have any questions, let me know. * We’re going to have so much fun! I can’t wait to meet your Guests! |