

Natural Health Seminar Outline

The key to the success of the Natural Health Seminar is in the attendance. Given this fact, the key to the attendance is in the process of inviting, following up with and tying down those people invited.

To be effective, we need a systematic way of approaching this issue. In brief, the process is as follows:

1. Use of an invitation script developed from the NHS tape
2. The guest goal is a minimum of 10. Using a 3 to1 ratio, this will be achieved by inviting a minimum of 30 (thirty) people.
3. The process is as follows:
 - use the script to call 30 people. Get their commitment for one of the two scheduled dates. Use a tie down in your script.
 - Print and mail an invitation along with a Health Awareness Survey (Code #373) to those who committed to attending.
 - Call to confirm the day before the event.

Presentation:

Three people will do the presentation. The presentation is divided into three parts as follows:

1. Body system interaction
2. Typical and non-typical American diet
3. Recommended supplement programs

We will work strictly from notes. No slides! We want to make sure we can duplicate this entire process. At the end of the meeting we close for product sales and book another meeting for those attending using the "get the word out" method.

New People / Trial Run:

Book 2 (two) Natural Health Seminars to get them started. We will work with them 1 night a week for the next 3 to 6 months getting them started.

Script:

Hello GUESTNAME, this is DISTRIBUTORNAME. Do you have a moment? I recently attended a natural health seminar at a friend's/business associate's/relative's home and was really impressed with how much I didn't know about the human body and how it works. In fact, I was so impressed I decided to hold one at my house. I know how interested you are in health and nutrition/ your health / in your family's health I thought of you right away. I have limited space for the seminar so if you would like to attend, I will need to know now so I can reserve your space and get you an invitation and a survey. Can I count on you?

Use one of the two dates first. If they cannot make the first one, hit them up with the second one.