

# Home Business Presentation Script (HBP)

Videos and documents on <http://www.gonowconnect.com/guest-resources/>

Supplies Needed:	Print from <a href="http://www.gonowconnect.com/guest-resources/">http://www.gonowconnect.com/guest-resources/</a>
Name Tags, Pencils/pens and Clipboards	1. Tips for Using Shop.com
Simple Snacks and Water	2. 5 Basic Steps - SABP
Daily Essentials to Sample and Dixie Cups for tasting	3. Lifestyle Survey
Home Shopping List for each Guest -Code #671	4. Next Step                      5. Order Form/Kits Flyer

1. **Welcome Guests and give Each Guest a Home Shopping List.** Say... *We survey the Buying Habits of People. We would like to have you identify products that you are already buying daily, weekly and monthly. Please look at it carefully and check as many items as you can that you are already using. We will be working with this sheet tonight and there will be a giveaway also.*
2. **Everyone takes a Seat and Host Welcomes Everyone** and gives their own “Why”
3. **Host intro Presenter.** Presenter shares their own Why Now OR share their Why last.
4. Presenter says... *Now we want to go around the room and learn about each of you and why you are here..... a) Guests please share –Your Name, Where you Live, What you do for a living, and Why you came here tonight ... b) Partners please share Your Name, What you Do or Did for a Living and a **SHORT** Why you partnered with this company or state your favorite Product.*
5. Presenter says... *Tonight I want to help you answer 4 questions* (that I had when I first looked at this business...and you should also have these same questions..)
  - a. *Can I Trust the People and the Company?*
  - b. *Do the Products Really Work?*
  - c. *How can I fit this into my already busy life?*
  - d. *Can I make money with this and what do I do to make money?*
6. **Say .. To answer the question on Trust and the Integrity of this company – let’s watch this 2 minute video featuring the President and CEO of the Better Business Bureau of North Carolina. (Play the Video - Torch Award 2013 and 2018)**
7. **Say... Now we are going to see an overview of Market America and Shop.com to help you answer some of the other questions. We will Learn about the Company, The Products and Services that we Broker and a quick overview of the Shopping Annuity. Be sure to pay attention to how we are Different when they show Horizontal vs Vertical Marketing. At the end you will see the 3 ways we make \$\$.**

8. **Play the 10:33 Market America/Shop.com video OR Show the Unfranchise Business Presentation PowerPoint**

(Pause the video wherever you want to make a point and engage the guests. Ex. At average Social Security income, Vertical Distribution and how we are different).

9. **Stop the video at 10:24 to keep the 3 ways we make money on the screen)**

Say... *We want to review the three ways we make money.*

*1) "You begin as a preferred customer earning CASHBACK. With your home shopping list that you filled out, you have identified products you are already using! Tonight, we want to give you a FREE GIFT of A Preferred Customer Account. We are all preferred customers before we start our business and everyone gets CASHBACK for buying as a preferred customer. So that is the First way we begin to earn money and we are saving money because we are buying selectively online.*

*2. The second way we make money is the 50% retail profit! We buy at wholesale and sell at retail and our net profit is the difference between wholesale and retail.*

*3. The third way to make your solid weekly and monthly income--and you will make it -- is through the compensation plan and the commission we are paid on all the products that we sell, and the business volume we create. This creates the commissions that the company is paying us as we are sharing this with other people and teaching them as well. We are Vertical Marketing. We are building 2 legs of distribution where everyone is getting paid 100% to infinity! As we help more and more people, our incomes are more secure!*

10. Say.. *Now let's go around the room and share some Product Testimonies from those of you that have tried the products.* (Three or four testimonials) Talk about the Daily Essentials, Aloe and digestive Enzymes. Show how to mix isotonix and Serve samples of Isotonix and Aloe.

*These are the essentials everyone needs every day. We want to share these with you tonight so that you have a basic understanding of our #1 product. We also have free samples for you tonight. (The person that invited the guest can give the guest 3 packets of daily essentials and an Isotonix cup)*

11. (Optional) – Show the video 'Five Steps to Build an Unfranchise' and stop it when you get to the bonuses. (around 9 minutes) or Go through the rest of the slides on the Unfranchise Powerpoint

**\*Hand out - the 5 Basic Steps** – (Engage the Guests by having each Guest read one of the steps on the form)

1. **Let's have \_\_\_\_\_ read step #1** – (Refer to the Home Shopping List cause these are all the products that you can now replace. Ask for the highest number of checked boxes and you could give a prize to the person with the most items checked on the Home Shopping list)

2. Let's have \_\_\_\_\_ read step #2 – (Talk about Shop.com) ...Who do you know who loves to shop and save money? Who do you know who shops online? Write down their names (Optional -You could offer a prize for the person with the most names on #2 through #5)

3. Have guest read #3 – We have systems to help you develop repeat customers who shop on a weekly or monthly basis. Who do you know who has health issues with Energy..... Weight..... Joint support.... Heart health, blood sugar, Pain and Inflammation, Stress,?..... Write down their names. (You could also show the health survey and explain that it is a tool to determine 10 to 15 customers. Invite to next Wellness 101)

4. Have guest read #4. *Who do you know who could use a secondary stream of income in their life? Who do you know who could use more time, wants more time with family, wants to be their own boss, wants to own their own business, wants tax advantages.....* Write their names

5. Guest reads #5. *And then we pay it forward and help others convert their Anyway spending into earning and create an additional income .*

**CLOSE**...*Now that you have learned more about our Business and Products, please tell us where you see yourself on a scale of 1 to 3.*

*You are a 1. Great Business but not for me right now. I would love to register as a Preferred Customer for free and start earning Cashback and try some of the exclusive products. I can think of some people who could benefit from these products and who would be interested in making additional income.*

*You are a 2. Great Business and I am very interested. Let's Book a Follow up and get my questions answered. And I can think of some other people who would also like to turn their Spending into Earning and earn Additional income.*

*You are a 3. This makes Sense to Turn Money that I Will Always Have to Spend for the Rest of My Life into Earning and I want to get started. I can think of some other people who would be interested in this. Let's book a follow up and get this started.*

*Thank you for spending your Valuable time with us this evening. And now our Time is Yours to Answer your questions and help you with your individual needs.*

**\*Hand out -Tips for Using Shop.com** – This will be a guide to registering for FREE as a Preferred customer, introducing ShopBuddy and some of our favorite stores.

