**Healthy Home Party Layout**

By Harper Guerra

**Welcome**: Thank you for coming. (General introduction of yourself and how you know the hostess or downline)\*

Pass out product guides and interest sheets  
**Introduction**: “I am so excited to be here today because I passionate about helping people create healthier lives. I am excited to share some stories with you today and to answer your questions and to have the chance to share with you something that has changed my life”

**Hostess gift:** “In appreciation for having you all here, I am giving [hostess] [promotion or product]

**Overview:** “First, I want to give you a basic overview of what our night will look like so you know what to expect.   
First, I am going to share my Shaklee story

Then, [hostess or downline if applicable] will share her Shaklee story

After that I am going to share a little about Shaklee as a company because that is very important to know who Shaklee is and why I trust them enough to share them with you.

Then I will share a little about the products

And finally we will have a drawing for a door prize.

Please ASK QUESTIONS and INTERUPT. This event is meant to be a discussion and not a lecture. I am going to move quickly because I know your time is valuable and I won’t be covering every product. Stop me if you’d like to ask questions about a particular health issue or need or product.”

(Throughout the meeting and as they ask questions, I remind them to make notes for me on the interest sheet—to send them additional information on a particular product or health concern)

**Guest Introduction**: “Now we are going to do around and please introduce yourself and let us know why you came here today.” (This is very important to help gauge what products and features of the company to focus on as well as information to engage people during the conversation.)

**My Story** (In my story I include how and why I started a Shaklee business, my success, and that it is available to anyone)

**Hostess or Downline Story**

**Shaklee the Company:** Go over briefly pages 6-9 (in 2014) Product Guide. Share as many specific examples and stories as possible. For example: always safe use Ginseng or Saw Palmetto examples. For always works use B-Complex and Optiflora.

**Shaklee the Products:**

“Shaklee has four product lines: Healthy Weight, Healthy Nutrition, Healthy Beauty, and Healthy Home.” (This helps break it down to seem less intimidating)

Things to remember:

1. Stop on Vitalizer.
   1. Explain the landmark study and it’s significance. (pg 31)
   2. Discuss the science and research behind the creation of the strip to demonstrate Shaklee’s commitment to quality even there (g 32)
   3. Stop on the SMART delivery system
2. Choose which products you feel passionately about sharing, that you have personal stories about, and that meet the needs mentioned in the guest introductions. Be contentious of their time and their mental capacity and DO NOT go over every product.

**Respond:** (In a general Healthy Home Party)

“There are four ways that you can respond to what you’ve heard today”

1. Purchase some products retail and share your results with us. We would love to hear how they work for you.
2. Become a member. You will notice there are two prices in the Product Guide. The member price is 15% off. Membership is $19.95 and not only are there no annual fees or minims to maintain, but it also gives you a log-in like amazon.com for easy re-ordering. Membership also gives you access to autoship which can save you an additional 10% on certain products.
3. Host a meeting. If you would like to share this information with your friends and family, we would love to make that happen. When you host a meeting we offer \_\_\_\_\_\_\_\_.
4. Join us in the business: If you think that you would like to create an income by changing people’s lives, we would love to share with you more information about what that looks like.

**Drawing**: Collect interest sheets and doing a drawing for a door prize.

\*Hostess: When a member is hosting a meeting for her friends

Downline: When you are giving a Grand Opening presentation for a downline