THE WORK AT HOME UNITED IN HOME PRESENTATION
GUIDEBOOK

Topics Covered:

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- "Why In-Homes" The power of Numbers!!
- How To Effectively Invite Your Guests and Set up
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- So, Where Do We Begin?? - Checklist

Q&A

What is an In-Home Presentation??
A Melaleuca New Horizons Presentation that is done in a group setting at the home of the “host” by a more experienced presenter.

Why do we do In-Home Presentations?
To leverage our time by talking to more than one person at a time.

How can doing In-Home Presentations benefit my business??
Help your business grow quickly; help your business to develop directors and leaders. Through duplication, your team can grow exponentially. Because In-Homes are Product Focused, you create better customers and your retention and reorder rate can and most likely will improve.

What is a “host” and are there things a “host” should know before hosting an In-Home??
The In-Home will be held at the home of the “host.” The “host” will invite their friends and family to the In-Home presentation. To “host” an In-Home, you will first need to purchase a Value or Career Pack to put on display for the guests. It is NOT the responsibility of the Presenter to bring products for the “host’s” display.

Are there tools that I, as a “host” will need to provide?
Yes, make sure to look over the “check list” before you host your first In-Home.

How long should the In-Home run?
Tell your guests about 2 hours… but the presentation itself should take no more than 45 minutes. Spend the next 30 minutes getting paperwork filled out and orders finalized. Then for those who want to build a business, spend another 30 minutes getting them started (team up to call their contacts to invite them to the next local In-Home). ** If your presentation is to the point, effective, and reasonably short… you are more likely to hold their interest long enough to close. After an hour and a half presentation, they just want to go home.

What should be the focus of the In-Home Presentation, Products or Business?
You should spend about 85% talking about Melaleuca and the products, and the remaining 15% about the Business Opportunity. If you follow the green New Horizons book, this won’t be a problem.

"Why In-Homes" The power of Numbers!!!
Power of Numbers

Are you a “mentor” who would like to learn how to more effectively help your business builders reach Director and Director 2… and beyond?? Look at this example to see just how amazing In-Homes can be for your growth:

25th – 31st

You have a local business builder who started last week. She, let’s call her “Sally,” has purchased a Value Pack and is ready to start doing In-Home Presentations. This week, as her mentor, you work with her to invite her friends and family to her 2 In-Homes that are scheduled for next week. The two of you together, invite 50 people to the 2 presentations. You call each of them together a day or so before to remind them and to confirm. Because you have done everything correctly, you are expecting a decent turn out.

1 – 7th

First Presentation (Sept. 1) – Out of the 25 confirmed, 5 guests show up Out of those 5 guests, 4 of them enroll and place an order. YIPEE!! You’re half way to Director!

Out of those 4 who enroll, 2 want to build a business THAT evening you go over “Why VP/CP”, Contact List, Goals, etc. with 2 Biz Builders You and Sally immediately help the 2 new biz builders to invite THEIR guests to In-Home #2 Sally and EACH of her new biz builders invite 25 people = TOTAL invited for #2 = 75 people!

8 – 14th

Second Presentation (Sept. 8) – Out of the 75 invited, 15 guests show up Out of those 15 guests, 12 of them enroll & place order (4 EACH for Sally and her 2 biz builders)

Sally is now a Director!! And has a TOTAL of 16 customers in her organization!!

Out of those 12 who enroll, 6 want to build a business THAT evening you go over “Why VP/CP”, Contact List, Goals, etc. with 6 new Biz Builders Sally and you immediately help the 6 new biz builders (and her 2 biz builders from last week) to invite THEIR guests to In-Home #3 Sally and EACH of the biz builders invite 25 people = TOTAL invited for #3 = 225 people!

15 – 21st

Third Presentation (Sept. 15) – Out of the 225 invited, 45 guests show up Out of those 45 guests, 36 of them enroll & place order (4 EACH for Sally and her 8 biz builders) Sally now has 12 Personals, 2 Personal Directors, and 52 total customers in her organization!! Sally is now a Director 2!! But we don’t want to stop there! Out of the 36 who enroll, 18 want to build a business (they are SEEING results of the others!!) THAT evening you go over “Why VP/CP”, Contact List, Goals, etc. with 18 new Biz Builders Now, Sally is ready to do her own In-Home presentations!! So you set MORE dates each week!

Sally and her 2 Directors immediately help the 18 new biz builders (and Sally’s Director’s biz builders from last week) to invite THEIR guests to In-Home #4 Sally and EACH of the biz builders invite 25 people = TOTAL invited for #4 = 750 people!

22 – 30th

Forth Presentation (at 2 locations! You do one In-Home and Sally does one In-Home!)

Out of the 750 invited – 150 guest show up (total) to one of the In-Homes Out of these 150 guests, 120 of them enroll & place order (4 EACH for Sally and her 26 biz builders) Sally now has 16 personal, 4 Directors - 2 of which are D2’s, and 172 customers in her organization!! Sally is now a D3!!! But we of course don’t want to stop there!! J

Folks… THIS is the power of In-Home presentations!!! Of course… it doesn’t always work out exactly like this. This is simply a demonstration to show how quickly your business can grow by simply following the system with In-Homes. In ONE Month…. we have helped Sally reach DIRECTOR 3!!! But the BEST part is this… she has learned by DOING it… and will be able to duplicate this over and over, and over. She will be able to show her people how to show their people to show their people! Keep in mind… YOU didn’t do ALL of this work! It was a TEAM effort… and EVERYONE wins!!! J

This takes planning, this takes discipline… but to enroll 172 customers through one on ones… it would take a MINIMUM of about 172 HOURS!! Of the 5 In-Home Presentations that were done… YOU were only at 4 of them… say it takes 3 hours total per In-Home… that means, with 12 hours of your personal time (plus a few hours weekly to help your team invite properly)… your organization grew by 172 customers!! Your check for doing this in one month… would literally be HUGE!! And just imagine NEXT month… when you help one of YOUR new personals start this process… and Sally and HER team continue to follow this system, week after week!!

THIS is how people like Bruce and Kirsten Newbie can reach Executive Director 5 in LESS than 2 years!! Folks… it CAN be done… It IS being done… Why NOT You????? Why NOT Now???

How To Effectively Invite Your Guests and Set up

How to Invite your guests

- Don’t say too much!
- “I’d like to show you a different way to shop”
• “Come and tell me what you think”
• “We have found some amazing products that NO home should be without! You just have to see it!!”
• “We’re having a health and wellness visual presentation on Monday the 18th and Thursday the 21st… which day works for you?”
• Always emphasize that it’s a visual presentation that they just have to see for themselves.

Who To Invite
• Warm market – people that you know well
• Your enrollees’ warm market
• People taking a 2nd look at Melaleuca
• People in your organization who are local and actively building their business
• Avoid “negative nellies” – save them for one-on-ones
• Don’t leave anyone off of your list – you just never know! Everyone can benefit from these products… make sure to let your warm market decide for themselves after seeing the presentation

The Product Display
Example of a display – you do not have to be this fancy

• The host should purchase a Career or Value Pack and have it displayed
• Products should be current, clean, and organized by category
• Have ONLY Melaleuca products throughout home!!

The Room Setup
• The product display area is close to presentation spot
• Have Clipboards Prepared With:
  • Which Products and Services Do You Use?
  • Enrollment Forms
  • Price Comparison
  • Value Pack Flyer
• Value Pack Flyer
• Have Business Kits on display
• Don’t have too many chairs out... bring out chairs as you need them. It looks much better to have to get more chairs than it does to have a bunch of empty chairs!

**Preparation**

- Minimize distractions:
  - Turn cell and home phones off
  - Make arrangements for children and pets
  - Turn lights on and TV off
- Food should be simple to duplicate
- Cut up FiberWise, Attain, ProFlex, Access bars
- Review guest list with host so you can gear presentation toward needs of audience
- Coach the host... they need to know what their role is

**The Presentation**

Coach the host on how to introduce him/herself and you.

Have host share a quick product experience.

Presenter should thank host and everyone for coming.

Have each person introduce themselves, how long they’ve been with Melaleuca, their favorite product and why, then introduce their guest and his/her profession

Presenter should welcome each guest individually before moving onto the next person

Take the time to ask whether or not the guest has ever had a home based business before, ask them how it went, how they liked it, and what they didn’t like, or what concerns they have... if you are aware of their “objections” and concerns ahead of time, you can address those issues during the presentation

- Be enthusiastic, confident, and focused
- Use flip chart, or if a small group, the green New Horizons booklet
- Have on hand:
  - Catalogs and Leadership in Action
  - Business Kits and Enrollment forms
  - Melaleuca’s Growth Chart (now in the green New Horizons book
  - Value Pack Flyer
  - Business Report
- Involve their senses: distribute gum, bars, drinks
- Elicit product experiences from customers (at “categories”)
- Quick demonstrations:
• See Demo ideas Link

• Use controlled interaction, paint credibility and value (as a marketing executive – do NOT get carried away with stories of yourself, your favorite products, your success, etc.!! Allow the presenter to do their job. Keep stories brief and to the point… and do not, under any circumstances, get the presenter and the group off of the specific topic at hand. Distractions are distractions… and you don’t want to be it.)

• Develop vision and sense of urgency

• If you make them think DURING the presentation, then they won’t have to think AFTER the presentation! Have a few blank pieces of paper on which they can take notes. Encourage everyone to write down products that interest them as you go through them.

• A good exercise to do: when you are talking to them about how much these products enhance peoples’ lives, have them take out another piece of blank paper and let them know that you are going to have a quick contest for a bag of “Mela-Goodies” (the host should have one or two small bags of sample size items, such as sample gold bar, travel Renew Hand Crème, etc.). Tell them that the person who can come up with the most names of people that they know who brush their teeth, wash their clothes, clean their home, eat, wear makeup, or take medication will win the bag of “Mela-Goodies”!!

• Make sure to discuss the Career and Value Pack. “Everyone should have these products in their home! They are safer, more effective, and economical. What better way to convert your home than the Value or Career Packs?!? You even get an additional savings off of the Preferred Customer price! And if you want to build a business, there really is no better way to get started. Get these products in YOUR home, try them for yourself, see and feel the difference.”

The In-Home Close

• Close with Level of Interest page, “Where do you see yourself?”

• Host stands and extends an invitation for guests to do a “Trial Membership,” enroll today and begin trying the products for themselves

• Presenter guides guests through enrollment forms – M.E. first, then Customer Agreement

• Assist new customers with first order - If they have written down 5 or 6 products during the presentation… then their order is ready to be placed when the presentation is over… no need to think about it afterwards… their order is already done! You can even let them know up front that the person with the most products written down will get one of the “Mela-Goodies” bags! Again, suggest that they completely convert their home right away. Stress the importance of getting the harsh and harmful chemicals out of the home.

• Now… when the In-Home is coming to a close, you can encourage everyone to host a Health and Wellness Presentation at their home… have them get their contact list started!! Have a handout to give everyone on tips to invite people to the presentation… and book their presentations that night. Have your calendar out and ask them what night works for them (always give them 2 options)! Then Announce the Next In-Home… “If you’re as excited as we are, you can bring your friends/family next Thursday…”

The Close for Those Who Want to Create an Income

• Assign Homework (Give them a Business Kit if you have one insist they read it and or when they get it they do, give them copy of enrollment forms, New Customer Enrollment Checklist to complete - Step 7 of training or email welcome letter and personal WAHU website)

• Book 48-Hour Follow up (step one should be done in 24 hours)

• Schedule additional appointments with them to call the rest of their contact list together or roll play and have them do it (see approaches link in Business Resources – it is best that we “team up” with them while they are very new

• For category 3’s begin making calls WITH the new enrollee THAT NIGHT after the In-Home to get their warm market to the next scheduled In-Home presentation.

• Show the new enrollee the power of In-Homes (go over the previous section the power numbers) and let them see how quickly their business can grow if they simply follow our lead and our system.
Celebrate, Celebrate, Celebrate!

- Be proud of yourself for taking the step to go beyond your comfort zone to do or host In-Home presentations!
- Tell your host what a great job he/she did!
- If you had 5 people show up, even if no one enrolled... celebrate your success in inviting... then evaluate the presentation to decide what needs to be improved.
- Always be excited and give recognition for hard work and a job well done!
- Thank your presenter and tell him/her how much you appreciate their support and coaching.
- Most of all... just have FUN !!!!!

Fun Things you can add to your In home to catch attention:

Demonstration Ideas:

1. Take a quart jar and fill about half full of water. Add 1 teaspoon of cooking oil. Next add 1 teaspoon of Tough N Tender and stir well.
   Watch what happens! You can actually see it "eat up" the oil! After watching it eat up the oil, dip fingertips in the water, "dab" dry, and you can still snap your fingers!

   TUB AND TILE DEMO:
   Get a glass cup and fill it 1/3 the way just about 1/2 inch with tub and tile and ask a participant to donate a penny (a dirty one makes everyone laugh). Put the penny in the tub and tile and ask someone in the group to watch and pull the penny out to show the results.

2. Take 2 dark pieces of sturdy cotton cloth (like denim or canvas) just use a piece off the lower leg of an old pair of jeans you're going to throw away). Dip one into a cup of MelaBrite Whitener. Dip the other into a cup of bleach.
   This is GREAT to show the HUGE difference in the two. For a dramatic flair, use latex gloves while performing this. And have a member of the group back a little and "sniff" the bleach (they won't have to get close to smell it!) And then ask them to smell the MelaBrite (here you can actually hold the container right under their nose!) Let THEM describe the difference in odors and possible toxicity! You can also do this several hours before the meeting begins to show how the bleach will eat away at the denim and change the color.

3. Take 2 hard boiled eggs, and 2 cups of strong, black coffee. You will need 2 old toothbrushes, or 2 soft cloths. A tube of store brand toothpaste, and a tube of Denti-Clean Xtra Whitening toothpaste. Dip both eggs in the coffee. They will come out a deep tan to almost brown. First demonstrate how "clean" the store brand toothpaste gets the egg shell. (Play it up!) Say things like: "Notice how bright your smile would be with this?" or "see how well it removes the coffee stains?" Next clean the second egg with the Denti-Clean. Watch the look of you participants here!!! It will come out WHITE!!! Now for a real shocker? Take that same toothpaste and a dirty penny & show how well it shines that penny!!!! Here you can point out that not only is this mild enough for your mouth, but with the tea tree oil, it's strong enough to bring a shine to a copper penny!!!

4. Purchase 1 regular scented candle from dept. store, similar in size to the Melaleuca candle you choose to use for this demo. Light BOTH at the start of the demo's. Here you can point out the "smokiness" of the initial flame with the store bought candle. Also point out the differences in their wick construction! Let burn during your demo's. At the end of all demo's, extinguish both candles. Have participant do a "sniff" test for best scent, and also point out the difference in amount of CANDLE that burned in the time allotted. Mela will win EVERY time!

5. You will need a framed mirror 8 x 10 in picture frame, or large hand held mirror, Dark red lipstick, and Clear Power (Diluted to proper strength.), and store brand window cleaner. Make 2 long diagonal marks across face of mirror with the lipstick. Using store, brand, attempt to wipe off one of the marks. (Believe me, it's gonna smudge & streak!) Next take the Clear Power and wipe second mark. Really play this up! Show how it not only removed the second mark, but how you can also go back & get the streak left by the other brand!

6. (Love this!) Take a wrinkled cotton or cotton blend shirt (t-shirt/polo/dress-shirt, etc) Use Revive and spray liberally. Now tug and smooth fabric until wrinkle "disappear". Place on hanger, and smooth once more. Hold up for participants to see. (This is really quite dramatic if you haven't seen it done!)

7. I heard this one at Launch in March. You spill coffee on yourself when you're going some place and don't want it to set. Spray Hotshot on it. When you get to your destination a little cold water and the stain comes right out.

8. Blow up a balloon and use different things (like Micotracin ointment, rubbing alcohol or peroxide show that they don't do anything to a balloon then same balloon touch it with a Q-tip with T36-CS Melaleuca Oil. It will pop right away because of how penetrating it is.

9. Place 1/4 cup of both Nicole Miller Toner and Clinique toner in a flame resistant cup. Place a flame on top of the Clinique and watch it burn! The NM will not burn!
10. Using two scrap pieces of linoleum, write 409 on one piece and Sol-U-Mel on the other piece in black permanent marker. Clean each piece off with the respective cleaners and watch 409 struggle to get the black marker off! Clean the Sol-U-Mel and watch it disappear!

11. Pour red juice on a scrap piece of carpet and let it dry over night. Using a mixture of one capful of Pre-Spot Plus and 1/8 cup of Sol-U-Mel, saturate the stain. Let it sit for five minutes and blot it up with a damp cloth! The stain will disappear!

12. This came from Dr. Jonathon Herbst MD, from a Product Training call. This demo will prove the fast and effective way that Melaleuca oil penetrates the tissue to begin the healing process. Take a tiny dab of Melaleuca oil (T35-C5) and put that dab on your cheek. In about 30 seconds you will be able to TASTE the oil in your mouth!! This demonstrates how quickly the oil penetrates!!

13. This is also a way to lead up to explaining how our Pain-A-Trate works! Pain-A-Trate is a salsiclate ointment (aspirin based). And we all know how aspirin helps to alleviate pain. But we all also know how aspirin can be upsetting to the stomach, and some people just plain can't take it due to bleeding problems! BUT... by using Pain-A-Trate, you can rub the painful area with the ointment, and because it is mixed with Melaleuca oil, it is deeply penetrated through the layers of tissue right to the painful source, and the aspirin based ointment is available to start working almost immediately!! This explains why so many people can get relief from the Pain-A-Trate and not from some of the other over the counter products.

Sample Invitations

1:

You're Invited...

What: Health and Wellness Visual Presentation

Why: We Found Amazing Products that NO Home Should be Without! You Just Gotta See It!!

When: Mon., August 18th 6:45 pm, Begin at 7 and Mon., August 25th 6:45 pm, Begin at 7 pm

Where: Deborah and Rick's Home in Smithtown

2202 Georgian Drive

Place directions to home here

Please RSVP As Soon As Possible

555-555-5555

"Most people spend hundreds of dollars a month to maintain their car that will last 3 to 5 years, but make very little effort to take care of their bodies that will last them a lifetime! Prevention is absolutely Priceless!!
IS YOUR HOME A HEALTHY HOME?

The Consumer Product Safety Commission connects 150 chemicals commonly found in our homes to allergies, asthma, birth defects, cancer and psychological disorders.

THERE IS AN ALTERNATIVE!!
We care about our environment & the safety of your families!!

Some local families have been searching for a company with safer, inexpensive, effective, consumable products that do not contain harsh or harmful chemicals or preservatives. We found it and we

WOULD LIKE TO SHARE IT WITH YOU!

PLEASE JOIN US
for a gathering to learn more about this great company and their products
(This is not a MLM, the information is free and there is NO RISK)

Thursday July 27th at 7:00 PM MST

At Lance and Michelle’s home
1111 Yourdrive Rd.
Mycity CA 90210

Space is limited so please reserve your seat now by calling
Lance 555-555-5555 email to youremail@mail.com
Please leave your name, number

SCROLL DOWN FOR CHECKLIST – PRINT LAST PAGE
So, Where Do We Begin???

Checklist:

What do I need to know as a Presenter and a Host?

_____ Invite AS MANY people as you can to get a decent turnout! Don’t leave ANYONE off of your list... you never know who needs the products/opportunity. Invite 25 - 40 to get 5 - 10 to show up. Pick up people when possible.

_____ Always confirm attendance. Call your guests ahead of time to confirm. Often your guests will say, “Oh! I forgot! Thanks for reminding me!” Don’t think you are bugging them.

_____ Don’t ever tell them too much when you invite them! “I found some amazing products that no home should be without! We’re having a health and wellness visual presentation at my home, and you just gotta see it! Would Monday at 7 pm or Thursday at 7 pm work better for you?”

_____ The host MUST have purchased a Value or Career Pack to have an In-Home. The host needs to have their own product testimonials... and the presenter should not have to bring products to an In-Home.

_____ The host should have their Value/Career Pack on display near the area of the presentation. The display should be neat and bottles should be clean.

_____ Do NOT have any other brand of products in your bathroom or under the sinks. Make sure to have Melaleuca products anywhere that a guest might look. Take all of your old products and put them in the garage.

_____ Your guests want to see that you are using Melaleuca’s products, and if they see any other brands, you will lose credibility.

_____ The HOST should provide enrollment forms and catalogs. Make sure to have plenty.

_____ The HOST should have Business Kits available for people to take home with them when they enroll. The enrollees pay the host for the kit rather than ordering one from Melaleuca. When people leave excited, we want them to have something to take home.

_____ The HOST should have pens, paper, clip boards, etc. The guests may (and should) take notes throughout the presentation, and they need to have enrollment forms handy for the end.

_____ The host can provide LIGHT refreshments. Don’t over do it! Have Mela-Tea, Attain Shakes, cut up Access, Fiber, and Attain bars so the guests can try some products. If your guests think it is complicated to host an In-home... guess what, they won’t want to do it! Duplication is KEY.

_____ Everyone should have a positive attitude! If you are a Marketing Executive at an In-Home, you must pay attention, be excited and participate. DO NOT be up walking around, cleaning your kitchen, playing with the kids. Not only is this distracting to the guests, but it is disrespectful to the presenter... and it shows the guests that you really aren’t in to Melaleuca.

_____ If you are the host, make sure to be positive as well... keep in mind, we are offering health and wellness. Don’t be fearful or feel like you are imposing... we are giving them a gift!

_____ If at all possible, there should be no kids present. If your guests have to bring their kids, make sure that you have someone pre-designated to be a babysitter. And the babysitter and the children should remain out of sight (and hearing range). Our goal is to keep the attention of the guests so that they think DURING the presentation, so that they don’t have to go home to “think it over.” If they are focused on what their kids are doing... they don’t hear a word you have said... and you have lost them!

_____ Have the TV turned off, the phones unplugged, etc. No distractions = attention on the presentation = more enrollments!

_____ If you are a guest at someone else’s In-home – BE ON TIME... or don’t come at all. This may sound harsh, but there is nothing worse than to have another marketing executive show up in the middle of your presentation. It throws the presenters off, it distracts the guests, and it is just plain disrespectful. Plan ahead, plan your route, and arrive early.

_____ The host should have one or two small bags of sample size items, such as sample gold bar, travel Renew Hand Crème, etc. - a bag of “Mela-Goodies” for the contest give-a-ways.