

60 Second Story – “So what do you do?”

One of the biggest questions people have is “How do I tell people what I do?”

The best thing to do so to have an answer to the question “So, what do you do?” prepared beforehand so that you share both your excitement and the information in a productive way. This will make sure that you don’t overwhelm the person you are talking to or miss the opportunity to tell them about your business.

This “60 Second Story” format will help you do that. Remember all scripts etc, are just suggestions. Don’t hesitate to change the words to make them sound a bit more like you...while still keeping the proven format.

You can use this when you meet people, or at the beginning of a party, or when you are meeting someone one - on-one.

1. Your background – 2 sentences max.

“I used to be a _____ and I absolutely loved it

“I work in _____ and absolutely love what I do

2. BUT...

i.e The hours are crazy...

I have to work weekends...

I am away from home a lot...

I don’t have a lot of job security...

I longed for time freedom...

After I had my first baby, I realized....

3. THEN I FOUND ARBONNE!

It’s a network marketing company, which is something that I never, ever, thought I’d do.

But as I looked into it, I found that I was just not educated about what network marketing is.

Once I did my research, I just knew that Arbonne was the answer for my family.

4. Results

It’s not just the money, which is good, it’s _____

i.e. The amazing and positive people i get to work with

Opportunity to Love life more

Given me hope for the future

Allowed me to dream again

Given our family a new focus as we plan for the future

5. Hope for the Future

I am excited about....

i.e. The future...

Opportunities...

Quitting my job

Travelling

Examples

I work in Engineering, and I absolutely love what I do! But after I had my second baby, I realized that working on a set schedule and being the primary caregiver to small children is not always easy! And then, I found Arbonne! It's a network marketing company, and it is absolutely not something that I ever thought I would do! But the more I looked into it, I found that I was just not educated about what network marketing is! Once I did my research, I just knew that Arbonne was the answer for my family! It's not just the money, which is good, it's the amazing, positive people that I get to work with, and how I have become a better version of myself since I began! I am so excited about what the future has in store for my family and I. So What do you do?

I used to be a junior high teacher and I absolutely loved it but after I had my first baby, I soon realized it was going to be difficult to juggle childcare with the demands of my husband's job as a police officer. Then I found Arbonne, It's a NWM Company, which is something that I never, ever thought I'd do. But as I looked into it, I found out that I was just not educated about NWM I. Once I did my research, I just knew that Arbonne was the answer for my family. It's not just the money, which is incredible, it's the fact that I own my own time and I truly get to enjoy my life more. And you know what; I am super excited about the opportunities for my family in the future. You sound like you might be looking for something like this...if I offered to buy you a coffee (or a glass of wine) and tell you a bit more about it...would you be interested?

Now write yours:

I _____ and I absolutely love(d) it.

But _____

Then I Found Arbonne! It's a network marketing company, which is something that I never, ever, thought I'd do. But as I looked into it, I found that I was just not educated about what network marketing is. Once I did my research, I just knew that Arbonne was the answer for my family.

It's not just the Money, which is good, its

I am so excited about

Now Practice, Practice, and Practice so that it comes out naturally!