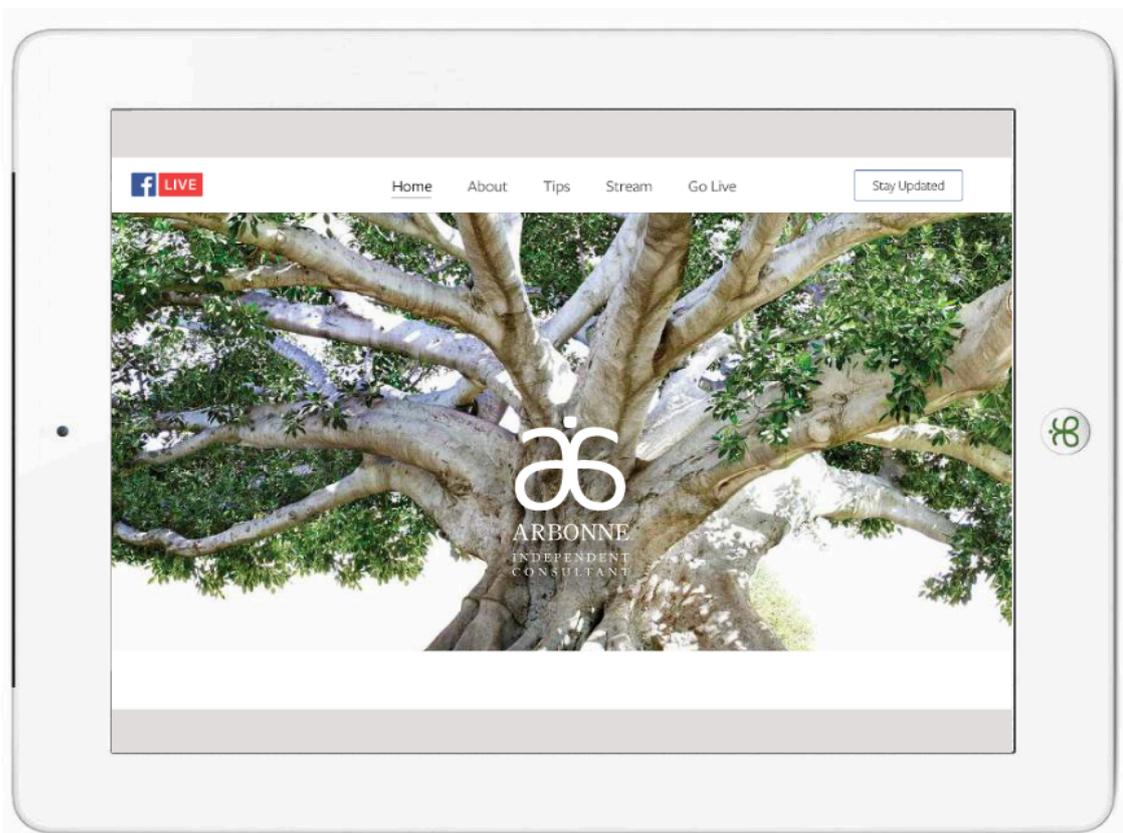




## Facebook Event Guide

Arbonne allows you the flexibility to run a global business from your computer or smartphone. Utilising virtual events on social media can help expand your network by connecting with new people from all around the world.

Facebook events allow guests to learn about Arbonne and join the conversation in an easy and convenient way. While Facebook events can't replace the value of an in-person Presentation, they create the opportunity to reach more people who may live far away, have busy schedules, or just aren't ready for that physical commitment. Virtual events can help add another way to expose people to your Arbonne business, allowing for more opportunities for connection, sales, sponsoring and follow up!



**Step 1:** Set up a **closed** Facebook Group & choose a name for example: Rachel's Business Launch, Healthy Living from the inside out with Rachel. Be creative with it & decide whatever name works best for you.

**Step 2:** Add a cover photo from the Digital Toolkit ([www.digitaltoolkit.arbonne.com](http://www.digitaltoolkit.arbonne.com)) or an inspirational quote from Pinterest. Again, you can decide which represents your new journey best. Remember make sure the image is High Resolution & looks professional as it represents you & your business.

Example below:

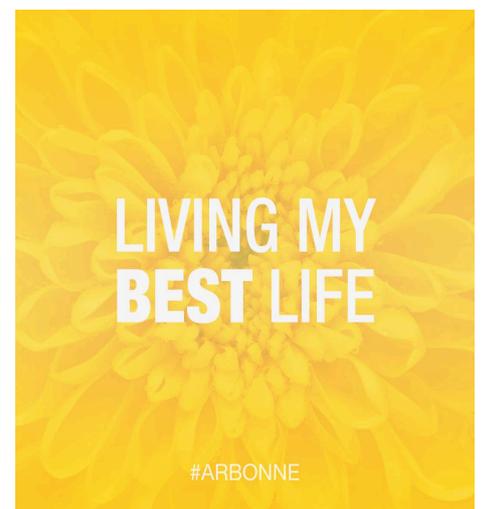


**Step 3:** Create a welcome post with an image attached to make it stand out and pin it to the top of the group letting your guests know what to expect. It could be something this, *'Hi everyone thank-you so much for agreeing to be added into this private group to learn more about my new business venture, I am so excited to share with you more about exactly why I've decided to partner with Arbonne International & become a brand ambassador for the company & the products. This group is to educate you and empower you with information on both the products & opportunity available with Arbonne, as well as equip you with lots of knowledge on how you can achieve Health & Wellness from the inside out.'*

Example below: Taken from Arbonne official Facebook account or Digital Toolkit



Arbonne **transforms** lives through **pure**, botanically based ingredients in scientifically tested **products**; a pure, **healthy** lifestyle; and the pure **joy** of helping others.



#### **Step 4: Post the Arbonne Overview Video:**

*Here's an overview of what you'll be learning about [insert date and time of planned live video with your sponsor]. I really look forward to seeing you on live and having your support!*

<https://vimeo.com/227313653>

**Step 5:** Start inviting your guests from your active names list. Remember to personally send them an invite to the group before adding them. You want to be inviting at-least 30-40 people minimum to your event, as its online so less people may engage in it compared to an in-person launch.

**Sample Verbiage:** *'Hey [Insert name] hope that you are well, I'm gathering a few friends to join a private Facebook group to learn about my new venture. I've partnered with a Health & Wellness Brand called Arbonne International and I'm really excited to share more about the brand and exactly why I've decided to start my own business with them. During the event, I'll be sharing more about my reasons for joining, information on the plant-based & botanically-inspired products, and the opportunity available with Arbonne. I'd love you to join and learn more about it. Could I rely on your support and add you into the group?*

**2<sup>nd</sup> message once someone agrees:** *Amazing! Thank you for your support! I can't wait to share more information with you. I'll be going LIVE in the group on [insert date and time of live] to share more information alongside my friend [insert name of sponsor] and you can learn all about the company, products and the income opportunity. It may be something for you but if not I know you'll love learning about the products! Please let me know when you've received the group invite and don't forget to accept the group add request or you won't receive any of the notifications.*

Add all your guests into the group and tag them into the opportunity video. Remember to remind your guests they need to accept your invitation to join to get access to the group.

#### **Step 6: Go LIVE with your sponsor.**

Post a reminder on the page on the day you are going LIVE with the time & then another reminder 30 mins before you go LIVE.

If you like you can do a countdown then delete those posts afterwards (e.g. 15 mins until we go LIVE, 5 mins until we go LIVE etc.)

Ideally this should last no longer than 15 minutes. This should include:

1. Your appreciation for your guests in the group taking the time out to learn more about your new business with Arbonne
2. Your WHY – remember you want your guests to hear the excitement & belief you have in your new business.

3. The top 3 things that attracted you to Arbonne
4. How you learned about the company
5. Your experience so far of being a part of it and with using the products and
6. What your BIG VISION is for the future – what do you see Arbonne enabling you to do?

Your sponsor can then introduce themselves & then do a short overview of Arbonne. To finish off the live let guests know if they want more specific information about the Business Opportunity, 30 days to Healthy Living or specific products to get in touch and that you will be posting some links to the information &

### **Step 7: Share an Opportunity Video**

*For those of you who would like to understand in more detail what opportunity is available with becoming an Independent Consultant with Arbonne, take a few moments to watch this video. Don't forget to get in touch with me if you have any questions or need anything clarified.*

#### **Opportunity Videos Below:**

<https://drive.google.com/file/d/1GnMdKCA-fmfml4U6I4VRz7DUrm3s2kLQ/view?usp=sharing>

### **Step 8: Share a 30 Days to Healthy Living Overview Video.**

Share your own personal experience if you have already completed the plan or if you are just getting started on it, here is some example verbiage:

*I am so excited to be starting out with Arbonne's 30 Days to Healthy living programme! This programme is designed to unearth potential food intolerances, increase nutrient intake, decrease stress on the body, and optimise gut health. Others who have done the programme say that they concentrate a lot better, sleep better, have less bloating, skin clears, have loads of energy, and lose weight as a by-product of getting healthy. I can't wait to get started!*

*I would absolutely LOVE it if you did the programme with me! Here's an overview, but if you want more information please do get in touch and you can be added to an information group where there's more information and testimonials available.*

<https://youtu.be/ZGmtlx8jgS0>

### **Step 9: Share Ingredient Philosophy video.**

*Arbonne have an amazing ingredients policy. The products are botanically based but also results driven, and what's NOT in the products is just as important as what is in them.*

<https://youtu.be/djD72kAnoPs>

## Step 10: Share why it's smart to buy through Social Marketing.

### WHAT IS SOCIAL MARKETING AND WHY IS IT SMART TO BUY THROUGH THIS MODEL?

When we buy something through a traditional retail model (ie from a shop), that product has to go through many pairs of hands before it gets to ours. Wholesalers, warehouses, sales force with celebrities getting paid millions to say they use the product, and then finally the shop with all the overhead costs including staff, building costs, etc, before we finally purchase it.

Who do you think pays for all of that? We do, as the consumer. In fact, up to 80% of the money we hand over at that till goes to the process to get it into our hands.

That process is also lengthy, it can take up to 6 years in total, which is why department store products have to be filled with preservatives to last that long and to tolerate being in transit.

With social marketing, however, there are no costly shops, celebrity endorsements, or multiple warehouses and wholesalers.

This means that that money saved is simply shifted to different places:

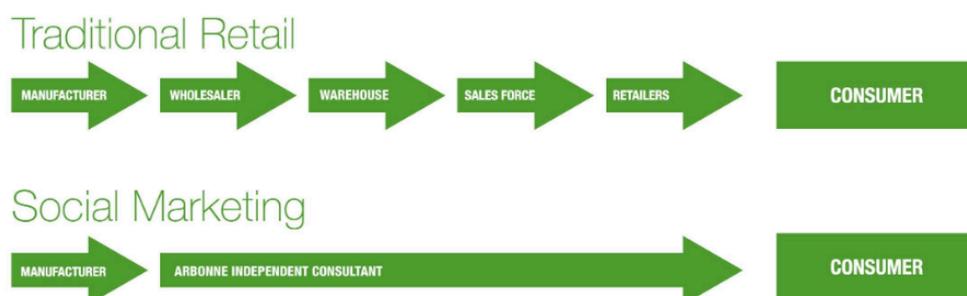
1. Product development - so products are always cutting edge with the latest technology (as opposed to shop bought products which rarely get updated). Because the process is also shortened, the products don't have to be filled with preservatives either.

2. Back to the consumer – that's how YOU can get a higher quality product for a lower price.

3. To the independent consultant - for being the REAL LIFE walking talking advert and recommender of the products instead of celebrities being paid to say they use them. More and more companies are using this method - think Uber that didn't pay for advertising but instead gave you £10 off your next ride if your referred a friend.

In this group I'll be sharing with you what I honestly use and swear by, and you'll get to see lots of testimonials from others who love it too!

## What Is Social Marketing?



**Step 11:** Share a post on your 3 Hero Products and some facts / information on them. Remember to attach a high-resolution image from the Digital Toolkit. You may want to also share some before / after images of products in use.

**Step 12:** End with the 3 Ways to Win.

*Thank you so much for taking the time to understand what I have just starting and hearing all about what Arbonne has to offer.*

*There are so many ways that you can get involved or offer support. Just get in touch if you would like to know how to benefit. These include:*

1. *Becoming an Independent Consultant. Let's link arms and enjoy this journey together. This costs £30 for the year and you can enjoy a bigger consultant discount, all the benefits of what's on offer with Arbonne. All the support and training on how to share this with others is provided and we can discuss what you need to get started.*
2. *Becoming a Client. This is ideal if you want just one or two products. No registration fee and you pay the SRP price.*
3. *Becoming a Preferred Client. This is ideal if you want three or more items or sets such as the 30 Days to Healthy Living Programme. This is a once off £25 cost for the year and means you get 20-40% off all the products and access to rewards.*
4. *Becoming a Host. If you know others who would benefit from hearing the information on either this opportunity or the products, then we can set you up as a host where you have the opportunity to get free products and a bigger discount for helping me out!*
5. *Refer. If you know others who you know would love either the products or business, then do let me know how I can get in touch with them to share the information.*

## Where do you see yourself?

Host	Client/Preferred Client	Consultant
Receive free products and benefits	Personalised shopping assistance from your Arbonne Independent Consultant	Start your own business with a low cost signup fee
Earn rewards when your friends and family shop	Enjoy <b>20%–40% off SRP</b> of all products as a Preferred Client	Enjoy <b>35%–50% off SRP</b>
	<b>Preferred Rewards Programme:</b> Earn rewards of FREE SHIPPING and free products	<b>Overrides &amp; Cash Bonuses:</b> Earn a 6% override from the sales of all personally sponsored Consultants, and earn a £60 Independent Consultant Cash Bonus when sponsoring new Consultants**
	Exclusive Arbonne Autoship benefits including free or flat rate shipping and a free product of the month	Opportunity to earn Mercedes-Benz Cash Bonus at Vice President level
	**See SuccessPlan for details	Extensive product, sales, sponsoring training, and incentive programme opportunities

**Step 13:** Remember the fortune is in the Follow Up and to follow up with all your guests individually, answer their questions, help them place orders and find the best solution for them whether it be the business opportunity or just the products.

For anyone who wants to discuss the business further book in a call with them or a meet up in person to discuss it in more detail, use your sponsor for support and take some product samples with you.

For those who want to experience the products before buying – you can arrange to get full sized samples for them to try for 2-3 days or a sample pack if they are not local to you.

## Is ARBONNE® for You?



Live a pure, healthy lifestyle



Earn extra money each month



Be your own boss with low start up costs and risk



Run a business from your smartphone



Help others transform their lives

What if you could:

If you keep doing what you're doing, where will you be in 5 years?

### The Arbonne Advantage

Experience and tradition since 1980

- The best of science and nature; pure products with botanically based ingredients in scientifically tested formulas that deliver incredible results
- Arbonne skincare and nutrition can truly transform you from the inside out, and most importantly, deliver noticeable results you will want to share
- Compelling compensation plan
- State of the art distribution, Client support, and technology platforms



- Passionate community of Independent Consultants, experienced and committed home office team
- Supportive "better together" culture creates a sense of community where wisdom is shared and success is celebrated

### The Arbonne Product Advantage

- Combine the best of science, nature and new technology
- Plant based, botanically inspired, effective formulas
- Build on Swiss heritage to European standards
- Highest quality ingredients from around the globe
- Clinically tested
- Never tested on animals
- Something for everyone at any age inside and out
- Certifications on best in class products:



### Pure, Safe, Beneficial™

- Nutrition
- Skincare: Anti-Ageing, Blemishes, Sensitive
- Bath & Body: Baby, Self-Care
- Hair Care
- Makeup



### What Is Social Marketing?



### Why Arbonne?

- Consumable health & wellness products delivered right to your front door
- Global internet based business expanding into new markets
- All the infrastructure you need to succeed: ecommerce tools, direct shipping to Clients, no need to carry inventory
- Leverage your social network and reach more potential business builders and consumers than ever before
- Leverage your time
- Marketplace demand trends for our type of products

### Where do you see yourself?

	Host	Client/Preferred Client	Consultant
<b>Stop</b>	Buying products in retail stores and paying their overhead	Personalised shopping assistance from your Arbonne Independent Consultant	Start your own business with a low cost sign up fee!
<b>Start</b>	Buying superior products at a discount from your own Arbonne business Getting paid when others purchase Arbonne products from you	Enjoy <b>20%–40% off SRP</b> of all products as a Preferred Client  <b>Preferred Rewards Programme:</b> Earn rewards of FREE SHIPPING and free products	Enjoy <b>35%–50% off SRP</b>  <b>Overrides &amp; Cash Bonuses:</b> Earn a 6% override from the sales of all personally sponsored Consultants, and earn a £60 Independent Consultant Cash Bonus when sponsoring new Consultants.**
<b>Share</b>	How to do the same How to buy better, healthier, safer products How to order online and have products safely delivered to your door	Exclusive Arbonne AutoShip benefits including free or flat rate shipping and a free product of the month	Opportunity to earn Mercedes-Benz Cash Bonus at Vice President level  Extensive product, sales, sponsoring training, and incentive programme opportunities

\*Join as a Preferred Client for only £25 (UK) or as an Independent Consultant for only £26 (USA).  
\*\*See SuccessPlan for details.

### Four Ways to Earn an Income

- 1 Commissions**  
Your profit from personal product sales
- 2 Overrides**  
Your earnings from product sales by your team
- 3 Mercedes-Benz Cash Bonus Programme**  
For Vice Presidents
- 4 Cash Bonuses**  
Bonuses offered at every level based on team's sales performance

### A Compelling Compensation Plan

Manager level overrides are available starting at District Manager, with an option to participate in the Mercedes-Benz Cash Bonus Programme at the Vice President level.

Level	Average Monthly Income	Central Group Override	1st Generation Override	2nd Generation Override	3rd Generation Override	4th Generation Override	5th Generation Override	6th Generation Override	Bonus	Average Time to Position
District Manager	£158	8%	8%	2%	1%				£125	7 Months
Area Manager	£268	6%	6%	1%	1%				£250	19 Months
Regional Vice President	£3,767	3%	3%	2%	2%				£375 + £500 Mercedes-Benz Cash Bonus	34 Months
National Vice President	£13,852	1%	1%	1%	1%	1%	1%	1%	£375 + £600 Mercedes-Benz Cash Bonus	57 Months