



## BIG BUSINESS LAUNCH (BBL) / EVENTS

The purpose of a BBL is to share your excitement with the products and company to your network in a friendly and casual setting. It's a great way to get a new Consultant started quickly and an effective way to build your business in the long run.

**Supplies:** Redefine, Reverse, Soothe, and Unblemish regimens, AMP MD, Hydration Serum, Night Renewing Serum, Lash Boost, any new or favorite products, display mirrorschargers, PC Enrollment Forms, laptop for slideshow or videos, index cards, and pens, Regimen Info sheets, the pricing catalog, and couple water bowls. **OPTIONAL:** A small Crockpot for warm washcloths. It makes removing the wash easier (lets people stay seated) and it feels great.

**Before and After Photos:** In the EVENTS post on [empowerevent.wordpress.com](http://empowerevent.wordpress.com), you'll see a Before and After PowerPoint Slide Show. Run through your computer or connect to a TV to view larger. Having a B&A Flipbook or framed images are good options too. Just keep things simple and not cluttered.

### Schedule for the EVENT:

As guests arrive, walk them through the Solutions Tool app. Write their name and recommendation on an index card.

After some mingling, encourage everyone to grab some food and drink and then invite them to take a seat.

### Presentation Outline:

1. Thank them for coming. I/we enjoy these events, it's a nice "excuse" to get together and hang out. I'm / We're excited to share with you a little about R+F as a company, how we got started and where we are going, and why our products are known as market disrupters. It paints a picture ... making it pretty clear why we wanted to use these products and why we decided to join this company as consultants.
2. Then we thought it'd be nice to demo our most popular regimen, Redefine. We'd like for you to try the products on one of our hands. It lets you experience the quality without needing to wash your whole face. If you have sensitive skin, we'll have you try Soothe.

**Company Story:** You may opt to use the [Doctors Business Video](#) instead of the following Talking Points. This video will be found in the EVENTS Tab on our [Empowerevent.wordpress.com](http://Empowerevent.wordpress.com) site.

- Our doctors were the creators and founders of Proactiv Solutions, a giant in the acne world. This success paved the way for their next billion dollar brand, Rodan + Fields.
- Our Doctors are entrepreneurs at heart and were bold in their approach with Proactiv. By choosing Infomercials back in the 90s, they were able to educate their audience of the benefits of their new approach to treating and preventing acne.
- As a result, they took that brand into 193 countries across the globe becoming a multi-billion dollar brand.
- With that in mind, it's not too much of a surprise that they decided to switch things up when they took Rodan + Fields out of high-end department stores in 2007.
- They had just become the number 1 seller at Nordstrom, but they understood it was time to evolve. With the rise of social media and the power of a personal recommendation, they knew that this approach could reach and help more people, but with R+F, it would also empower thousands of entrepreneurs.
- Now our preferred customers get incredible products, with generous discounts, and free shipping with products that come directly to their doors.
- As a result, we have become the #1 Skincare Brand in the US (all price points). We are the fastest growing skincare brand in Canada, and now have launched Australia as our first overseas partner.

**Market Disrupting Products/Tools:** You may opt to show the Product Overview Video (wordpress) or you can give a brief highlight of the purpose of each regimen emphasizing our multi-med philosophy.

- All of our regimens are clinically tested as a regimen with results that are significant. They follow a multi-med aka layering approach where each step works together. It's all about the right ingredients, in the right formula, applied in the right way.
- Briefly point to each regimen and which skin concern it's designed for. \*Redefine last. Include a brief success story for a few of them. These stories personalize the experience and give an authentic referral.

**DEMO!** Unless someone has sensitive skin, have everyone try the Redefine Regimen. Let them know that we will demo the regimen on the top of our left hand. By doing this, it let's people experience the products, see the effectiveness, and they are able to compare the way one hand feels compared to the other.

1. **Daily Cleansing Mask** - Using a craft stick, squeeze out less than a pea-size amount onto a craft stick. Distribute to each person and one to yourself. Apply a little water, then apply. Describe how you can feel the mild exfoliation. Share how the Kaolin Clay cleanses without drying or stripping. \*Pass out a warm/damp washcloth, facial sponge, or have them rinse at the sink. \*\*Those with oily skin could apply to dry skin and let it dry as a mask for 10 mins.
2. **Pore Minimizing Toner.** Apply a small amount to each gauze pad and have them gently apply to the same hand. This toner works below the skin to increase collagen and elastin – increasing firmness.
3. **AMP MD** - Pick up the demo roller and begin rolling it on your hand. Explain that the needle-tips help condition the surface of the skin thus allowing the products that follow to be more effective. Use 3-7 nights a week. Walk around the room and roll it on the back of their hand or pass around. You can spray the head with a little rubbing alcohol to sanitize. \*Not for those with sensitive or acne prone skin.
4. **Active Hydration Serum** (optional) Apply a very small amount to the skin... applying too much makes for a sticky feeling that people don't like. Let them know this works with any regimen to balance the levels of hydration deep in the skin. Skin feels dewy and fine lines diminish with continued use. Those with acne find that it hydrates allowing the skin to normalize ie not produce as much excessive oil.
5. **Night Renewing Serum** – Each capsule can provide enough serum for 6-8 hands. This serum comes with the AMP MD roller. It's a power couple that reduces the appearance of wrinkles while increasing firmness.
6. **Redefine PM Cream** – Use a Q-tip to apply a very small amount of cream to each hand. This multi-tasking night cream seals in all the goodness while fortifying the skin. Let people know that after no time these steps will be second nature.
7. \* Then pick up the **Eye Cream** and **Lash Boost**. \*Pick up a before/after photo or show your own lashes. Explain how the formula of biotin, keratin, and a peptide formula create fuller, darker, and longer-looking lashes.

**Enrollments:** Explain that there are two ways to get started. You can become a Preferred Customer and save 10% and get free shipping or you can become a Consultant and get your initial Business Kit for roughly 50% off and 25% off on going. \*Detail any specials and incentives.

**Close:** Thank them all for coming and let them know that you'll be available to talk with them privately. Be sure to take a photo of the event to share on your social media platforms.

Follow up with anyone who couldn't make it. This becomes a great opportunity to reach out and share an incentive.



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