



MIXER FORMAT

The following details will help you have effective and profitable mixers. Over time, the following steps will become second nature. Focus on connecting with people, telling stories, and above all having fun!

Notice: You can angle your mixer message more toward either products or business. This format is not set in stone.

Host Instructions:

Inviting: Let people know a few things when you invite them...

- Your product story and stories of people you've helped: "John's friend Bob has lost 16lbs on the 24 Day Challenge!"
- They'll be able to sample some products and learn about the 24 Day Challenge, and they don't have to buy anything
- You'll respect their time, they'll be out in under 1 hour

Timing:

- Set up should be complete 30 minutes prior to mixer
- 7:00pm is a good wk night start time. People typically show up right around 7:00, it's OK to spend the first 15 minutes connecting w/ people
- The "pre-mixer" is very important... it allows the mixer to be more fun and conversational. DO NOT SKIMP on getting to know people.
- On Saturdays, anytime around or after 11:00am is a good start time

Room Set Up:

- If children are welcome, have someone designated to watch them in a play room or bedroom
- Have music playing when guests arrive (not TV!), have it loud enough so people can feel comfortable engaging in conversation
- Only Advocare products should be out for sample (no nuts or shrimp cocktail, people didn't come for that)
- Position mixer presentation products near/on coffee table near television / dvd player, this is where the mixer will take place (if it's a tight/intimate room, presenter should be on a stool or on knees, don't stand/hover over people)
- Don't have too many products on display, keep it simple with "24 Day Challenge" line up and a few other favorites (1 Spark canister, 1 Spark box, 1 Herbal Cleanse, 1 Omegaplex, 1 MNS Max 3, 1 box of Meal Replacement Shakes, plus others of interest)
- Have a whiteboard or flip chart: THIS IS KEY!
- *Whatever Advocare has helped you achieve, HAVE A FRAMED PICTURE TO SHOW! Trips? More time with kids? Bonus Checks? Remember this business is about stories. The more stories you can SHOW and TELL, the more relaxed and believable you'll be ☺

What to Give Guests:

- Spark or Rehydrate everybody immediately... rather than ask if they want it, ask which flavor they want to try
- Having Rehydrate on hand is a good option. Ask "Do you need energized or replenished?"... energized = Spark, replenished = Rehydrate
- Do not hand out documents prior to the mixer

Mixer Intro/Start: Host shares product story: at this point the host either performs the mixer or turns it over to their sponsor or a guest presenter

- *Start out by letting them know you'll "present the full buffet of options – that there are 2 parts of Advocare: products and business."
- Write out (on flip chart) the 4 Relationships: at Advisor (*hand out "Rookie Bonus" doc and "Income Comparison" doc IF it's a business oriented mixer*)
- Show opportunity clip on the DVD (*or "product families" clip if it's a product oriented mixer*)
- Review Advocare Foundation
 1. Company Legacy: Charlie Ragus' vision, 17 year history, "Direct Selling by Design", etc
 2. Safety/Credibility: Use Impact Mag to show Sci Med Board
"Our doctors take care of the formulations and ingredients, we trust them. Our job is to match the right products with your goals."
 3. Unpaid Endorsers: "If it's good enough for Drew Brees and Olympic athletes, it's good enough for us."

TRANSITIONING TO PRODUCTS: "The biz may or may not be for you, but our products are for everyone... and it's impossible to have a boomin' biz like we do without amazing products... so let's shift to products!"

Products: Stories stories stories! "Facts tell, stories sell." Each product you cover and should include a story of you or someone you know

- Focus on the the "24 Day Challenge" Program plus a few others you feel comfortable with or that relate to your audience
- Touch on other products that might speak to your audience

Mixer Close:

- Hand out "Entry / Discount Levels" from "Mixers" section of www.buildthechampion.com; share why Advisor makes great sense
- If biz oriented, hand out "Franchise Comparison" doc; point out what a low investment Advisor is, especially with 12 month return policy
- Ask them to think about who they know who would love to do the 24 Day Challenge with them
- Officially end the mixer with a CALL TO ACTION: "We want to encourage you to get started in some way tonight."
- "We want to respect everyone's time and get people taken care of with the product they need, we'll be around to answer any individual questions you might have..." (STAND UP and turn on the music, do not get wrapped into a long Q and A session b/c some people will get bored and frustrated, the individual Q and A should take place after people get the products they need).
- If someone wants to think about it or mentions money as an issue, at least get them started on Spark!
- Consider raffling off a box of Spark and/or Rehydrate to liven it up!
- ***** IF IT'S A BIZ ORIENTED MIXER, ANNOUNCE THERE WILL BE A "BUSINESS QUICK TRAINING", FOR THOSE INTERESTED, 10 MINUTES AFTER THE MIXER, WHICH REVIEWS THE 5 WAYS WE GET PAID**

Presenter/Host Pack List:

- Products for display or sale
- "24 Day Challenge" Cover Doc
- "10 Day Cleanse" Instr. Docs
- "Entry / Discount Levels" Doc
- "Max Pack" Docs
- Impact Mags + Solutions/Success DVD
- "24 Day Challenge" Order Form
- Flip Chart

Optional Tools for Biz Oriented Mixers

- Rookie Bonus Docs
- Spark samples / water bottles
- Business Training Tri Folds
- Franchise Comparison Chart
- "24 Day Challenge" Order Forms