

ARBONNE IN 15 MINUTES

Start with 2-3 minute 'I Story', then go right into the one-pager.

Section 1: What If You Could

Talking Points

- Whether you're looking to improve your health from the inside out...
- To start an online business to make some extra money alongside what you're currently doing...
- Or, be to be part of a global community to dream big and change lives...
- I'm excited to share Arbonne with you!

Section 2: The Brand

Talking Points

- Arbonne has been around for 41 years!
- We are able to build our businesses in the US, Canada, the UK, Poland, Australia and New Zealand.
- We've always embraced the mind, body, skin connection.
- And our founder, Petter Mork, has always had a mission to leave the earth better than we found it!
- We are a Certified B Corp - which means we balance profit with people and the planet. We are one of the top 25 largest B Corporations, with companies like Patagonia, and we are so proud of that!

Section 3: The Ingredients

Talking Points

- Everyone will always ask, 'What sets Arbonne apart from X-Y-Z brand...' The main thing that sets us apart is our ingredient policy.
- Arbonne bans more than 2,000 ingredients from their products. Just to give you an idea of how that compares: the EU bans between 1,200 and 1,400 ingredients from personal care products... here in the US, only 10-12 are banned (depending on your sources).
- Arbonne has a holistic approach to beauty, health and well-being... addressing everything from the inside out and the outside in.

- For example, if you are concerned with what you are putting in your body, you should be equally concerned with what you are putting on your skin, because your skin is your largest organ.
- To the same point, when we are working with someone on a skin issue, such as acne, we are not going to recommend the acne line alone. We would also recommend someone use our probiotic because gut health is essential to healthy looking skin. We would also make sure they are getting enough water, and perhaps limiting dairy. Your skin is a window to what's going on on the inside!
- Arbonne uses plant-based ingredients under clean standards and the strictest ingredient policy.
- Arbonne products are certified vegan, certified gluten free, BSCG certified, OU Kosher certified, Halal certified and certified non-GMO.

Section 4: The Products

Talking Points

- This PURITY and SAFETY goes throughout all of our product lines. Whether you are looking at nutrition, self care, baby care, hair and body, healthy aging, makeup, men's line, deodorant, acne line, sensitive skin care line, toothpaste...
- But, the BENEFICIAL part means it works! Arbonne runs clinical trials on the products offered, they have a 90-day money back guarantee on every product sold... And what I love is we are constantly and consistently getting rave reviews by bloggers and publications.
- Arbonne products are not only good for you, they work!

*****BACK SIDE OF ONE-PAGER******

Section 5: What Is Social Marketing?

Talking Points:

- Arbonne is in the Social Marketing Industry
- What does that mean? It simply means cutting out the middle man.
- When you are buying Arbonne products, you are getting an Ultra Premium product. That's not my opinion, that is actually the category Arbonne is in. But you are not paying Ultra Premium prices.

- Here's why... if you were to go to Saks or Sephora or Target and get a bottle of lotion, that lotion would start off at the MANUFACTURER, then go to the WHOLESALER, then sit in a WAREHOUSE, then go through a SALES FORCE, which is typically advertising and typically the largest cost on a product, then go to the RETAILER, then to YOU the CONSUMER. And who do you think ends up paying for it? YOU, THE CONSUMER. And it's usually an 85-90% markup on the product, so only 10-15% is in the actual product cost itself.
- With Arbonne, you buy directly from the manufacturer, but not before they recognize who introduced them to the product, which would be an independent consultant like myself. So, that allows them to streamline the cost and put it back into consultant commission and back into product research and development. That is how you are able to get the latest and greatest product available!

Section 6: Why Arbonne?

Talking Points:

- This may take up the least amount of room on this presentation, but this is one of the most important points.
- Arbonne did not come up with these 4 points. These were written by a Harvard Business School graduate, now a marketing professor for the University of Illinois in Chicago, Dr. Charles King.
- He says for a business to be viable, it has to meet one of these four key factors. Arbonne meets all four!
- **Consumable Products** means that as I am talking with you now... someone just ran out of protein powder, diaper rash cream or mascara. But they didn't call me to re-order... they simply went on their app and ordered.
- **Marketplace Demand.** Our target market is anyone with skin or a mouth;) Anyone can benefit from our products or our business.
- **Timing and Trends.** Arbonne fits into this category in so many ways.
- First, Arbonne's ingredient policy is on trend. People are paying attention to what's in their products and, more importantly, what is not. Arbonne has been doing this for forty years.

- Also, Arbonne is a global, mobile business. *Brick and mortar* is becoming a thing of the past... people prefer to *click and order*. Arbonne checks all the boxes... people are looking to order online, they are looking for healthier products delivered to their doorstep. Health is on people's mind, as is the idea of building an online business with a low start-up cost.
- Lastly, the **Ability To Leverage Your Time**. This is how I explain it: how much could you get done in a day if you were to photocopy yourself? That is how I work my business. I teach and train people to do exactly what I'm doing, which helps me leverage my time.

Section 7: Share, Sell, Earn

Talking Points:

- There are three ways we get paid with Arbonne.
- **Personal Sales Commission:** You sell something, you earn commission. We get paid weekly on that. For example, if you help 4 people get started with a 30 Days to Healthy Living Set as Preferred Clients this week, you will earn around \$200 in commissions paid the next week.
- **Overrides:** These are commissions earned from your team's product sales.
- **Cash Awards:** These can be earned at every level based on sales performance.
- You can see here (point to Average Annual Earnings on chart) that you can make anything from a little extra to a lot extra. It's really up to you!

Section 8: You Decide!

Talking Points:

- There are three ways to get involved with Arbonne.
- You can connect with a few friends for a Healthy Happy Hour where we share the 30 Days to Healthy Living program... or you can have a 15-minute Facebook party where we share our holistic approach and show some of our favorite products from our favorite lines.
- If you are interested in product, becoming a Preferred Client is the best deal! It's \$29 to become a PC, and for an entire year you save 20-30% off the retail price along with free shipping and free product specials.
- And for \$49 you can become a consultant. We lock arms and show you how to do this business.

The Close

- So, I'd love to know... what stood out to you the most?
- **I have to ask... would you ever consider doing something like this?**
- If their answer is **'yes'** say - *'Great! Let's go ahead and get you signed up as a Consultant and get you on the products! You will get a 35-45% discount and 90-days to return anything! Then, let's pick a date where you can host your own FB Event or Healthy Happy Hour, that way you can see it all in action and we can get you going from there! Sound like a plan?'*
- If their answer is **'maybe'** say - *'Great! How about we do this... Let's get you trying some of the products first. You have 90-days to return anything! The best deal is to become a Preferred Client, that way you will get a 20-30% discount, free shipping and a free product! I can send you a recommended cart and you can make any changes. Are you interested in starting with skincare, nutrition or both? (wait for answer) Awesome! You will love it! Also, since you are curious about the business, I recommend hosting a FB Event or Healthy Happy Hour, that way you can see it all in action. We can always upgrade you from there if you decide to move forward with the business-side of Arbonne! Sound like a plan? (wait for answer) Also, if we schedule it today, I can send you a code and you can get an even bigger discount - products at cost! How does that sound?'*
- If their answer is **'no'** say - *'No worries! I totally get that this business isn't a fit for everyone. But, I would still love to get you on the products! You have 90-days to return anything! The best deal is to become a Preferred Client, that way you will get a 20-30% discount, free shipping and a free product! I can send you a recommended cart and you can make any changes. Are you interested in starting with skincare, nutrition, or both? (wait for answer) Awesome! You will love it! Also, I grow my business by meeting new people. Would you consider hosting a FB Event or Healthy Happy Hour? If we schedule something today, I can send you a code and you would get an even bigger discount - products at cost! How does that sound?'*

"I have to ask..."

would you ever think about doing something like this?"

"YES!"

Great! Let's go ahead and get you signed up as a Consultant and get you on the products! You will get a 35-45% discount and you have 90-days to return anything! Are you interested in starting with skincare, nutrition, or both?

Send Cart

(w/ consultant signup)

Let's pick a date where you can host your own FB Event or Healthy Happy Hour... that way you can see it all in action and we can get you going from there! Sound like a plan?

Schedule Event

Launch Consultant

"MAYBE?"

Would it be okay if we keep the conversation going... I'd love to send you a few videos to check out!

In the meantime, I would love for you to try the product! You have 90-days to return anything!

The best deal is to become a Preferred Client, that way you will get a 20-30% discount, free shipping, and a free product! I can send you a recommended cart and you can make any changes. Are you interested in starting with skincare, nutrition, or both?

Send Cart

(w/ pc signup)

Also, since you are curious about learning more about the business side of Arbonne, I recommend hosting a FB Event or Healthy Happy Hour... that way you can see it all in action! We can always upgrade you from there if you decide to move forward with it! Sound like a plan?

"NO."

No worries! I get that this business isn't a fit for everyone.

But, I would love for you to try the product! You have 90 days to return anything!

The best deal is to become a Preferred Client, that way you will get a 20-30% discount, free shipping, and a free product! I can send you a recommended cart and you can make any changes. Are you interested in starting with skincare, nutrition, or both?

Send Cart

(w/ pc signup)

Also, I grow my business by meeting new people. Would you consider hosting a FB Event or Healthy Happy Hour?

If we schedule something today, I can send you a code and you would get an even bigger discount on your order - products at cost! How does that sound?

"SURE!"

Place Order

+

Schedule Event

"NO THANKS!"

Place Order