

THE LAUNCH

EXCERPT FROM THE RAIN CYCLE

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It's time to get your hands dirty, to get things moving on your own Grand Opening. This is where your new business will get off the ground and begin to rise. Follow this system as close as possible and watch your business continue to grow every week!

First 14 Days

Within the first 14 days you need to complete 2-4 launches. Hold these meetings within 2-3 days of each other. These Launch meetings can be a mixture of (2) launch types: Launch Meetings, or Launch Calls.

1. Launch Meeting (Local): A Launch Meeting is the opportunity for you to invite people who you would like to be a part of your business to preview the opportunity, products and company. Remember you are the messenger not the message. Use your upline and a standardized presentation (Tip: Don't present to your own people, it's always more powerful coming from someone else).

WHAT IS A LAUNCH PARTY?

A Launch Party is a small business meeting in a comfortable and relaxed atmosphere that will provide a way for you to share SOUL and the RAIN opportunity. We recommend taking immediate action by hosting your initial Launch Party within the first seven days of launching your RAIN business; this will allow you to build personal momentum preparing you for the group momentum that will come from new RAIN Partners joining your team.

Close communication with your sponsor or upline Platinum Elite or above will be critical to your success. In RAIN, your upline has a vested interest in you achieving your goals; so always let them know your calendar of events with sufficient notice so they can be available to provide the proper support.

RECOMMENDED HOST LOCATIONS

Home, Apartment, Clubhouse, Office, Boardroom, Restaurant, Library, Hotel.

These are just a few locations RAIN Partners have held successful Launch Parties. The best location will always be in living rooms of your home. Relationships are key; the personal atmosphere your home provides will allow you to develop strong relationships with your new business partners and customers.

RECOMMENDED DAYS AND TIMES

Weekday Evenings: 7:00 pm

Saturdays: Mornings

Important Note: Use the opportunity to invite to team and company meetings. These are great resources for additional information.

53% of college grads unemployed.





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HOW TO: LAUNCH PARTY

If you are building your business on a part-time basis and work during the week, become a *Weekend Warrior* by hosting or supporting multiple Launch Parties in one day. Remember that supporting team and corporate events in your area is important, and should be attended. These events are a great opportunity for you to invite your Launch Party guests, so they can take another look at RAIN and meet some of the other RAIN Partners to assist in their decision-making process.

WHO TO INVITE?

This is where your Memory Jogger (located on page 14) will come in to play! Look for those people who are:

- a. Self-Starters
- b. Influential
- c. Teachable
- d. Have financial resources

People who fall into these categories will be great customers, business partners or referral sources. Invite as many people as you can, keeping in mind that couples count as one. When it comes to inviting, personal touch through a phone call or personal visit is proven to work best. Emails and text messaging work well as reminders only. People will respond to the excitement they hear in your voice more than the portrayed excitement they read about.

Your goal should be to have 5 qualified prospects attend. Group Volume will come from individuals who get started with one of the RAIN kits listed on the application.

REALISTIC EXPECTATIONS

For a list of 50 people, here's an estimate of what to expect:

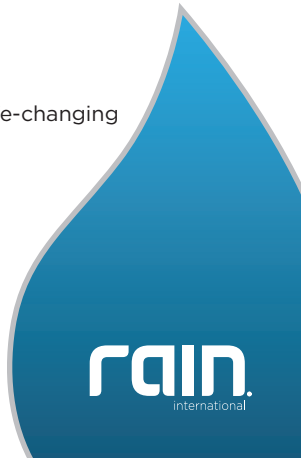
- 30 to 35 will answer the phone
- 15 to 20 will confirm
- 7 to 10 will show up
- Expect Everyone to buy SOUL

OTHER THINGS TO CONSIDER

Keep in mind that you can also ask the following questions to gain interest:

1. Do you know anyone who suffers from _____?
Ex: Pain, inflammation, etc.
2. How often do they deal with it?
3. What are they doing to try and fix it?

Let them know that you are working with a company that has a revolutionary and life-changing product that can help.





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IMPORTANT DETAILS!

- ENERGY is critical! Having some music playing in the background can help increase the energy in the room
- You'll need Boxes of SOUL on hand and open
- TV and DVD player or laptop and projector
- The Launch Party DVD
- Pen & Paper for guests to take notes
- Your RAIN Cycle Booklet to document your meeting
- Color copies of the RAIN applications for everyone attending
- Launch Party brochures for everyone attending

"Welcome everyone! We are excited you are all here. Before we begin, please silence your cell phones so we don't have any interruptions. Please take notes and we will answer any questions once we have concluded."

7:00 – 7:15 Your Personal Testimonial:

Begin by sharing your personal testimonial on SOUL and how it has affected your life. Be specific and share your excitement about SOUL and RAIN.

7:15 – 7:20 Video:

Play the first segment of the Launch Party video on your DVD player or computer.

7:20 – 7:40 Sample:

Hand out samples of SOUL and Invite the other SOUL testimonials to share at this time.

7:40 – 7:50 Video:

Play the second segment of the Launch Party video on your DVD player or computer.

7:50 – 8:00 Close:

Have any other RAIN Partners in attendance take 30 seconds or less to share their name, background, and why they joined RAIN. The goal is to show diversity of the RAIN Partners and assist in validation.

8:00 – 8:05 Enrollment:

Hand out the applications. Help fill them out and answer any questions. Share your excitement about them joining RAIN! Once you have concluded, help book a Launch Party for each person in attendance.





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2. Launch Call (long distance): This is for people who are not close enough or not able to attend your Launch Meeting. First, set up a specific time with your upline for a Launch Call or web meeting. Then invite your prospects so they can hear the details about the product and company from your upline.

DATE	TIME	LOCATION

Share RAIN with people individually, in between Launches. You can do this by:

3. The Three Step System:*

Step 1

Invite them two listen to the RAIN Information line 801-724-6605 (opt. 1)

Step 2

Invite them to listen two or watch a more detailed presentation

Step 3

Call them back with one of your partners on the line with you

4. Drop By's*: Drop By's are effective when you have not been able to connect properly with a prospect. Always bring your sponsor to help. Keep these short and to the point. This is one of the most effective ways to share the opportunity. A lot of times it is a little bit harder to get people to come to a presentation or to meet you somewhere. In this scenario we are going to them, we can also give our full attention to the person or couple we are meeting with. Although it is a lot more time consuming it is very effective.

We do drop by's with people we have a good or close relationship with, not with someone we haven't seen or talked to in years. There are other ways to prospect in those situations.

*Remember to keep it simple and to not say too much!!





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5. Online: Your online Launch can happen anytime and can help you gain prospects who are not in your area. Use your social media site and e-mails as a way to get your prospects interested. Remember to keep control of the message. Don't give blind info and hope that someone will take the time. Always speak with your prospects before and after you send them a link to a video or send them any information.

TIPS:

1. Keep your Launch Meetings to a 45 minute maximum and remove all distractions so you and your prospects can focus on the presentation.
2. It is easier to build fast than slow in this business. Speed and momentum help fuel your growth, so take your Launches seriously.
3. Always use the most up to date standardized materials and tools.
4. Make good use of your upline and corporate tools. Both are there for your use and should be relied upon heavily.
5. Have fun, but be professional. Make sure to have applications and other materials on hand.
6. Refer back to The Foundation often and review your prospects and goals.
7. Be prompt, begin on time and always dress the part.
8. Keep furniture normal for a Launch Meeting. Move things around or add chairs only as needed when people arrive.
9. Focus on the guests who are there and not those who didn't make it.

* For more information on these processes, look under training in the document library of the back office.



THE LAUNCH - SHARE

Properly inviting someone to look at RAIN is a crucial skill. Do it well, and you'll have people looking at the products and business - which directly leads to enrollments of business partners and customers.

FOLLOW THE 5 C's

Create Curiosity - With a few sentences share what is going on and why you are so excited

Control Yourself - Remember you are the messenger not the message

Compliment - Let them know why you genuinely thought of them

Commit - Set the time up for them to get the detailed information

Confirm - Right before the conversation ends reconfirm the details of the time set

Note: When talking with someone go through the normal pleasantries you would when starting a conversation before you dive into the 5 C's, but don't take too long. Make sure you get to the point.

EXAMPLES

1. You: Hello Tim, the main reason I'm calling you is **(Create Curiosity)** I'm working on a project and have the chance to help expand and take a revolutionary product through out the region **(Control Yourself)**. **(Compliment)** I know that you are business minded and that's why I want you to see this. **(Commit)** When is the soonest you have 20 minutes so we can sit down and I can show you more?

Tim: I have some time tonight, 8:00 would work.

You: **(Confirm)** Perfect. I'll drop by at 8:00 tonight, see you then.

2. You: Hi Kristy what are you doing tonight at 7:00?

Kristy: I'll be around, why?

You: **(Create Curiosity)** I want to stop by and tell you about this new product I have been taking. It's a breakthrough in nutrition and has made a huge difference in how I feel **(Control Yourself)**. **(Compliment)** You have always been a great example of someone who lives a healthy lifestyle and that's why I thought of you. **(Commit)** I want to drop off a sample of this for you to try and will be in your area around 7:00, does that work for you?

Kristy: Sure.

You: **(Confirm)** Alright, I'll see you at 7:00.



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EXAMPLES

3. You: Ben, when is the soonest you could be in front of the Internet for 15 minutes? **(Create Curiosity)** I am working with some friends that have something truly unique that is helping a lot of people with their health **(Control Yourself)**. **(Compliment)** I know how much time you spend helping people and I thought to myself, I need to share this with you.

Ben: After I put the kids to bed tonight at 9:00 I'll have a few minutes.

You: **(Commit)** So how about I call you back at 9:15 when you are in front of the computer.

Ben: That will work

You: **(Confirm)** Sounds great I'll call you back at 9:15. Thanks Ben I'll talk to you then.

TIPS

Set aside specific time just for inviting. You have more control over the conversation if you invite over the phone. Review your dreams; make sure you are in the right mind-set. Smile big and always be positive – people can feel your energy 1,000 miles away. Make sure the call isn't longer than 5 minutes. Invite both spouses, or all decision makers to learn more. If you want to make sure someone comes to a local meeting, meet them beforehand or go and pick them up. Don't call to reconfirm appointments, this will invite cancellations.

THINGS TO SAY WHEN ASKED WHAT IT IS.

You can always start by saying in a nice way “like I mentioned” and then repeat what you initially stated to create curiosity. You can follow that by using some of the phrases below.

- It's about making a real difference in people's lives
- It's about making money, and a way to create real additional cash flow
- It's a new project I'm working on that is just starting, and there is nothing else like it
- Well it's a lot easier for me to show you then tell you, that's why...
- This might not be for you, I'm not sure but when you see this I know you'll see why I'm so excited about it
- I'm new so I don't know how to explain it that's why I'd like you to...
- I'm sure once you sit down and see this, you'll be as excited as I am
- I don't feel any pressure; it may not be for you. I just want you to see this, and give you the facts so you can make an educated decision.

Some of your best prospects can come through referrals.



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