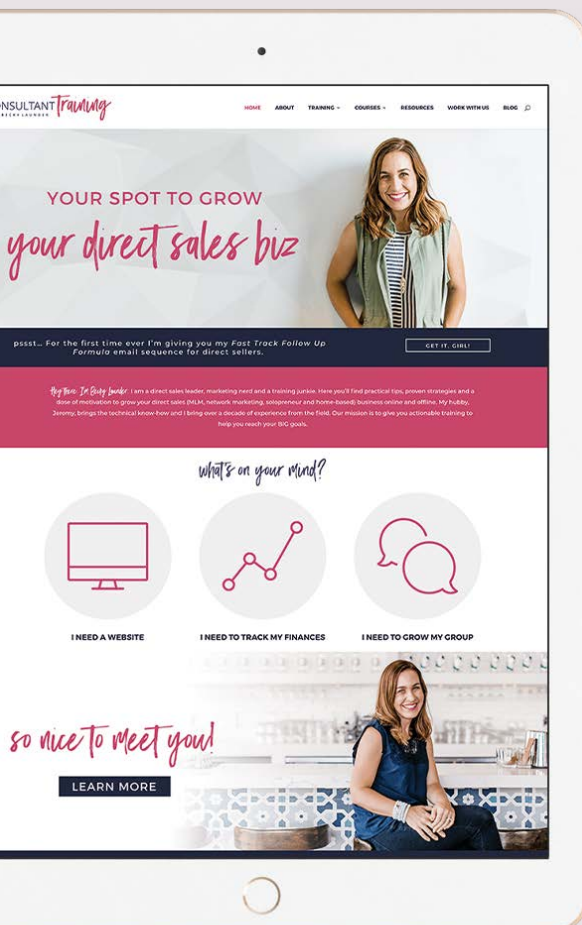


start strong:
**LAUNCH YOUR
DIRECT SALES BIZ
WITH A SPLASH**

welcome!

Welcome to *Start Strong: Launch Your Direct Sales Biz with a Splash!* I am so excited you are here. This course will equip you with the tools and resources to develop a powerful launch strategy. We'll cover how to announce your new venture, how to set up your social media channels, provide tools and scripting when you schedule your kick off event, ideas on growing your customer base, ways to ask for sales, bookings and joining your team. While these tools are the building blocks of a direct sales business, they're helpful far beyond announcing your business! As a Modern Direct Seller, these topics create the foundation that you will need to set your business up for success and to create a sustainable, thriving direct sales business. Even if you are a seasoned direct seller, I encourage you to take the time to go through these exercises. As you step into leadership, these are also the tools you will use to train your growing team.



about myconsultanttraining.com

Visit myConsultantTraining for one-stop training to grow your direct sales biz. Whether you are new to the biz or a seasoned pro, you're sure to find helpful tips, training and resources to rock your direct sales biz.

Becky Launder is the CEO and founder of myConsultantTraining.com and author of *52 Tips: Build a Thriving Direct Sales Business*, a step-by-step approach to build a thriving direct sales business online and offline. Becky is known for modernizing the direct sales industry using online marketing to quickly grow her business. Her Modern Direct Seller framework is being adapted across companies worldwide. She and her husband, Jeremy, deliver direct sales training, tools and courses on topics ranging from email marketing, website development and personal branding.

learning objectives

- ✓ Throw yourself a grand opening party with style. It's a big deal – let's go BIG.
- ✓ Tackle a step-by-step checklist to establish your online social media presence
- ✓ Learn how to ASK for everything you've ever wanted from sales to growing your team

HOW TO GET THIS COURSE DONE

Congratulations, you are here and taking a big step to launch your direct sales business with a splash. Exciting! Now that you are here, let's make sure you get it done. You can get through the entire course content in just a few short hours. There are 7 total modules that can easily be split up into one module a day so you will have the course completed in a week! Or, you can block some time on your calendar and knock out the entire course in one sitting. It's best to be distraction-free. If you need childcare so you can concentrate, make sure to plan for that. Otherwise, squeeze in the coursework during naptime or after the kiddos have gone to bed. Grab your calendar and pencil in when you plan to dive in and get it done!

I WILL WORK ON COMPLETING MY COURSE ON _____. (days / hours).

I WILL HAVE IT DONE BY _____ (date).



hello, modern direct seller.

While many teach a traditional direct sales, party-plan system, it's 2019, ya'll. This ain't your momma's Tupperware party. We're living in a world with so many ways to connect, even catching up on your emails can feel daunting. With our smart phones at our fingertips, the many ways to work your direct sales biz on the go continue to grow.

Get ready for a fresh new perspective on direct sales. Throughout the *Grow Your Direct Sales Business* course series, we will begin to scratch the surface as you step into the shoes of a Modern Direct Seller. Here's a quick reference checklist as you grow your business:

MODERN DIRECT SELLER CHECKLIST:

- ☐ **Know your why & your goals.** Why are you in business? What are your bank account goals? What is your sales goal? What is your team goal?
- ☐ **Be a boss.** What are your business hours? When do you do your best work? How do you block time for your business? How do you track your finances?
- ☐ **Grow your customer base.** Are you consistently growing your customer base? How do you do this – parties? Vendor events? Advertising on social media?
- ☐ **Name and claim your business.** Do you have a business name? Do you own your name as a URL?
- ☐ **Get clear on your personal brand.** (Nope, not your company's brand – YOUR brand!) What do you want to be known for? What makes you stand out from the rest?
- ☐ **Establish consistent branding.** Do you have a logo? Do you have brand colors, or a look & feel? Do you have a website to represent your brand? Do you have a credible email address?
- ☐ **Create an online presence.** Do you have a Facebook business page? Do you have a Facebook group? Do you use other social media platforms – YouTube, Instagram or Pinterest?
- ☐ **Show your face.** Do you have professional photos? Are you customizing your posts to include a photo of you – creating a stronger connection with your audience?
- ☐ **Build an email list.** Are you connecting with your customers over email? Do you have automated emails scheduled to build those relationships in the background on auto-pilot?
- ☐ **Deliver valuable content.** How do you deliver your content - blog? Social media? Do you have a content calendar with engaging posts scheduled 3 months in advance?
- ☐ **Track your customers.** How do you keep track of your customer data? How often do you connect with your customers? How do they prefer to be contacted?
- ☐ **Build a team.** Do you have a focus on recruiting and building your leadership team? What tools and systems have you created to consistently add teammates?
- ☐ **Take pride in personal development.** Are you plugging into direct sales training to sharpen your leadership skills? What books are you reading? What podcasts are you listening in on?

- ☑ **Did you check 3 boxes or less?** Let's go! You are at the beginning stages of your Modern Direct Sales business. You may just be starting out or have been focusing on other areas of your business. That's okay! You are in the right place at the right time. We all go at our own pace. Simply tackle one area at a time to step up your game. You got this!
- ☑ **Did you check 4-9 boxes?** Right on! You've been focused on developing the tools and skills needed as a Modern Direct Seller. Pat yourself on the back because this takes time, energy and dedication. Continue to sharpen your skills. You're almost ready to add Modern Direct Seller to your resume.
- ☑ **Did you check 10+ boxes?** Sweeeeeeet. You are really working it, Modern Direct Seller! Keep up the good work! Now that you're doing #allthethings, it's time to bring your team on this journey with you! Fine tune your leadership skills because you have quite the opportunity to train others on what you know.

announcing your new venture

MY TOP 20

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MY ANNOUNCEMENT TEASERS:

MY ANNOUNCEMENT TEXT:

MY ANNOUNCEMENT PHOTO:

MY CALL TO ACTION:

announcing your new venture

EXAMPLES



pro tip:

YOU CAN FOLLOW THIS EXACT
FORMULA THE NEXT TIME
YOUR COMPANY LAUNCHES A
NEW PRODUCT!



FACEBOOK GROUP CHECKLIST

- ☐ Create closed FB Group
- ☐ Select a cover photo
- ☐ Write a description
- ☐ Make sure your shopping link easily accessible
- ☐ Update your Group Settings:
 - ☐ Select Group Type
 - ☐ Set Location
 - ☐ Create Tags
 - ☐ Authorize 3rd Party Apps (if using Vizzlie, Cinchshare, BeLive, etc.)
 - ☐ Customize Your Web Address. My FB Group Link is: _____
 - ☐ Change Membership Approval to Admins / Moderators
 - ☐ Add Screening Questions to your group (how did you hear about the group, email address request, etc.)
 - ☐ Change Post Approval if you want to approve posts and stories
 - ☐ Make 2-3 Posts to Introduce yourself & your direct sales biz

Pro-Tip: Make sure your group members opt-in to your group. NEVER add someone to your group without their permission. (That's gross & spammy!)

FACEBOOK PAGE CHECKLIST

- ☐ Create business/brand page
- ☐ Select category
- ☐ Create business name
- ☐ Add address and phone number
- ☐ Add profile photo
- ☐ Add cover photo
- ☐ Update your Page Settings: (Keep the default on most, but here's a few to update)
 - ☐ Unpublish your page until you're ready!
 - ☐ Update Messaging Settings to add an Auto Responder
 - ☐ Update your Page Info
 - ☐ Update your Template
 - ☐ Adjust the tab order on your page
 - ☐ Connect your Instagram account
 - ☐ Ask customers for a review
 - ☐ Add a call to action to your page
 - ☐ Make sure your shopping link is easily accessible
 - ☐ Publish your page!

plan your kickoff event checklist

My 1st Launch (virtual) will be:

My 2nd Launch (virtual) will be:

My 1st Launch (in-home) will be:

My 2nd Launch (in-home) will be:

MY INVITE SCRIPT:

MY INVITE GRAPHIC IDEAS:

VIRTUAL LAUNCH EVENT CHECKLIST

- ☐ Create Event Group or Page
- ☐ Set Up 3rd Party Auto Posting App
- ☐ Send invites (text, FB message, email, phone call)
- ☐ Make a post on your personal page
- ☐ Send reminders to your guests
- ☐ Schedule 1-2 pre-party posts for 3 days leading up to show
- ☐ Go LIVE before the party to introduce yourself and explain how it works
- ☐ Schedule 5-12 party posts beginning at show start time
 - ☐ *Welcome Overview of your business*
 - ☐ *Product Features*
 - ☐ *Invite to your VIP group*
 - ☐ *Ask a question about the biz*
 - ☐ *Book a Party*
 - ☐ *Deals & How to Shop*
- ☐ Announce your giveaway winners
- ☐ Schedule 2-3 party posts after the party
- ☐ Post Thank You's
- ☐ Send individual messages to guests offering recommendations
- ☐ Close the party and provide hostess rewards

IN-HOME LAUNCH EVENT CHECKLIST

- ☐ Determine how to invite (FB invite, Evite, Text, etc.)
- ☐ Send invites (text, FB message, email, phone call)
- ☐ Send reminders to your guests
- ☐ Set up your products for your in-home show
- ☐ Give out an on-time prize or other giveaway
- ☐ Provide Catalogs and Order Forms
- ☐ Ask for a future bookings
- ☐ Send Thank You's

COACHING YOUR HOSTESS

- ☐ Daily check-in's on invites and follow up
- ☐ Ask hostess what is on their wish list and share rewards
- ☐ Provide scripting, graphics to make her job easier
- ☐ Encourage hostess to participate and engage with guests during party.
- ☐ Ask hostess to help with follow up to check in on orders.

grow your customer base

BRAINSTORM: WHERE CAN I GROW MY NETWORK?

Go back to the list of contacts you made.
Each time you meet a new connection, add him or her to your list and track your conversations.
Every day, have two conversations about your business with new contacts.
Those two simple conversations add up to:

60 NEW CONTACTS / MONTH
730 NEW CONTACTS / YEAR.

wowzers!

you have to ask

IDEAS ON ASKING FOR A SALE

IDEAS ON ASKING FOR BOOKING A PARTY

IDEAS ON ASKING ABOUT JOINING YOUR TEAM

if you don't ask, it's already a no.

you did it! what's next?

That's it! You did it! You completed *Launch Your Direct Sales Biz with a Splash* and are ready to launch and re-launch your direct sales business. I am so proud of you for taking the time, energy and focus to do the work. This is essential to set yourself up for success as you launch your direct sales career. The direct sales industry is such a great opportunity for you to grow your income, find your tribe and grow professionally and personally. I can't wait to hear how it goes for you! Next up, join Course 3: *Smart Marketing Strategies for Direct Sellers*. We will talk about how to make sure you are the Chief Marketing Officer (CMO) of your Direct Sales biz. This even includes creating a 12-month content strategy for your website, blog, social media and email list. I can't wait to see you there!

-Becky



Related Courses + Products



POWER UP YOUR DIRECT SALES BUSINESS FOR SUCCESS:

This course provides training on how to:

- ✓ Create an actionable road map that will lead you to direct sales success.
- ✓ Dig deep to define your goals, passion and motivation to get you where you want to go.
- ✓ Learn to be your own boss, set office hours, track your finances and be a business owner.



SMART MARKETING STRATEGIES FOR DIRECT SELLERS:

This course provides training on how to:

- ✓ Become the Chief Marketing Officer (CMO) of your Direct Sales biz.
- ✓ Create a 12-month content strategy for your website, blog, social media and email list
- ✓ Build your offline presence at vendor events and through building real life relationships



FIND, LOVE AND SERVE YOUR CUSTOMERS:

This course provides training on how to:

- ✓ Grow your paycheck with income-producing activity and bigger orders
- ✓ Create a larger customer base through upselling, referral programs and follow up
- ✓ Deliver unparalleled value with super star customer service



LEAD YOUR DIRECT SALES DREAM TEAM:

This course provides training on how to:

- ✓ Leverage recruiting tools and systems to grow your dream team
- ✓ Create a compelling vision and team culture to minimize turnover
- ✓ Find your support system as you rank up into leadership



52 TIPS: BUILD A THRIVING DIRECT SALES BUSINESS

Learn more at www.52tipsbook.com. In this easy, short read, you will gain:

- ✓ A clear formula to step into your direct sales business with ease
- ✓ Actionable tips for you to stand out from the rest
- ✓ A road map for building your business and team with confidence

**ANNOUNCING YOUR NEW
BUSINESS IS A BIG DEAL!
IT NEEDS TO HAVE YOUR
VOICE. MAKE IT ABOUT
YOU, YOUR PASSION,
AND YOUR WHY.**

-Becky Launder

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