

Hosting a Successful LifeMax Opportunity Event (LOE)

By Paul Caldwell

Summary:

There are several types of LifeMax Opportunity Events. The purpose of this document is to define the types of LOEs and to help you understand exactly and specifically how to properly host an event.

Lifemax Business Briefings (The “LBB”):

Purpose - The LifeMax weekly Business Briefings provide an important way for you to grow your business. They are the perfect “second look” for many people that have already either seen or heard one of the primary sifting tools or Webinars and maybe even the third look at the business for many candidates. It is usually a bad idea to bring candidates to an LBB if they know nothing about the opportunity or the company and are just attending because someone told them to come.

It is much better if the candidate has already attended a Private Business Reception (PBR), Private Small Group Presentation (PSGP), listened to a Sizzle Call, seen a Webinar or reviewed the “Your Business At Home” magazine. This ensures that the LBB attendees are people that want to talk with you about the business already. They have been properly qualified to attend the LBB as defined by their interest. The result is a room full positive, qualified candidates and not people that are just learning that this is a Network Marketing company, etc...

If you committed to “Go Core,” then part of that commitment is to host or support an LBB every week in your local market. This means you are in attendance every week, whether you have guests, or not. You are there even if your own guests cancel at the last minute. There is an old expression in the business: ***You need the meeting, or the meeting needs you!***

NOTES:

Even when you don't have guests, your presence helps the energy of the room and contributes toward covering the event costs. It's important that you support the meeting, even when you don't have guests. Then when you do have candidates you will have a strong meeting to support you and your candidates.

These guidelines will help you get the maximum effect from your LBBs. Also, it's important that you cover this information with new team members, so they get the best results.

Team members pay a modest amount to enter, to help cover the cost of the meeting room. Guests attend free of charge. You are on the honor system here. Please make sure to pay at the door so the LBB organizer can recoup the room costs and provide you with this valuable resource on a regular basis. It is essential for everyone that has a business and intends on building that business to attend the LBBs. Make sure you receive a receipt at the door for your payment.

Some people feel that it's the company's or the leadership's responsibility to conduct and pay for meetings. This couldn't be further from the truth. Remember, this is your business and your bonus check. It is your responsibility to set up and hold meetings, and paying for them is just part of the normal cost of doing business.

Plan on two hours each week for your LBB. You should arrive at the venue at least 45 minutes before the start. That is to ensure you are there when your guests arrive, and they are not standing around feeling awkward. The meeting itself should take approximately 60 minutes including the introduction, testimonials, Lifemax Business Overview and closing comments. And following that, you will "circle up" with your guests to answer any questions they have and give them take home materials which will likewise consume another 30 minutes or so depending on the number of guests you have to speak with at the LBB.

NOTES:

Before the Meeting...

There are several things that should occur prior to the meeting. Successful LBBs begin with successful Candidate invitations. Make sure that Candidates are invited and that they know that you are reserving a place in your calendar to work with them after the LBB to discuss their thoughts for a few minutes.

Ask your guests to arrive 15 to 20 minutes early so you can get seats in the front Rows. The closer a guest is to the speaker, the more they will be impacted. Make sure that your Candidates know to bring something to write on and write with. It is important that they own this responsibility but you have to make them aware of it. Do not leave it up to the hotel to supply pens and pads. It is best if the Candidates and Distributors bring their own pads and pens and use them during the meeting. This way they “own” the responsibility and the information that they jot down.

Make sure that you are dressed professionally in business attire or business casual attire. No workout clothes, jeans that have been shot with a shotgun in order to look “cool” or shirts that look like something you just pulled from your pajama drawer guys. And, ladies it is important to simply dress nicely enough to portray a professional image. It is not necessary to spend thousands of dollars on clothing just to dress for success at your LBBs. Just dress nicely and be business oriented and comfortable. If you do not have anything nice to wear I have always pointed people to a store called “Steinmart” which has brand name clothing at quite reasonable prices. There are also many outlet stores around the country and “Walmart” sometimes stocks clothing that will get you through any opportunity event. Please do not go out and go into huge debt just to dress nicely for your events it is not necessary.

Having your guest arrive early also gives you a chance to introduce them around. Let them meet your sponsor, any other organizational leaders that are in the room, as well as any other distributors with commonalities (People who do the same kind of work, live in the same area, are around the same age, etc.). And definitely be sure to introduce them to that night’s speaker. Now, instead of seeing the speaker as a stranger trying to sell them something – your Candidate will be listening to what their newly made acquaintance has to say.

If you are the LBB Organizer / Coordinator it is your responsibility to make sure that the venue is properly set up. Please make sure to follow the checklist included in this booklet each and every time you conduct an LBB and you should not have many adverse events or unwanted surprises occur at your events.

One Note: The only way you know for sure that a Candidate is coming to a meeting is to pick them up or at least confirm with them that they will be there. If you have done a good job of posturing and positioning during your invitation process you will have a high Candidate attendance rate at your LBBs. Remember, the Candidate that is coming to the LBB is already someone that wants to talk with you because our system is designed to sift to find those people that are “looking”.

To invite someone to allow you to pick them up you can say something like, *“If it’s okay, I’ll pick you up and we can talk about the business on the way.”* When you do this make sure you clean your car. Having a candidate sit in a slippery mess of “YoBaby” Yogurt or sit down in a car that smells like last weeks fast food that is still on the floor in the back seat is not the sort of first impression that you want the candidate to experience. Be professional. I have even known Distributors that have a clunker of a car but that go around and pick up 5 or 6 candidates in a rented mini-van that is nice and clean. The \$29.95 for the van rental usually pays off well. Just be courteous and respectful of your Candidates and treat them as you would want to be treated with hosting them during any phase of the LBB process.

Of course you want to have as many guests in attendance as possible. Don't worry about over committing. If ten people say they are coming, it's not unusual to have 4 or 5 actually show up. **So pack the house!**

NOTES:

The Meeting Itself...

Bring a pen and note pad for yourself, and you may want to bring them for your guests as well. Again, it is better if you tell your guests to bring their own pad and paper so that they “own” the responsibility. It’s not a bad idea for you to have a back up pad and pen or two in your briefcase. You should be taking notes of the whole presentation, with the outcome in mind that you will be able to do a presentation as soon as possible. **We need leaders in 100 different cities who can lead presentations. That means YOU! And when you take notes, your candidates get the feeling that this must be important information and they will likely take notes too. Everyone gets a little smarter and one step closer to being able to host their own LBB every time the process occurs.**

Be generous with applause and laughter and any audience participation. Keep the energy in the room fierce, so guests really get into it. Even if you have heard the same joke 95 times, laugh like you did the first time! For the candidates, it very likely is the first time.

Please don't bring drinks, gum, or food into the room. And PLEASE! Turn your mobile phones off or to silent. Be a professional about this. Turn off the phones and make it obvious to guests that you are turning them off. They will likely get the hint and turn their phone off as well.

Once the meeting begins, sit down and pay attention! Don't be in the lobby on the search for your guests who haven't arrived, hovering around the back of the room, or checking email or phone messages. Whoever is in attendance when the event begins is who is there, and that's who you should be concentrating on. If you are standing around the back of the room looking for late guests you are distracting to the ones already there. Be respectful of the people that took the time to attend and invest your time with them.

NOTES:

Dress for Success...

LifeMax is not your grandfather's Network Marketing company! So we don't have a uniform with everyone dressed in a blue suit, white shirt, and red tie. But you should look prosperous, and like you mean business.

We're the company that is revolutionizing the industry. Let's look like it. So Arrive at all events smiling and styling! No shorts, ball caps, flip flops, or Hawaiian shirts please. You don't need a \$5,000 suit, but you should look like a professional. Be professional. Have fun with this.

After the Meeting...

When the speaker finishes, the real meeting begins! Get all your candidates in a circle and answer any questions they have. Ask them, "Do you see an opportunity here, where do you see yourself fitting in?" The people who answer negatively, thank them for their time, hand them a "Mila Matters" tool so that they can order a bag of Mila and let them know they're free to leave. You are now in the presence of the future of your business. It's just that simple.

For everyone who remains, answer any questions they have. If they ask A question and you are not sure of the answer, signal your sponsor or the speaker for assistance. Once the questions are done, make the assumption that they are ready to get to work. Pass around the paper application to each and talk them through the process of filling it out.

For every guest you expect - come with an application, a "Your Business At Home" magazine or Lifemax brochure, a Mila brochure, a Take Action Guide and a bag of Mila. Don't give this "start-up" packet to them before or during the meeting. You don't want them distracted from the speaker. Give these things to them when you circle up afterward and remember these are packets for people that are ready to get started. Those that are not ready to get to work simply get a "Mila Matters" tool so that they get the instructions to go to your website and buy a bag of Mila.

NOTES:

Introducing the Presenter:

This is a very important role because it sets the tone for the entire meeting. It's very important that the introducer is friendly, relaxed and welcoming. It is also your job to get into the meeting quickly. The entire introduction should be done in under a minute. Start with "Welcome to the LifeMax Business Briefing."

There are four elements to doing the introduction:

1) Cell phones off. It's important that you are not mean or antagonistic here. In a friendly manner, ask everyone to take out their cell phone and show it to his or her neighbor to ensure it is off or on silent mode. Ask them to do this out of respect for the other people attending. One of the best ways to handle this is to take your own phone out of your pocket and say – "Oh, I need to turn this off. Could everyone else do the same please? Thank you".

2) Explain that the person they are about to hear from is very successful in the business. Or in the case of rapid growth when new Distributors are presenting, bill them as a "**rising star** in the Lifemax business"

3) Let them know the speaker is here to show them how THEY can be successful in this business.

4) Say you are proud that the presenter is a friend of yours. This way Candidates see that even if the presenter is from out of town, they have a local contact to their expertise.

"Now please join me in giving a warm welcome to [name]!" Wait on the platform for the presenter, shake their hand, and then depart the stage.

(Keep extra copies in your binder and pass out to the next introducer.)

Testimonial Guidelines

The testimonials are a very important part of every LifeMax Business Briefing. They bring high energy, fresh faces and break up the presentation in a positive way. They also ensure that every Candidate has someone they can identify with.

Even if a Candidate doesn't identify with that week's speaker, odds are good that they will find something in common with one or more of the one of the testimonial speakers.

The secrets to testimonials are that they are:

- Quick (30 seconds or less)
- High energy
- Heartfelt

Here are the three elements that make them the most effective:

- Say your name.
- Talk about what you do, or used to do.
- Explain what the drawbacks are of that occupation that Lifemax solves.

Here are some examples:

"Hi my name is Nancy Johnson and I am a nurse here in Detroit. My job has a lot of stress because we are making life and death decisions, yet the pay is very low. I love Lifemax because doing the business is fun, and I can make as much money as I want."

"Hi, my name is Jim Hanson. I'm an IT director for a hotel chain. I have a pay scale and not much room for advancement. I joined Lifemax because I can be my own boss and make what I am really worth."

"Hello my name is Becky Clausen and I'm a waitress at Red Lobster. We work mostly on tips, so I can't afford the things I want. With Lifemax I made more in my first three weeks in the business than I make in one month waiting tables."

When you are asked to be a testimonial speaker, plan out your comments ahead of time, and make sure you cover the three elements and you'll do great. You bring another important aspect to the meeting, and it reflects favorably upon you in the eyes of your candidates. So, get good at giving your testimonial and enjoy it!

(Keep extra copies of this with your Take Action Guide and pass it out to next week's Testimonial Speakers.)

Lifemax Business Briefing Room Checklist

Here's a checklist of the things you want to do at each LBB to ensure a successful presentation:

- Set thermostat at 65 degrees one hour before the meeting.
- Test the microphones.
- Product display table set up in rear of room or outside of meeting room.
- Water on stage for speaker.
- Three bags of Mila on stage for speaker.
- Your Business at Home magazine on stage for speaker.
- Flyer for any upcoming events on stage for speaker.
- Water station set up for attendees.
- Pre-meeting upbeat music playing 45 minutes before the meeting.
- Music cued for end-of-meeting.
- Make sure meeting is posted correctly in the venue lobby and that front desk people know the location.
- Lighting up on full.
- Lifemax banners or posters up.
- Whiteboard is set up on riser if available.
- Whiteboard has fresh markers and eraser (Check Markers)
- Whiteboard is set up away from the entrance.
- Microphone on stage for testimonial speakers.
- Projector on stand facing screen and plugged in awaiting speaker. (With extra Bulb)
- Laptop for presentation
- Projector screen positioned as offset to room center if possible. Speaker should be center stage when possible.
- Separate sign in sheets for Distributors and Guests.
- Blue Badges for Guests and Green or Red for Distributors
- Wireless Internet or Wireless Card (as available)
- Pitchers of juice for Mila
- Bowls for Mila
- Room set up for no more than 50% of RSVP count with extra chairs / tables available. Add more as people arrive.
- Printed New Distributor Applications for 100% of RSVP count.
- Computers set up for registrations during break and after LBB.
- Mila Brochures, Take Action Guides, FAQs, Your Business At Home magazines for sale at registration table.

LIFEMAX BUSINESS BRIEFING LEADERSHIP POSITIONS

Date _____

| Position Name | Telephone | Email |
|-------------------|-----------|-------|
| Coordinator | _____ | _____ |
| Introducer | _____ | _____ |
| Presenter | _____ | _____ |
| AV Person | _____ | _____ |
| Greeter | _____ | _____ |
| Greeter | _____ | _____ |
| Greeter | _____ | _____ |
| Registration Desk | _____ | _____ |
| Registration Desk | _____ | _____ |
| Sergeant at Arms | _____ | _____ |
| Usher | _____ | _____ |
| Usher | _____ | _____ |
| Testimonial | _____ | _____ |
| Testimonial | _____ | _____ |
| Testimonial | _____ | _____ |
| Testimonial | _____ | _____ |
| Testimonial | _____ | _____ |
| Testimonial | _____ | _____ |
| Testimonial | _____ | _____ |
| Testimonial | _____ | _____ |
| Testimonial | _____ | _____ |
| Testimonial | _____ | _____ |
| Testimonial | _____ | _____ |
| Testimonial | _____ | _____ |

Short meeting at the end of the night to sign up for next week's LBB. New Event Coordinator takes "the book" and has the contact info if there are any questions. Book gets passed on week to week to the next week's Coordinator. We can keep the info for future evaluation, i.e. numbers of people at each meeting etc.

Number of people at meeting _____
Comments:

LBB's are Three Acts!

Act 1. Pre-meeting

1. Pre-meeting: Correct Invite & Arrive 45 minutes before to present
2. Sign up before meeting starts
3. First impression.... Important
4. Make them feel important and comfortable
5. Register them/ Introduce to other Distributors and Speaker ASAP
6. Great to have you here
7. Stay with candidates
8. In Room/up front no insider talk
9. Music.... Not too loud but competing with conversation jazz first - up beat an louder
10. Watch AC and have $\frac{1}{2}$ number of chairs. Want to add more as they arrive.

Act 2. Meeting

1. 60-minutes total and no more
2. Presentation Aids... (flip chart etc.)
3. Leader must be rehearsed... Tape record etc... **YOU ARE THE MESSENGER**
4. Key part ... Testimonials YOUR story. Craft it Max 30 seconds.
5. Body language, don't leave your guests.
6. Bring notebook paper and take notes etc all the time.

Act 3. Post Meeting (30 minutes)

"This concludes the first part of our presentation, the second part is where you circle up with the person that invited you here and get your questions answered. Thank you for joining us and...."

Questions to ask your candidates as you are sitting in a circle..." Do you see an opportunity here? Where do you see yourself, Silver, Gold, Platinum? Does this make sense to you? Are you prepared to get started ... pass out the form... We want to lock you into a good Position...
"Positioning and timing are everything right now".

Promote the next weeks meeting **NEED TO BE HERE...**

Private Business Receptions (The “PBR”):

Purpose – The Private Business Reception is a fundamental component that drives the growth of any successful company within our industry. It is important that you get your first 3 PBRs scheduled as soon as you enroll in the business. Your first PBR is a sort of “practice” and you should use this time to invite people that are closest to you. This ensures that your first PBR will be made up of a room of people that are friendly and that will provide you with valuable feedback. Don’t mistake that word “practice” though. This first PBR is still an event whereby you should be focused on enrolling new Distributors.

After you have exposed the business opportunity to someone and they have an interest in learning more your next step is to invite them to your next PBR or a Webinar. Make sure you learn from your organizational leadership how to contact and invite and fill the funnel so that you have a continuous flow of people entering your business-building pipeline.

It is important that you set a start time, make everyone aware of the start time and then by all means start on time. This is so that you can respect the time of the people that showed up on time. If some people are late (this is normal) just let them filter in as then show up but do not interrupt the flow of the meeting to greet them. Just have someone directing traffic to let them know they can have a seat.

Make sure that your Pets and Children are being attended to somewhere else so that they do not become distractions for the meeting.

There is no need to put together a big food spread. Keep it simple with a vegetable plate and chips and dip, etc... Nothing elaborate should be cooked here. A nice touch is to bake some Mila cookies, brownies, etc... But, do “Mila Chicken Cordon Bleu” or anything exotic like that.

Your Living Room

- Set it up in a Circular, friendly, comfortable “at-home” style set up
- Make sure the house is clean
- Clean the restroom that guests will use
- Good idea to have Mila displayed in the open so people can see a bag or two but no formal product display should be
- White Board w/ dry-erase markers (Check that markers work)
- Applications printed and ready
- Samples of Mila in finger food and possibly in a beverage (smoothies, etc...)
- Projection Screen or Flat Panel TV Screen, projector, extra bulb, power strip for Presenter.