



# Guidelines for a Successful Mixer

*These word choices & guidelines are proven to be effective.  
The more consistent with them and you are, the better your results!*

## Inviting

- Invite people you know (warm market), people you meet or see during the day (those that are interested) and referrals (ask everyone "Who do you know...?")
- Call or personally invite people! Flyers, Evites, facebook or emails are used to confirm location, time, etc NOT for inviting.
- It is normal to be nervous – the fear of rejection will be present. Write down a few bullet points to cover (not a script) and make sure you refer to them.
- Only give a preview NOT the whole movie! Above all – be excited! People care more about how you feel than what you say.
- Let people know a few things when you invite them:
  - Your 30 second story & excitement about the products + stories of people you know
  - Emphasize your "go to" program - the "24 Day Challenge"- and the results that people are getting
  - They'll be able to sample some products with no obligation to buy
  - You'll respect their time - they'll be out in less than 1 hour
- Law of Numbers: Expect cancellations! You have to invite a lot of people to have a few in the room. How many depends on you and your excitement. Think of a deck of cards...there are 52 cards but only 4 aces!
  - A starter event with 8-15 guests would be ideal. This is a manageable size that lets you work out any kinks for the next event.
- The Power of the Team: As more people join, your mixer can grow and you'll have people on hand with new stories and a vested interest in their guests...there is no limit to the size as long as there is 1 qualified distributor for every 6 -10 guests.
  - Multiple hosts or presenters create variety and energy.
- Call the day of the mixer to confirm attendance

## Timing

- For weeknights, tell guests to arrive at 6:45pm for the 7:00pm start, sample and chat until you formally begin at 7:05ish, end the mixer at or before 8:00pm so guests can buy products and leave, then spend time with those who chose to stay
- On Saturdays, 11:00am is an ideal start time
- Start on time! Respect the people who are there by not waiting for those who are late.

## Room Set Up

- Have these items on hand and ready to go before your guest arrive:

Products for display and/or sale

Spark samples / water bottles

Whiteboard or Flip Chart

Impact Mags & Solutions for Success DVD

**24 Day Challenge** Cover Docs

**10 Day Cleanse** Instr. Docs

**Max Pack** Docs

**24 Day Challenge** Order Forms

**Rookie Bonus** Docs

**Income Comparison** Docs

**Franchise Comparison** Chart

Optional: **Business Training Tri Folds**

- If children are welcome, have someone designated to watch them in a play room or bedroom. No pets!
- Set up should be complete 30 minutes prior to mixer
- Have music playing when guests arrive (not TV!), have it loud enough that people can engage in conversation
- Only Advocare products should be out for sampling (no nuts or shrimp cocktail, people didn't come for that)
- Set up product display near/on coffee table and television/dvd player - this is where the mixer will take place
- Don't have too many products on display, keep it simple with "24 Day Challenge" line up and a few other favorites
- Have a whiteboard or flip chart: THIS IS KEY!

## Pre-Mixer

- Spark everybody immediately! Don't ask if they want it; say **"This is what you came for! Do you want Orange or Fruit Punch?"**
- Have guests sign in or fill out a profile sheet but do not hand out any documents prior to the mixer.
- Get to know your guests – what they do for a living, ask about their family, where do they live, sports, etc. – make friends!
- Have everybody settled into the room and ready at the start time.

## Follow Up

- Make a note on the sign up / attendance sheet which day each person intends to start, their goals & any health issues.
- Ideal follow up might be days 1, 3, 7, and as they're transitioning from the 10 day cleanse program to the 14 day max pack
- Rely on your upline/sponsor support for trouble shooting and questions that come up
- When a client sees results of 5 lbs, they're typically ready to share the program, purchase the next step, enroll as a distributor, look at the business, etc
- If they've got the potential and you'd like them on your team, present the DVD and Impact Magazine and follow the **Business Appointment Flow** outline
- ALWAYS invite people to the next impending event – conf. call, mixer, small group meeting, bonus call, etc.