

TAI*slim* 90 Day Challenge Party Guide



Use this TAI*slim* 90 Day Challenge Party Guide with the START THE CAR Getting Started System to maximize your SUCCESS!

Congratulations! You've decided to hold a TAI*slim* 90 Day Challenge Party, a powerful way to enroll new Marketing Executives (MEs) and Customers in the TAI*slim* Challenge. TAI*slim* Challenge Parties are also a great way for your prospects to:

1. **Sample** and taste the incredible TAI*slim* products
2. **Hear** and **see** the excitement of others who have taken the TAI*slim* 90 Day Challenge
3. **Enroll** and **begin** their 90 Day Challenge

To help you maximize the results of your TAI*slim* Challenge Party it is important to understand:

1. How to prepare and set up for your Party
2. The agenda and what to say during your Party

TAI*slim* Challenge Party Checklist:

- Each product in the TAI*slim* Total Body System – TAI*slim*® SHAKES, liquid, SKINNYs™, and BOOSTERS
- Blender for mixing the TAI*slim* SHAKE
- Sample cups for SHAKES or other products
- Ice
- TV/DVD player for the Challenge DVD
- Challenge product display
- Music – make sure it's appropriate
- Marketing Executive and Customer Challenge Enrollment Forms
- *Prosperity from Home* magazine
- Lux Car Club flyer
- Body for Free flyer
- TAI*slim* Challenge Today newspapers

If you are conducting a Party for the first time and have questions, please contact your Enroller or Support Team with any questions.

TAI*slim* Challenge Party Set-up:

- The best location for your Party is an area in your home with adequate space, good lighting, and a coffee table.
- Test your TAI*slim* Challenge DVD before your guests arrive.
- Set-up should be completed 30 minutes prior to your Party.
- Do not have the TV on when guests start arriving. Instead play music at a volume where guests can easily converse.
- Have plenty of Challenge marketing tools available for people to review.
- Have extra Challenge Packs on hand for Customers and MEs to take with them when they accept the TAI*slim* Challenge.
- Limit noise and distractions during your presentation. Have a plan for children and pets.

"START THE CAR" Getting Starting Training

START – (See *START THE CAR Getting Started Training Video*)

THE (Challenge Party)

T – Taste

- Welcome guests to your Party.
- Hand TAslim Rich Chocolate and Creamy Vanilla SHAKE samples to your guests as they arrive.
- Have everyone gather in the kitchen for a few minutes of conversation.
- Have TAslim Challenge tools laying around for people to look at.
- If they start asking questions about the TAslim Challenge, say:

"I'm so excited about the Challenge! We are going to learn more about it a little later tonight."

- Don't get into any TAslim Challenge discussions. This is a time to socialize with people and make them feel comfortable.

H – Hit Play

- Move everyone into the main Party area and welcome them to the TAslim Challenge.
- Either present the TAslim Challenge Party or invite your Enroller or guest presenter by introducing them as the "person taking the TAslim Challenge with you."

Here is an example of what you could say to begin:

"We told each of you that we have started a TAslim Challenge and we're going to show you tonight why we're so excited about you joining in this TAslim Challenge with us."

"We're going to watch a short DVD that explains the TAslim Challenge."

HIT PLAY!

- After the video ends:

Share your TAslim Challenge story, your goals, and how you are feeling.

Ask 2-3 others in attendance to share their Challenge stories.

Use the stories in the tools to show the success people are having on the TAslim Challenge.

How to Share Your Story:

- Where you were before you heard about the TAslim Challenge
- What you did when you heard about it
- Share your weight loss results
- Where you see yourself in the next 90 days – give a vision for the future

"The bottom line is that anyone can do this and whether you want to simply share it with three people and get your Body for Free or go for the Lux Car Club, FreeLife is running a \$1,000,000 Challenge and we're looking for people to share this amazing Challenge with us."

"I'm taking this Challenge and I'd love to have all you join with us. Together we can really do something great here."

- Then begin the enrollment process.

E – Enroll 3-4-3

- At the end of your *TAIslim* Challenge Party, you want to enroll a minimum of:

3 Body Breakthrough Pack Customers (BBCs) to get your Body for Free each month

4 Marketing Executives with Gold or Platinum Quick Start Packs to begin your path to FreeLife's Lux Car Club
Then help your 4 Marketing Executives schedule their Challenge Party and get their Body for Free within their first 7 days – **3** BBC's

- Hand each guest the **3-4-3 Worksheet** along with a pen or pencil:

Ask:

"Who are 3 people you know who would like to lose some weight over the next 90 days? Write the names of those 3 people on each of the Customer lines."

"Who are 4 people you know who would like to earn some additional income, drive a luxury car for free, and/or lose weight? Write the names of those 4 people on each of the Luxury Car lines."

(The goal of this exercise is to get them to think of at least 3 Customers who want to lose weight and 4 MEs who would like to drive a luxury car for free.)

- Hand out Enrollment Forms and say

"Now, we want you to take the Challenge with us and get started tonight."

- Next, guide them through the Enrollment Form. As you guide them, ask them to complete all sections of the Enrollment Form and select which Challenge Packs makes the best option for them.
- Let people know whichever they choose is okay, because you'll be taking the Challenge and doing it with them.
- Go around the room and help everyone enroll as an ME or Customer so they can accept the *TAIslim* Challenge.

In summary, your goal is to enroll:

- 4 MEs on a Gold or Platinum Quick Start Pack
 - 3 Customers with a Body Breakthrough Pack
- Your next step is to develop and maintain your own 3-4-3 Unit (see diagram below) as an AC100 Marketing Executive in your first 30 days.

CAR (Post Party)

C – Commit to Fast Track; Commit to Getting Your Car

The goal is to help your 4 MEs develop and maintain their own 3-4-3 Director Units as AC100 MEs. Help them do this in their first 7-14 days by scheduling another Party, following up with every person who attended your Party and reminding them how to take the product.

1. Commit to Fast Track

Challenge Parties are happening all across the U.S., Canada, and Puerto Rico and we want to see the fun! You are invited to snap pictures (high-resolution digital photos preferred) and send them to **TAIslimPhotos@FreeLife.com**.

Feel free to include comments you receive from party attendees too.

Fast Track is the way to go if you're looking to grow your Business quickly! The simplest way to get on the Fast Track is to have your Challenge Parties, enroll at least your **3** Customers and **4** Marketing Executives and then immediately schedule Challenge Parties for each of your 4 MEs so they can get their **3** Customers and 4 MEs.

To achieve Fast Track:

- Purchase either a Gold or Platinum Quick Start Pack.
- Enroll 4 MEs.
- Achieve Star Director II (SDII) in your first full calendar month. SDII means you have at least 2 personally enrolled Star Directors and 3,000 Points.

2. Lux Car Club

Commit to Getting Your Car by helping your 4 MEs get their 3-4-3 – their 3 Customers and 4 MEs who also get their 3 Challenge Pack Customers each. When you duplicate 3-4-3 with 4 of your MEs you receive your \$600 monthly Lux Car Club Bonus toward your white BMW, Cadillac, Lexus, or Mercedes-Benz.

Following up with every person who attended your Party is important:

- Tell them you really enjoyed having them at your Party and that their presence made your Party a success.
- Get them on a 3-way call with your Enroller, Support Team Ambassador, or Royal Ambassador.
- Congratulate them on getting started on the *TAIslim* Challenge.
- If they haven't already done so, ask them to also schedule their own *TAIslim* Challenge Party within the next 4-7 days.
- If they did not attend, say:
"Ann, I am so sorry that you did not make it last night. Everyone missed you. We had a fun time and a great turnout. If you would have been there, here's what you would have seen (then share some of the some stories told in the room that night that really made an impact on the meeting.) When could I have a couple of minutes of your time to get with you to show you what we covered? Can I come by...(have a date and time ready)?"
- Bring the *TAIslim* Challenge DVD and tools with you and go to Ann's house and do a small *TAIslim* Challenge Party with her. Showing a sense of urgency is important, so don't delay.

A – Attending Parties

When new Marketing Executives enroll:

Tell them you're excited for them and ask them when they could schedule a *TAIslim* Challenge Party at their home in the next 4-7 days.

Attend all the Parties of those whom you enrolled and show them how to do exactly what you did for your Party by partnering with them rather than letting them do it on their own. Events such as Convention, Co-Founders events, and Leadership Summit must be "can't miss" events for you. They will inspire you, build your belief, and provide you with invaluable training. Attending events is vital to achieving your goals.

R – Repeat

Repeat the START THE CAR Getting Started System with new AC100 Marketing Executives and duplicate START THE CAR throughout your Organization.