



Launching Your Business

One of the most important first steps of your Jordan Essentials business is to see people. You want to get your product and business in front of as many people as you possibly can. The way you do this is through scheduling Spa Bars (home parties) and Spa Bars Online.

Your Success Coach will walk you through all of the steps to holding a successful Spa Bar, but **the first step is getting them booked!**

- **Check your calendar and choose your launch date:**
Online Spa Bars are the fastest and easiest ways to begin your business. You can hold one even before your kit arrives!
- **Bookings will offer you priceless opportunities in your business.** As long as you have parties scheduled and secured, you have the ingredients to create a successful and lasting business. By booking a party you are able to see more people in one setting, present your product and show how fun and easy your job is.

As a new consultant, scheduling your launch parties plus additional Spa Bars close together will not only build momentum for your business, but it will also build your confidence since practice will help you get comfortable while earning the income you want.

- **Be sure you are inviting others to host and not just informing them that you are a Jordan Essentials Consultant.**

Informing (not recommended):

“Hey Sarah! I am so excited I just started a business with Jordan Essentials! They have really great amazing natural spa and wellness products so if you are interested or need anything, let me know.”

Inviting (sample):

“Hi Sarah, I just started a business with Jordan Essentials, have you heard of it? We have some of the best safe, natural spa and wellness products on the market. It would mean a lot to me if you could help me by hosting an online spa bar. We can use a private Facebook Group.

I’ll make sure you all have a fun time. I will share with your friends the importance of quality ingredients in their everyday products and great tips for healthy skin too. Can you help me? In return, you will receive a fabulous shopping spree and the chance to shop at a great discount.”

Online parties are great because you are able to connect to a lot of people at one time especially with those who may not be local to you.



Promote Your Party

Once you have set the date and created your party link, you can begin to promote it!

Whether the party is an in-home spa bar or online virtual party, personal invitations by the host, even if it is you, are the best!

Personal invitations can be done by telephone, text message, messenger, email and mail. A personal note goes a long way in making a guest feel special.

Hey Susie, I have hosting a Jordan Essentials party online to launch my new business. I know you love natural products and want you to be one of my first guests! I am so excited to hear what you think of the products!

As the party date gets closer, you will want to continue to touch bases with the host and the guests to keep them excited about learning more about Jordan Essentials. Sharing the online catalog link is a great way to pique their interest and start guests creating their wish list.

Getting Started With Your Party

In person or online, parties are fun, educational and a great time to meet new people. Be engaging, relax and enjoy yourself too!

With online (virtual) spa bars, engage with your host and guests a few days before the party. Learn a little about them...what are their interests, their likes, their hobbies, their families. (Creating your party in a Facebook Group or Messenger Group is one online option.)

We offer many “engagement” posts that you can use. These same engagement questions can be used at the start of an in person party as well.

Once you have started the conversation, begin to share more about Jordan Essentials and what attracted YOU to start your own JE business. Guests will want to know your story!

Weave your story and testimonials about products throughout the party. We say “sharing is caring” and guests won’t care how much you know until they know how much you care!



With online parties, many consultants offer “virtual tickets” for participation. Prizes can be easy...like samples from your back office. Games can be fun interaction at in-person parties too!

Throughout your online party, share the party link with guests. Encourage them to create a wish list and offer your assistance to choose the best products for them. You don't need to have all the answers. You have the Digital Library for reference information, your sponsor and your upline Success Coach to support you.