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### The Belief Triad

- ▶ Belief in yourself.
  - ▶ The hardest work is managing all the stories in your brain.
- ▶ Belief in your products and company.
  - ▶ Physical products
  - ▶ Hosting product
  - ▶ Earning product
- ▶ Belief in your audience.

**STEP OUT!**  
**Be willing to be seen.**

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5

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## Tips from the TOP!

- **Jessica Berger (Dir):** Ask your Host to follow up in a PM THREE times!
- **Terri Bechtel-Storti (2DD):** Do what you say you'll do. Treat them like a partner so she can get the most out of the party.
- **Kathy Miranda (Dir):** Establish a Wishlist/Party goal with her.
- **Gloria Brice (2DD):** Help her to get her friends there and tell her it's YOUR job to help her get those items for free or half-price.
- **Tammy Bechtel (4DD):** Suggest your Host use Messenger to invite her guests to join her party.
- **Catherine Latoski (2DD):** Stay in contact with your Host!
- **Karen Simpson (4DD):** Send your Host a "Save the Date" with details and a reminder the day before.



7

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### CHECKLIST: Partner with your Host!



**HOST COACHING - 1ST CONTACT:** You will usually happen right at the moment she agrees on a date, either at a spa bar, or on the phone or online. If the host is going to arrive in person, you'll need to meet with her to prepare to help her host guests in the real world.

#### How to prepare - your first contact (1st contact)

- 1. Thank her for being your Host!
- 2. Review the Host Program Chart
- 3. Review the Host Program Chart

#### 1ST CONTACT

- 1. Set the time and date
- 2. Review the Host Program Chart (in the back of your catalog) and help her set goals
- 3. Help her build a Guest List - aiming for 25-30 people from different circles of influence
- 4. Encourage 3 invitations/reminders - phone call, e-vite and night-before text or call
- 5. Explain how to collect outside orders
- 6. Plan the Spa Bar details
- 7. Invite her to think about joining your team

#### 2ND CONTACT - 48 hours later (this could be done in a simple video you send to hosts)

- 1. Confirm the time and date
- 2. Review the Host Program Chart
- 3. Review the Host Program Chart

#### 3RD CONTACT - 1st follow-up (this could be done in a simple video you send to hosts)

- 1. Confirm the time and date
- 2. Review the Host Program Chart
- 3. Review the Host Program Chart

#### 4TH CONTACT - 2nd follow-up (this could be done in a simple video you send to hosts)

- 1. Confirm the time and date
- 2. Review the Host Program Chart
- 3. Review the Host Program Chart

#### 5TH CONTACT - 3rd follow-up (this could be done in a simple video you send to hosts)

- 1. Confirm the time and date
- 2. Review the Host Program Chart
- 3. Review the Host Program Chart

#### SPA BAR

- 1. Review the Host Program Chart
- 2. Review the Host Program Chart
- 3. Review the Host Program Chart

Updated and now  
in JEU in the Host  
Coaching section!

8

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## Simple Host Coaching System: 1<sup>st</sup> Contact

### Host "Packet":

- Thank You for being your Host
- Invitations (Unless it is online)
- 2-3 catalogs
- 5 Outside Order Forms
- Customer Special
- Host Special

### 1st Contact

- Set the time and date
- Review the Host Program Chart (in the back of your catalog) and help her set goals
- Help her build a Guest List - aiming for 25-30 people from different circles of influence
- Encourage 3 invitations/reminders - phone call, e-vite and night-before text or call
- Explain how to collect outside orders
- Plan the Spa Bar details
- Invite her to think about joining your team



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## Review the Host Program Chart

- **WHY!?! What is it?**
- **Don't go for the minimum—shoot higher than that!**
- *"My hosts usually invite 30-40 people and will save an average of more than \$100 with their parties!"*
- *"Let's take a look at that \$1000 level. Over 80% of our products are \$30 or less, which means they fit into just about everyone's budget. An average order is right around \$50, so, let's shoot for 20 guest orders!"*
- *"Your job is to get the people there; my job is to have them fall in love with Jordan Essentials and save you money! (or have fun, share the products, etc.)"*

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10

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## Ask your HOST!

*"I love being a Jordan Essentials Consultant and I want to invite you to learn more about being one, too. Have you ever thought...maybe? Because I'm going to get bookings at your party and I'd love to give them to you to start your own JE business! What do you think?"*

*JE is a gift.  
If I don't offer it to  
others I'm actually  
being selfish.*

- **No? That's ok!** Ask her if there's anyone she's invited who may want to?
- **If she says yes,** schedule that conversation or chat about it right then.

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11

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## 2<sup>nd</sup> and 3<sup>rd</sup> Contacts: Send a personalized message or...create a short video!

- ▶ Confirm she has personally invited 30-40 people.
- ▶ Let her know you're available to answer any questions she might have!
- ▶ Encourage her to start her Wishlist.
- ▶ Encourage her to collect outside orders.
- ▶ **Tip:** Offer an incentive to have her collect 3 - 5 outside orders before her Spa Bar.

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**4<sup>th</sup> Contact: 24-48 hours before party!**

- ▶ Get an expected attendance count (for supplies if in-person)
- ▶ Reminder for her to remind guests (personally by messenger/text/phone)
- ▶ Checklist of preparation - confirm address, any special directions, etc.
- ▶ **Tip: (in person)** Remind your host to keep refreshments light. Get an implied commitment from guests by having the host ask their preference such as do they prefer coffee or tea? Regular soda or diet soda? When the guest makes a choice, they feel more committed to attending the spa bar and this increases attendance.
- ▶ **Tip: (online)** Let your Host know you're going to give a prize to someone who has the "ugliest" face cloth. They need to take a selfie with it and post during the party when asked.

14

### Tips for a Successful Online Spa Bar

- **INVITE** - Send a personal & individual message to your friends before adding them. 40-50 invites is best!
- **SHARE** - Your testimony of products or samples you've tried will make an impression. Post what you love and share catalogs & order forms with those unable to attend!
- **COMMENT** - We are partners and you are the celebrity endorsement!
- **TAG** - When something is shared that would apply to someone, tag them. Be sincere.
- **ASK** - It helps with engagement and your friends are probably wondering too.
- **APPRECIATE** - Thank everyone for joining and placing an order.
- **OFFER** - You'll earn extra bonuses when friends book their own party. Let me know which party friends love freebies!
- **CONSIDER** - Watch what I do and let me know if you'd like to find out more about earning an income holding Spa Bars too!

15

## CHECKLIST:

Partner with your Host!

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**HOST COACHING - 1ST CONTACT:** This will usually happen right at the moment she agrees on a date, either at a spa day, over the phone or online. If it's scheduled by phone or online, you'll want to meet with her in person or drop the host packet in the mail asap.

Items to include in your Host Packet (if live party):

- Thank You for being your Host

- 2-3 catalogs
- 5 Outside Order Forms
- Customer Special
- Host Special

**1ST CONTACT**  
☐ Fill in the time and date

- ☐ Review the Host Program Chart (in the back of your binder)
- ☐ Help her build a Guest List - aiming for 25-30 people

- Encourage 2 invitees/reminders - phone call, email
- Explain how to collect outside orders
- Place the Sea Star details

☐ Invite her to think about joining your team

- 1. Confirm she has personally invited 30-40 people
- 2. Answer any questions she has

- o Tip: As she builds her wishlist, you can sell a

**2ND CONTACT** – Midway between initial booking

- Touch bases to answer any questions and build
- Provide Facebook graphics/reminder text ideas
- Encourage you to collect multiple reviews

o Tip: Offer an incentive to have her collect 3-4

4TH CONTACT = 24 - 48 hours before class

by having the host ask their preference such as: did socks? When the guest makes a choice, they have made their decision and commitment.

SPA TIME

- Do early
- Do confident
- Have fun!

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Updated and now  
in JEU in the Host  
Coaching section!

Share your take-aways!



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SOLUTIONS

16

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**PARTNER-  
SHIP**

Opportunities increase when you help others win. A little win for a partner is a little win for you.

17

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