

Tips for Hosting a Successful Healthy Lifestyle Party

Promoting a Health Night

1. **Make a list of 25-30 friends and family members, co-workers, etc. Call each one personally and ask: "Are you free on Thursday night, June 28th? Great, I'm having a Healthy Lifestyle party and I would love for you to come. It will be a lot of fun, and we will learn some simple steps that we can take for ourselves and our family for prevention."**
2. **Get a verbal commitment:** mention that you will be sending them a written invitation and an audio tape that you want them to listen to so that they will have an idea of the type of information that is going to be presented.
3. **Before the party, send out the enclosed written invitation and audio tape to those who agree to come, and to those who tentatively plan to come. For those people that you really want to be at the party, tell them that we are making fruit smoothies and ask them to bring a blender, or a bag of ice. Don't worry about having too many blenders!**

MAKE TWO (2) FOLLOW-UP CALLS:

- a. No more than a week after you mail out the tapes, call each person to ask what they thought about the information on the tape. (If you are uncomfortable about doing this, I will be happy to make these calls for you - don't worry, I won't unduly pressure your friends and family! I will just tell them how excited you are that they are coming to the party, and to get the most out of the party, that it is important to be sure to listen to the tape.) If they have already listened to the tape when they come to the party, odds are very high that they will become JP customers at your party because they are more educated about the whole food vs. isolated vitamin concept.
- b. **VERY IMPORTANT!!!** Call the night before the health night to remind them about the party, to remind them to bring the tape with them for the door prize drawing, and to remind those who agreed to bring a blender or ice. Tell them I will be starting promptly.

SNACKS: Keep them very simple and healthy. Cut up fresh fruits and/or a raw veggie platter is great. We want to respect people's time by keeping the party short and sweet! Water or iced tea are great beverages. If this is a group you regularly get together with for coffees, luncheons, etc., and they expect more substantial food, then it is fine to keep your same format.

ITEMS TO BE PROVIDED BY YOU:

Television and a VCR

One bag of ice and Blenders (2) for JP Complete fruit smoothies. I will provide all the other ingredients for the smoothies.

Small paper plates, napkins, cups for beverage, and 5 oz. paper cups for JP Complete samples.

Snacks