



Mixer/AdvoCare Information Meeting (AIM) Setup Instructions

When do I schedule my Mixer/AdvoCare Information Meeting (AIM)? Immediately! Every day that you wait is a day your family, friends, co-workers, and Warm Market List contacts can make forward progress toward their better physical future and/or financial future. If you are going to begin building an AdvoCare business, you must adopt a NOW mentality. Remember, “The speed of the leader determines the rate of the pack!” If you move slowly your business will progress slowly. If you move quickly your business will grow quickly! You are building a business of duplication, so what you do your team will do.

As a beginner, you are NOT alone and NOT expected to do meetings alone. You will learn from your mentor/sponsor and they will help you become independent. One day, you will be teaching your team. But remember, being a good student in the beginning maximizes the speed at which you and your team progress. Remember, “You are in business for yourself, but **never** by yourself.”

Who do I invite?

The people most inclined to attend your event are persons who are using product, been sampled with a “Power Pak”, and/or are close to you. For this reason, in the days prior to your event, we strongly suggest that you assemble “Power Paks” and get product in the bodies of persons on your Warm Market List. Your sponsor/mentor will help you with this process and even help you disseminate the Power Paks to those you know. **Absolutely** invite close friends, family, co-workers, health-conscious individuals, persons looking for changes, and persons on your Warm Market List. If you are uncertain about the term “Warm Market List”, refer to the following website for suggestions:

www.virtualsponsor.net

- ➔ New Member Files
- ➔ Developing Your Warm Market List

How Do I invite my guests?

The most effective way to invite persons to your event is to care enough to call or talk to them face to face. Mass forms of inviting have **never** been an effective form of initial contact (flyers, email, newspaper ads, etc.)

You are looking for a commitment. It is perfectly acceptable to let your invitees know you will be counting on them as you will serve refreshments and want to be adequately prepared for your event. Remember, your friends care about you and your family loves you and both will be honest with you.

WARNING: DO NOT LET A “NO” DISCOURAGE YOU. “NO” simply means “NOT RIGHT NOW!” There is great potential that your excitement about AdvoCare may mean your invitee will be addressing a need (physical health or financial health) that they are not yet ready to face. Their “NO” cannot determine your better life! They will come along in time. Loyd & I have always tried to adopt the mentality that “God will always put the right people in the room!”

Can children accompany guests? While most people in AdvoCare have children, grandchildren, nieces or nephews, it is not recommended for children to attend events. Remember, you are building a very powerful business and it must be treated as such. Your level of professionalism will speak volumes as to how serious you take your AdvoCare business. Ask yourself, would I take my children to my office if I were employed? In AdvoCare, you are empowered, not employed. But, it is very healthy to consider the benefits of all guests in attendance. Children most always become restless resulting in unintentional interruptions.

Note: If there is no option for some of your guests, arrange with your mentor/sponsor for someone to entertain children in an alternate location in order to maximize the meeting benefits for all persons involved.

What do I do on the date of the event? The most important thing you can do on the date of the event is to implement the K.I.S.S. (Keep It So Simple) method. Remember, in the first question of this document we stated you are building a business of duplication. What your future business partners see you do, they will do. Our main goal is to create business momentum by starting your guests on your AdvoCare products and finding the guests that are interested in being introduced to AdvoCare's financial opportunity. By doing this, great product and financial stories will develop over the next ninety (90) days.

We strongly urge that you not serve a huge food smorgasbord, alcoholic beverages and the like. Remember, we are a nutrition company and you are building a business. Following are some suggestions for samples to serve to your guests: SPARK (borderline mandatory), Snack Bars (all are delicious), Meal Replacement Shakes, etc. The main thing is to keep it affordable. If you can only afford one, SPARK will always prevail! SPARK is high impact and makes a difference in fifteen to thirty minutes. We want your guests to leave and realize, 'That stuff works'!

Below is a checklist for you to follow to maximize your time and success. Please realize this list is not cast in stone; however, it has been proven time and time, again. Because we are trying to give you suggestions that generate positive results, we strongly encourage you to follow the checklist. Feel free to use your creativity and talents, but always keep the main thing the main thing.

BEFORE NOON

- ◇ Confirm guest attendance with persons committing to attend
- ◇ Contact mentor/sponsor to confirm Mixer/AdvoCare Information Meeting
- ◇ Arrange for meeting area to be in orderly fashion
- ◇ Ensure you have sellable product or neat, empty boxes for STEP 1-2-3 display. If not, advise your mentor/sponsor so they can help you.

1 HOUR PRIOR TO MIXER

- ◇ Set up meeting area with appropriate arrangement of chairs/furniture and STEP 1-2-3 display table. Remember, presentation is everything. The level to which you prepare will be visible and there is a direct correlation between professionalism and success. It will demonstrate to your guests that you take your AdvoCare business VERY serious!

30 MINUTES PRIOR TO MIXER

- ◇ Be dressed and ready for early arriving guests.
- ◇ Start Mixer Meeting Music or high-energy music at a comfortable sound-level.
- ◇ Prepare SPARK w/ice and any other sample products you prefer.

******* START MIXER/A.I.M. ON SCHEDULED TIME! *******

Remember, most guests will have families, jobs and busy lives and the last thing you want is a disorganized mixer. In most cases, your mixer will be your guest's first introduction to AdvoCare. We do not want it to be their last introduction because of lack of preparation! Have fun! You're on your way...

For additional information, please refer to our team website located at:

www.virtualsponsor.net

-> **Audio Library**

-> **AdvoCare Field Leadership Member's Library**

-> **Step 1-2-3 Mixer Setup Instructions**



Instructions: For mixer table display purposes, simply clip and frame or laminate.

S T E P # 1
CLEANSE

S T E P # 2
CREATE

S T E P # 3
CUSTOMIZE

SAMPLE MIXER DISPLAY PICTURES



STEP 1 Products

Herbal Cleanse
SPARK
Meal Replacement Shakes



STEP 2 Products

M.N.S. Kit (Max Appetite or Max Energy)
Catalyst
Bar of Choice



STEP 3 Products

MNS (Max Appetite, Max Energy, Basic)
Catalyst
Meal Replacement Shakes
SPARK
Accessory Products: FiboTrim
A-Supreme
CraveCheck
CarbEase



STEP 1-2-3 Mixer Table Setup - Close View



STEP 1-2-3 Mixer Table Setup - Entire View



Meeting Room Ready for Guests - Example #1



Meeting Room Ready for Guests - Example #2