

3M MIXER FORMAT

MEN, MUSCLE, AND MONEY

Men: this event is for men only, no ladies allowed

Muscle: world class products that strip body fat, build muscle, and run faster

Money: reality check, do you earn what you are worth, have debt freedom, a back up plan?

Mixer Prep:

Documents: Rookie Bonus, Income Disclosure, 3M Invite Sheets (for guests to promote next 3M Mixer), Man Pack sheets (don't hand out this sheet till Call to Action, guests have no literature till Opportunity Close)

Tools: Impact Magazine, Performance Elite Timeline, AdvoCare DVD

Samples: Spark (and water bottles), Slam, and Rehydrate

Mixer Outline: (ask guests to arrive around 7:15 for the 7:30 kickoff)

7:00 – Ready to Rumble: Music Goin' and Products Set (organized by each Man Pack – Lean, Strong, Running)

- Double Spark, Slam Shooters for all guests (optional Rehydrate)
- Connect with guests, introduce people to each other, BUILD RELATIONSHIPS

MEN

7:30 - Host Kicks Off Event

- Company credibility (Why Directs Sales, Charlie's vision, Advo has high % of men)
- 3 Ways to Engage

7:40 15 Minutes – Intro and Play the Recorded 3M Conference Call Led by Joe Hadachek

Conf Call Replay Number and Pass Code: **1-712-432-0899, 117934#**

MUSCLE

7:45 25 Minutes - Product info (Review each MAN Pack in order of Lean, Strong, Running)

- If needed – use DVD to play Drew Brees Testimonial and/or Dr. Kraemer Muscle Fuel Study

MONEY

8:15 10 Minute Financial Opportunity Close

- Hand out Rookie Bonus and Income Disclosure (Who wants to earn a bonus next?)
- Share your story, where you're going, other local income testimonials
- Play Success Story of Choice (Wes B, Joe H, Wayne J, Matt W or Leader of choice)

8:25 Men Call to Action – Hand out **MAN PACK** sheet for ORDERS

- Review Product, Distributor, and Advisor Options.
- Emphasize 100% Guarantee, \$900 Profit, Residuals, Taking Control, Start at Some Level

End Mixer – Stand Up, Turn on Music, Get Business Done!