Party Cards

The Words to Say and Things to Do for a Successful Party

Norwex
Using Your Party Cards

These Party Cards will guide you through your Norwex Party, helping you create a fun and easy party demonstration.

Before the Party

Practice makes perfect! **Use the Party Cards as a guide** to help you prepare for your first parties and discover what works for you.

- Make them your own. Write on them, highlight key phrases and use them to practice your party.

- **Watch the Safe Haven 5 In-Home or Online demo videos**, which these cards are based on, at TheResource.Norwex.com.

At the Party

- **Follow the Party Outline** on the next card to keep you on track.

- **Have your highlighted cards** or just have them on hand to use as a reference.

Choose online or in-person training for new Consultants available at TheResource.Norwex.com.
Let’s Party!
Before You Start:
• **Talk** with your Host. **Ask:** “Who is coming tonight?”
• **In-person:** Ask “How do you know our Host?” **Online:** Do pre-party posts to get to know guests.

Introduction:
• **Start** by welcoming your guests and thank your Host.

**Optional—Online:** Show the Why Norwex video in the Facebook Party Outline on TheResource website. **In-person:** Share the Norwex Mission as an icebreaker using the purple bonus solution cards (cards 14 – 22).

Safe Haven 5 Product Demos (In-Person, Online Live Demo or Posts Online):
1. EnviroCloth® and Window Cloth (cards 5 – 6)
2. Dusting Mitt (card 7)
3. Ultra Power Plus™ Laundry Detergent (cards 8 – 9)
4. Cleaning Paste (card 10)
5. Norwex Mop System and Rubber Brush (card 11)

**Optional:** Use the green bonus solution cards to create interest in joining you in Norwex! (cards 23 – 27).

After Demos:
• Close and Checkout (cards 12 – 13)
Welcome to the Party
If having an in-person or completely live party online, use the scripts on these cards. If posting online, see the Norwex Facebook Party Template available on TheResource.Norwex.com/Facebook to help you turn these cards into a Facebook party.

Welcome everyone! “Thank you for being here!”
- “My name is ________________, and I’m so excited to tell you about Norwex in a quick 30-minute product demo where I’ll share five of our most popular products called the Safe Haven 5.”

Say to Host:
- “I want to thank ________________ for welcoming us into her home!”
- “What made you decide to host a Norwex Party?”

Share a little about your passion and mission to create healthy homes.

Share the excitement you felt when you first heard about Norwex.

Ask: “Who has never been to a Norwex Party before?”

Say:
- “If you’re like me, you’ll want everything in the catalog!”
- “If so, I encourage you to think about hosting your own party. Norwex is so generous and they make it fast, fun and easy!”
- “By the way, Norwex started in Norway. ‘Norwex’ stands for ‘Norwegian experience.’”
Three Ways to Clean

Thermal/Steam

Mechanical

Chemical
“Our Mission is to improve quality of life by radically reducing chemicals in our homes.”

“That’s why I’m so excited about the way Norwex can help you clean about 90% of your home with just Norwex Microfiber and water. It’s because of the way our microfiber cleans versus other ways to clean. Did you know there are three ways to clean?”

1. “Thermally (heat or steam), but this isn’t always easy or convenient.”
2. “Chemically (sprays and wipes to kill germs), but this leaves a toxic residue on surfaces that your family comes into contact with.”
3. “Mechanically (pick up everything with just water and Norwex Microfiber). Everything is completely and quickly cleaned with no toxic residue!”
All Norwex Microfiber products carry a two-year warranty. Please visit www.norwex.com/product-guarantee for complete details.
Say: “The EnviroCloth is our ‘E for Everything’ microfiber cloth! It cleans every surface with just water.”

**Three things set Norwex Microfiber apart:**

1. **Size of fiber:** 1/200th the size of a human hair
2. **Density of cloth:** 1800 miles of microfiber in one EnviroCloth
   - An unraveled cloth would stretch from Canada to the Gulf of Mexico!
   - All that dense fiber means you get a much better clean! It picks up grease, grime and stuff so small you can’t even see it!
   - It also removes up to 99% of bacteria from a surface with just water when following proper care and use instructions.
3. **BacLock® technology:** Our micro silver antibacterial agent is embedded in each fiber.
   Why is this important?
   - When the cloth is wet, BacLock goes to work to self-purify within 24 hours.
   - BacLock is designed to inhibit bacterial odor, mold and/or mildew growth that can make cloths stinky. This means you don’t have to launder after each use!

*BacLock® is our exclusive antibacterial agent for self-cleansing purposes only. The agent is solely designed to inhibit bacterial odor, mold and mildew growth within the product when following proper care and use.*
Window Cloth

Say: “The EnviroCloth® has a best friend—the Window Cloth!”

“Use your wet EnviroCloth (folded, not scrunched) to clean; then come behind with your dry Window Cloth for a streak-free shine.”

The Butter Demo

Rub cold butter on mirror.  
Wipe off with wet EnviroCloth – folded not scrunched.  
Polish with dry Window Cloth.
Dusting Mitt
Ask: “Who hates dusting?”

“Why do we hate it?” (It just seems like the dust never stops, doesn’t it?)

Say: “The Dusting Mitt works using static cling from friction.”

Show: Rub the Dusting Mitt against itself to show how to create a static charge and say: “The more static buildup, the more dust it can attract!”

Show: Put it on your hand and use a light touch to collect dust. Then flip the mitt and use the other side to continue dusting.
Ultra Power Plus™ Laundry Detergent
DEMONSTRATION
Three Jar Demo

Before the party, put detergent in three glass jars and fill each jar with warm water. Label your jars.

**Jar 1** — use a normal medium load amount of a popular HE* liquid detergent

**Jar 2** — use a normal medium-load amount of a popular HE* powder detergent

**Jar 3** — use a medium-load amount of Ultra Power Plus™ Laundry Detergent for an HE* machine

At your parties, explain the contents of each jar, pointing out the clear jar is Ultra Power Plus Laundry Detergent.

**Say:** “Our Ultra Power Plus leaves nothing behind to harm or damage your clothes!”

*High Efficiency
Say: “Wondering how to care for your Norwex Microfiber?”

Three Tips:

1. “Don’t use bleach. (This can degrade the fiber.)”

2. “No fabric softeners or dryer sheets. (These will coat the fibers, so the microfiber and BacLock® can’t do their job.)”

3. “Do not wash with high-lint items like plush towels, etc.”

   • “Use one of our earth-friendly laundry detergents: Both our liquid and powder have no dyes, fillers, phosphates, chlorine, phthalates, fragrances or optical brighteners. Our Liquid Laundry Detergent is USDA certified biobased.”

   • “Only 30 ml per large load (HE* washer). That’s just one small scoop of our Ultra Power Plus™ Laundry Detergent (powder)!”

*High Efficiency
Cleaning Paste

Say:

- “Cleaning Paste is our ‘Elbow grease in a jar.’”
- “It safely replaces all kinds of chemical cleaners and scouring powders.”
- “This long-lasting solid becomes a paste when wiped with a damp EnviroCloth®.”
- “Always test it in an inconspicuous area first, and lather well for a more gentle scrubbing action.”

Tile Demo  Say: “It’s great for cleaning things throughout the house like glass top stoves, shower doors, oven doors and even rubber edges on your kids’ shoes.”

Write on tile with a permanent marker.  Wipe a damp EnviroCloth onto Cleaning Paste.  Remove mark from tile.
Mop System
“Before Norwex, cleaning floors was a real chore. All those heavy buckets and wet, stringy mops! And spray mops left a residue on my floors.”

**Our Mop System comes with two Mop Pads:**

- “The **Dry Mop Pad (yellow)** is like a Dusting Mitt for your floor—it picks up dirt, dust, crumbs, pet hair, etc. And clean-up is easy—just brush debris into the trash with the Rubber Brush.”

- “The **Wet Mop Pad (blue)** is like an EnviroCloth® on your mop—it cleans your floors using just water and leaves no product residue.”

**Say:**

“I like to place the pads off-center on the base so I can dust baseboards and get into corners better. The base also locks for cleaning windows and walls. There are three ways you can get our fabulous mop:

- Purchase it tonight; it is worth every penny.
- Decide to host your own party like (Host name) and get it for free or at a significant discount to you.
- Do what I did and become a Consultant and get it for free in your Party Starter Kit.”
Party Close
Share a little bit of your story (why you chose Norwex; what it means for you and your family, etc.) if you didn’t already mention this in your introduction.

Encourage guests to consider helping you spread the Norwex Mission. A great way to do this is by using the optional green bonus solution cards!

A digital version of the cards is available to share in your online parties. Go to TheResource.Norwex.com/getting-started-online.

Offer a Booking gift (like a Body and Face Cloth or another product) to anyone who books a party with you.

Hand out catalogs and direct guests to the Collections page.

Say:

“You will definitely want to start your Norwex Journey with the Safe Haven 5 Set I demoed today, but I encourage you to look through the entire catalog and start thinking about what you might like to Norwex next!”

Check Out:

In-Person: Ask them to fill out their order form and let them know that, when they are ready, you’ll be happy to check them out.

Online: Share your party link for them to complete their order.
In-Person:

**Thank them for coming.**
Ask if they had fun and learned a few things.

**Review the order.**
Look for any items left off that they may want to add, like the Rubber Brush for the Mop System, etc.

**Ask everyone about hosting their own party.**

**Say:** “What do you think about getting a few friends together to share Norwex? I’d love to do a party with you! Would a weekend or weekday work best?”

**Schedule a party date on the calendar.**
Even if it’s tentative, go ahead and pencil it in. You can always change it later.

**Invite them to join you.**
Give them an Opportunity brochure to help them get more acquainted with Norwex. If they show interest now, ask when within the next few days would be good to touch base.

**Online:**

Follow up with your guests via private message, email, text and/or phone call. You can also send them the online FAQs for Joining link.

_For more tips, see _TheResource.Norwex.com/Facebook Party Outline._
MISSION CARDS (purple):

These are designed to create awareness about the Norwex Mission.

Use the seven purple cards (also called Mission cards) as an icebreaker tool at the start of your party or add them in with the green cards at the end.

- Ask Host and/or guests to pick a card and have them take turns reading aloud. Or choose a few cards yourself and hand those out.
- Let them know that Norwex provides a solution to that problem and read from the answer key (Card 22). Don’t worry about memorizing. Reading from the answer key helps you become an expert.

JOIN US CARDS (green):

These are designed to excite interest about joining you as a Norwex Consultant!

After your product demos, pass out the four green cards to a few guests.

- Ask them to take turns sharing the questions on these cards.
- This is your chance to intrigue them to learn more about Norwex and to see who seems most interested. Keep it fun and light!
- Be sure to ask if anyone has questions that weren’t already answered.

A digital version of the cards is available to share in your online parties at TheResource.Norwex.com/getting-started-online.
Did You Know?

500 MILLION PLASTIC STRAWS ARE USED EVERY DAY!

IN THE U.S. ALONE
Did You Know?

3,000 TONS OF PAPER TOWEL WASTE IS CREATED EVERY DAY
IS THE SOLUTION!
Did You Know?

To make just one ton of paper towels, 17 trees are cut down.
Norwex

IS THE SOLUTION!
Did You Know?

Dust can contain up to 45 chemicals and stir up allergies and asthma.
IS THE SOLUTION!
Did You Know?

The average household contains about 62 toxic chemicals.
Norwex® IS THE SOLUTION!
Did You Know?

85% of contaminants are brought into the home in the first 4 steps.
IS THE SOLUTION!
Did You Know?

More than 200 chemicals have been found in the cord blood of newborns?
IS THE SOLUTION!
Say: That’s a lot of plastic! Have you ever thought about all the single-use plastic items we use once and then toss? I’m so glad Norwex offers Stainless Steel Drinking Straws, Silicone Lids and Food Storage Containers, Reusable Grocery Bags and other products to provide earth-friendly alternatives to the problem of plastic. (Card 15)

Say: Can you believe it? That’s about the weight of 3000 economy cars. And it’s happening day in and day out, every single day. That’s why I love our microfiber cloths, towels and mop pads that can be used over and over again—with water only! Some of our microfiber is even made from recycled plastic bottles, which helps you live even more sustainably! (Card 16)

Say: We definitely waste a lot of trees in our throwaway society. That’s why I’m so happy Norwex offers high-quality microfiber to replace paper towels! Not only are you saving trees with products like our EnviroCloth® and Window Cloth, you’re also reducing harmful chemicals from typical household cleaning products, since all you need is water to clean! (Card 17)

Say: Things like TVs, furniture, beauty products, cleaning products and flooring materials can all shed chemicals that end up in those little dust bunnies. These chemicals can enter our bodies through the air we breathe and when we touch contaminated surfaces. All of this can contribute to health problems like allergies, asthma and worse. I’m so glad the Dusting Mitt comes in the Starter Kit. It grabs dust like a magnet and I don’t need furniture polish anymore! (Card 18)
Before I started with Norwex I had an arsenal of chemical cleaning products in my home, which I used on a regular basis. Products we think of as “safe,” like dryer sheets, wet wipes or air freshener sprays, often have warnings on their labels because of the harmful chemicals in them. Thank goodness Norwex offers safer, better alternatives for those products. Some of my Norwex favorites are the Fluff and Tumble Dryer Balls, which take the place of dryer sheets and fabric softeners. And our EnviroCloth® and other Norwex Microfiber cloths are a great alternative for sprays and wipes that coat surfaces in chemicals. (Card 19)

All kinds of dirt, debris and chemical pollution comes into our homes on the bottoms of our shoes. That’s why it’s important to stop as much of it as we can at the door! The Norwex Entry Mat is great for trapping and absorbing all of those contaminants that you don’t want tracked into your home. And our Mop System uses microfiber and water only to further reduce harsh chemicals on your floors—where children and pets play. (Card 20)

Pretty shocking, right? But it’s true. We absorb chemicals through our skin—which is our largest organ—from our personal care products. We ingest chemicals from our food and the way we prepare it, and we inhale chemicals from sprays we use and just dust itself. And once all these chemicals are in our system some of them can linger for a long time, and Moms can even pass some of these on to their unborn children through the umbilical cord. So the more we can reduce chemicals in our homes, the safer our families will be—which is what Norwex is all about: reducing harmful chemicals where we breathe, eat, sleep and live. (Card 21)
HOW MUCH DOES IT COST TO GET STARTED?
Can I sell Norwex casually or part-time?
HOW MUCH DO YOU EARN?
IS THE SOLUTION!
DO NORWEX CONSULTANTS HAVE TO PAY FOR HOST GIFTS?
IS THE SOLUTION!
Say: Our Party Starter Kit is free and comes with all the products I just showed you! All you pay up front is the cost of shipping and handling, which is just $9.99. Then you have two options; 90 days to reach the $2,000 sales requirement or 30 days to reach only a $1,000 sales requirement. If not, you pay only $200 for your Starter Kit. (Card 23)

Say: Absolutely! Norwex is your business that fits into your life and your schedule. Party when you want and pick the days that work for you! (Card 24)

Say: All Norwex Consultants earn 35% on their personal retail sales. Example: When you submit $2,000 in personal sales x 35% = $700. So if you have a party of $500, you earn $175. The more parties you do, the more you make. (Card 25)

Say: Norwex Consultants do not have to pay for Host gifts. It is a fully funded hosting plan, and it is so generous! (Card 26)
Our Global Mission

Improving quality of life by radically reducing chemicals in our homes.

Visit TheResource.Norwex.com to watch, listen and read additional training.