



let's get  
started!

New Consultant Guide

**Norwex**<sup>®</sup>



# gag, go

## **Welcome to the Norwex® Family**

We believe that no one should have to sacrifice a clean home for a healthy home. People just like you help us make this happen every day.

By influencing and educating others, you can build a rewarding business and make a significant impact for generations to come.

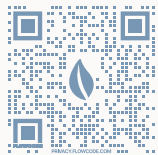


# in a nutshell

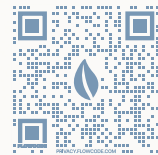
- Setting Up Shop**  
Things to Do Right Away **4**
- Open That Box**  
Starter Kit **6**
- What's Your Style**  
Pick Your Platform **8**
- Rock Every Party**  
The Basics **10**
- A Good Clean Habit**  
Keeping Your Calendar Full **14**
- Time to Grow**  
Make a Bigger Impact **16**
- Dig Into More**  
Resources Quick Guide **20**

w!

Use this guide along with the New Consultant section on **The Resource website** to help kick-start your Norwex Journey.



**United States**  
TheResource.Norwex.com



**Canada**  
TheResourceCA.Norwex.com

Use the **QR codes** sprinkled throughout this guide—they'll take you to additional training on The Resource that you should definitely go check out!



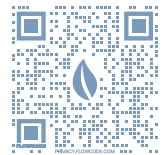
Open the camera on your phone.



Aim your device at the QR code.



Tap the popup banner to view.



**Try it out now**  
Learn more about the Norwex Mission.

# setting up shop

## things to do right away



*create*

### YOUR ONLINE PRESENCE

- Set up your social media accounts to start sharing Norwex®—spread the word about your fun new gig and first parties!
- Facebook user? Make sure to create a private VIP Group for your Customers to connect with you. Refer to the Social Media guidelines for VIP Groups.
- Join the Norwex Consultant Connection Facebook group and “Like” the Norwex social pages.
- Not on Facebook? Set up on the social platform of your choice.

**Here’s a fun idea:** Invite your family and friends to join your VIP Group for an “Open the Box” reveal, where you open your Starter Kit live on Facebook.

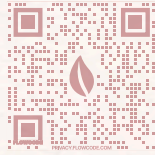
**This is also a fun idea to do in person!**

When you share and collect orders with family and friends right away, it’s easy to hit your first goal and get product rewards super fast! (Sell \$400 in 15 days and get a product package valued at over \$150.)

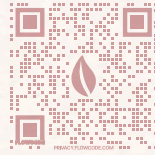
*tip*



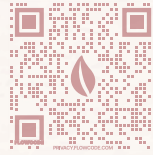
## A few techy tools to plug into right away



**Download**  
Norwex Shopping App



**Subscribe**  
Norwex Learning Network



**Bookmark**  
Consultant Office



### start

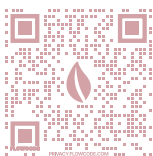
#### YOUR TRAINING

- Connect with whoever helped you sign up as a Norwex Consultant!
- Visit and use *The Resource* > *New Consultant* section.
- Register for New Consultant Chats at *The Resource* > *Calendar*.
- Register for the Welcome to Norwex call to meet our Co-Founder, Debbie Bolton.

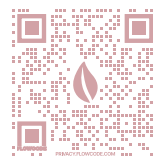
### set up

#### YOUR CONSULTANT OFFICE

- Ready to earn 35% on everything you sell? Set up your banking information in the *Consultant Office* > *Business* tab.
- Make sure you're taking advantage of your FREE Office Suite trial!
- Set up your personalized shopping experience for your Customers—we call it your Online Store.



**Learn how to get started with your VIP Group.**



**Find out more about setting up your Consultant Office.** You don't want to miss this!

# open that box!

## First things first: dig into your Starter Kit!

Get to know the fabulous support materials and products that are in this package personalized just for you, a New Consultant!

## starter kit



### Superior Mop Starter System

One of the most coveted items in the catalog! Share the three ways to get it:

1. Buy it; worth every penny!
2. Host a party to potentially earn it for free.
3. Get it in your own Starter Kit!



### Rubber Brush

Great with your Mop and so much more! Use to clean your Dry Mop Pad during your live demos.



### Dusting Mitt

Slides on your hand and truly captures the dust so it's not flying back into the air. Insider tip: Use dry for dust or damp on dust-heavy jobs (like maybe those window screens you've been avoiding).

This will be your new BFF.



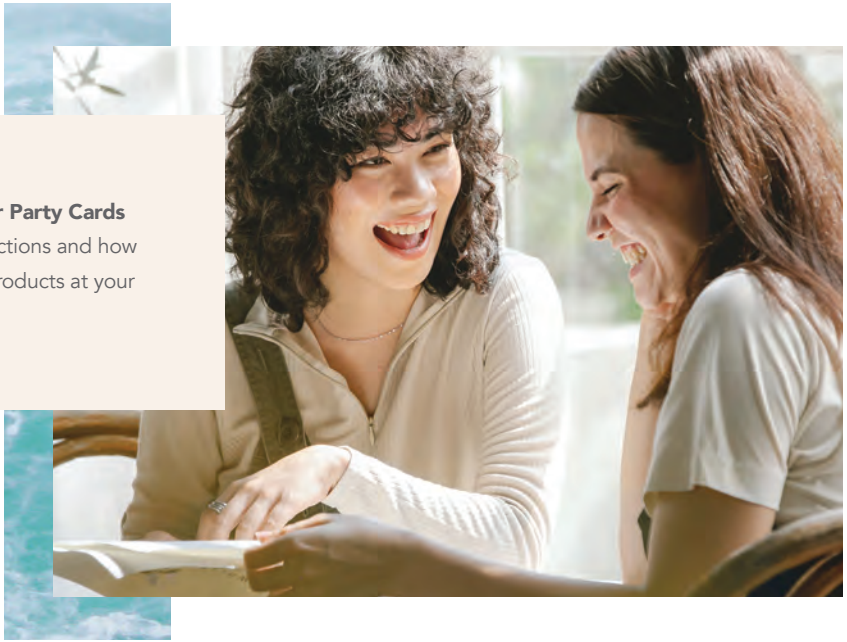
### Window Cloth

Sparkle, shine and polish! Use this dry or damp to get windows, mirrors and more clean and streak-free. Pair with the EnviroCloth® to both clean and shine!

All products are subject to change at the discretion of Norwex.



**Lean into your Party Cards** for basic instructions and how to demo the products at your first parties.



**Ultra Power Plus™**

**Laundry Detergent (aka UPP)**

Don't compromise; get whiter whites and brighter brights with this safe and effective formula.

**Start using, testing and practicing demonstrations.**

It's a win-win: You're learning, practicing, gaining confidence AND you'll have a clean home!



**Body and Face Cloths**

Great as a giveaway for the first two people to book a party with you, but make sure to keep one for yourself! This cloth feels amazing on your skin and cleanses with just water.



**Cleaning Paste**

One container, hundreds of uses to tackle tough grime. It's like elbow grease in a jar—perfect with your EnviroCloth when you need a little more scour power.

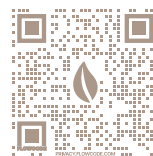


**EnviroCloth**

E is for Everything cloth—Use it with water only in just about any space to get the job done.



**Check out the Safe Haven 5 brochure** to learn more about the top 5 products no home should be without.



**Watch this example** of how to demo the Safe Haven 5 products.

# what's your style?

Party . . . Demo . . . Class . . . Workshop . . . Online social influencer . . .

No matter what you choose to call it, we've got you covered.

Plus, lots of ways to party too!

**It's your business, so you do you.**



## pick your platform



**Love the  
online world!**

Small and intimate  
express party.  
Party guests will see  
everything!



**Messenger**

Popular online platform,  
so this could be the  
"easy button"  
to fit your style.



**Facebook**



**Gotta have some  
face to face!**

Like a virtual living  
room—connect, chat  
and see others the  
entire time.



**Zoom**

In-home, coffee shops  
or on the go—lots  
of ways to meet  
in person!



**In-Person**

Whichever way you choose to party, your first event is something we call your “Launch Party.” Think of it as a fun, simple, grand opening for your new gig. A few fun launch ideas:

- **Open the Box** reveal in your private VIP Group.
- **Launch with your Team online** in a multi-Host party (where you’re one of the Hosts!)
- **In-person show-and-tell** with close family and friends.

### Why have a Launch Party?

New Consultants who hold a Launch Party within their first 15 days are **THREE TIMES** more successful, plus they earn extra free products when they have \$400 in Retail Sales.

Your ultimate goal is to pick 2 party dates right away, and continue to add more as you go!

You do you, so that means options. Check out these great ways to get a friend or family member to host a party for you:

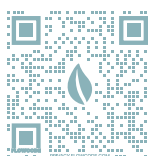
- **Facebook:** In a private group, VIP Group, Event Rooms or in Messenger—you pick!
- **In-Person**
- **Zoom**
- **Virtual Catalog Event**
- **Coffee Shop Chat**
- **Get creative**—theme parties are always fun, too!



### Now it’s time to shout it from the rooftops and start inviting!

Here are a few examples of how you can create your own impactful invite by simply finishing one of these prompts:

- “I’m so excited. I joined Norwex because . . .”
- “I think you would really like these amazing products because . . .”
- “Would you be able to attend my first event (or host a party) on . . .”



**Take a 5-minute break and watch this video** to learn how to make your first events a HUGE success!

A woman with dark curly hair is smiling and looking down at several large, light pink balloons she is holding. The background is a soft-focus outdoor setting with greenery.

Tip

**Remember:** Your ultimate goal is to get multiple new parties scheduled (Bookings) from each party!

# rock every party the basics

No matter how you choose to party, you'll always want to spend time in 3 areas:

- **Host Connection**
- **Show Off and Share**
- **Customer Community**

Let's take a closer look at each.



# host connection

The success of the party is the direct result of what happens before it even begins, through connecting with your Host.

Your Host is more than just a partner for your event. They're your biggest influencer, who helps network on your behalf. Working closely with your Hosts builds a relationship with them as well as their guests. Plus, you're building a great relationship and a successful event for both of you!

Host Coaching will vary depending on how you choose to party, but no matter what, you'll always want to:

**Connect with your Host** multiple times to build a relationship and excitement. (Remember, they've probably never done this before!)

**Ask your Host to personally invite guests** (and teach them what to say).

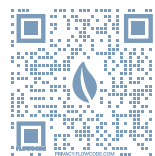
**Encourage your Host to over-invite.** Only 30% show up and 10% buy.

**Hosts need one Booking to "unlock" their referral rewards**—and the more Bookings, the more rewards.

**Set expectations.** Explain that it's important for your Host to interact and be active during the party—this includes virtual gatherings, too! Imagine if this were an in-person home party and they invited all of their friends and then just hid in their bedroom the whole time. . . . Awkward, right? Same idea for online!



**Make your Host feel special** and you'll be building a stronger relationship.



**Use the Host Coaching guide** for even more ways to connect with Hosts.



# show off and share

No matter how you choose to share Norwex® (whether in-person or online), you'll want to create the opportunity for your guests to engage, react, comment and ask questions by including these key elements:

#### Personalized welcome

- Share your story: Why did you join Norwex?
- Thank and celebrate your Host.

#### Sprinkle Seeds: Bookings and Team Building

Mention to your guests the benefits of hosting their own party or becoming a Norwex Consultant. Sprinkling seeds like this throughout your party can help you grow your business!

*tip*

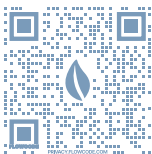
**Remember:** Your main goal is to continue putting MORE parties on your calendar!

#### Share the products:

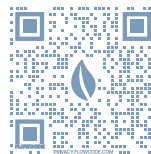
- Explain what makes Norwex Microfiber different.
- Show off the Safe Haven 5 and the Mop System that come in your Starter Kit.
- Live product demos.
- Before-and-after photos.

#### Checkout process

- Offer each guest a personalized, one-on-one checkout process to help build your relationship with them—this is a relationship business, after all.
- Make sure you share an Opportunity brochure or Joining Norwex FAQ form with everyone.
- In addition to ordering, invite them to earn FREE product by hosting their own party.
- Share the party link for shopping.
- Invite each person to your VIP Group and share your contact info.



**Are you a little nervous about making sure you check all the boxes during your party?** Trust in the Party Cards—they'll guide you through every step!



**Collecting orders already? Go you!** Check out this tutorial that walks you through entering your party orders.

# customer community



After each party, continue to build relationships with your Customers. This helps them stay connected to you for shopping and having their own event. Plus, some of your new Team Members will come from this group. Here are a few ways to build those important relationships.

## VIP Groups

Throughout each party, invite Hosts and guests to join your private VIP Group on Facebook. Welcome those new to the group and stay connected with them.

## Follow-up

The BEST way to connect is: (the way you're actually going to do it.)

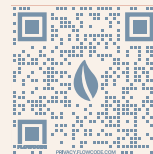
- Facebook Messenger
- Text message
- Voice message
- Phone call

## Connect immediately with any guest who:

- Expressed interest in having their own party  
*Friendly reminder:* Your ultimate goal is to always get more parties booked on your calendar!
- Engaged and wanted to shop for product.
- Asked a question or commented.
- May be curious about becoming a Norwex Consultant.
- Already placed an order.



Tip



**Want a solid follow-up formula?** Learn more about the 2-2-2 follow-up. It gives you a way to stay connected and build long-term relationships.

# a good clean habit

## keeping your calendar full

Getting more parties scheduled is what we refer to as “Bookings.”

### **Pssst . . . this is super important:**

Your top priority at your Launch Party (and every party) is to continue to fill your calendar with more parties or events. A great goal is to get at least 2 more parties booked on your calendar at every party.



### **A few things you can always do to knock it out of the park:**

- Over-invite or encourage your Hosts to over-invite.
- Remind your Host that the goal is to get at least one friend to book their own party—this will help unlock their referral rewards through the Host program.
- Pay attention to guests asking questions and interacting. (They will most likely be your next parties or Hosts!)
- Share how generous Norwex® is with Hosts — they earn lots of free stuff!
- Sprinkle Booking Seeds throughout your party.
- Always know your next 2 party dates that you want to offer.
- Invite everyone to have their own party. Even if you think you'll hear a “no,” just ask!



### Not sure what to say?

Don't fret—just keep it simple!

Test out something like:

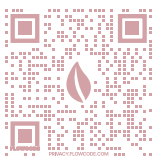
- "I think you would really like all of the FREE products you can earn by having your own party. How does that sound to you?"
- "Do you want EVERYTHING? How about hosting your own party so you could earn a lot of it for FREE? Norwex is so generous!"
- "Would you be interested in having your own party to get lots of free goodies? It would also help me get my new side gig up and running! It's a win-win! Which of these two dates would work for you . . . ?"
- "Which friends and family do you think would love to learn about Norwex? Let's have a party and share it with them! Are you available on either of these 2 dates . . . ?"

**Best practice:** Host your own monthly party to:

- Earn the Host Rewards. Then show them off and entice friends to book their own party!
- Use the freebies you earn through self-hosting as giveaway/drawing items to play party games with.
- Put money in your pocket—cha-ching!



Your ultimate goal any time you have your own party is getting your guests to book their own party with you!



Encourage your Host to download the **Norwex Shopping App** to track their Host Rewards and party.

Looking for more ideas to fill your party calendar? Visit *The Resource* > *Training* > *Book*.

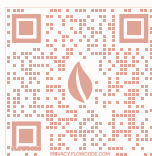


# Time to grow make a bigger impact

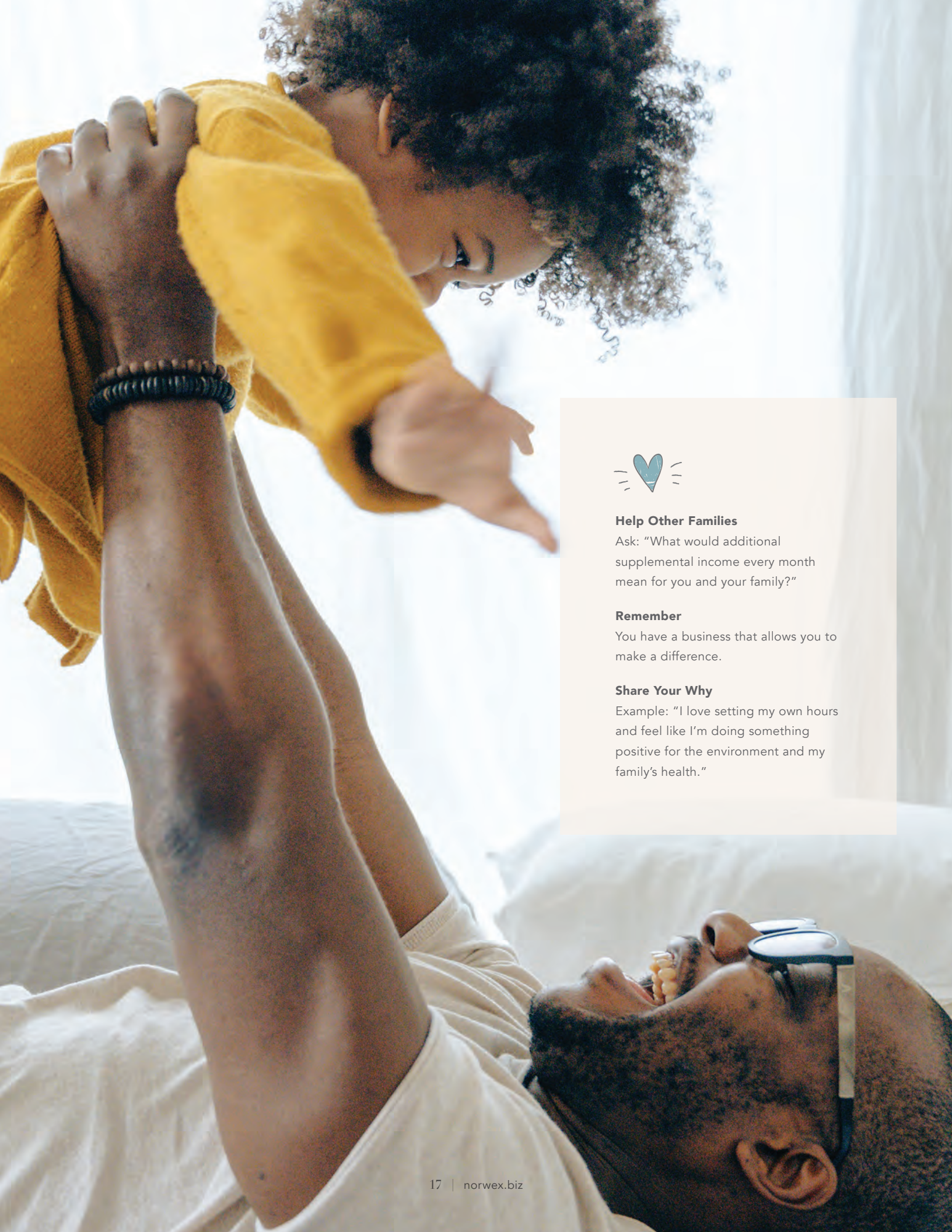
Multiply your influence by inviting others to join the Norwex® Family as a Consultant just like you! What excited you about joining? Share that with others. You never know whose life you will change.

**You don't have to know everything right away . . . just start sharing!**

As others join you, you'll be growing your very own Norwex Team to help spread the Mission of radically reducing chemicals. Learn more about the benefits of building a Team by asking the person who helped get you started.



**Make the Mission go viral!** Share why you joined Norwex with friends and family from near and far by using the tools available in the Opportunity package—like this Welcome to Norwex video!



**Help Other Families**

Ask: "What would additional supplemental income every month mean for you and your family?"

**Remember**

You have a business that allows you to make a difference.

**Share Your Why**

Example: "I love setting my own hours and feel like I'm doing something positive for the environment and my family's health."

by sharing you  
make a

world of

### **You're part of the Norwex® Family**

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Norwex was founded in Norway, one of the most environmentally friendly countries on the planet, over 27 years ago. Norwex is now on 3 continents, and together we're making a difference all around the world.

Today there are millions of Norwex fans, passionate about our products and committed to being a force for good.

**We're so glad you're on this journey with us!**

# difference

Just a few *(amazing)* things to share . . .



#### Norwex Recycled Microfiber

Many of our microfiber products are made from 50%–91% recycled microfiber yarn, saving more than 12 million plastic bottles from the landfill.



#### STANDARD 100 by OEKO-TEX®

We partner with independent third-party OEKO-TEX so you can be sure that every component—from yarn and dyes to trim and label—is free from harmful substances.



#### OceanBound Plastic

Did you know? An estimated 9 million tons of discarded plastic flows into the world's oceans every year. The OceanBound label on many of our bottles lets you know they're made of plastic that was at risk of entering the world's oceans.



#### Seabin Project

With 20 Norwex-sponsored Seabins in the water, we estimate that over 20 tons of debris will be removed from our waterways every year.



#### Norwex Foundation for a Brighter Future

Since the inception of our charitable giving program in 2013, our donations have exceeded \$2,000,000 and reached 310 charitable organizations across the globe.

#### Norwex 360 Product Review

More than 2,700 questionable substances are banned from our product development process.

**People like you are making an impact.  
Thanks for sharing our Mission with others!**

# dig into more resources quick guide



## **Training**

Visit The Resource ([TheResource.Norwex.com](http://TheResource.Norwex.com) in the U.S or [TheResourceCA.Norwex.com](http://TheResourceCA.Norwex.com) in Canada) for additional training to support the steps in this guide. It's your go-to website for training and information. Plus it expands on each section in this guide. You'll also find important compliance policies at *The Resource > Training > Online Tools > Compliance & Social Media Guidelines*.

## **Consultant Office**

This is where you'll place orders, find reports and event information, and get everything else you'll need to manage your business. Check out your Welcome letter for the link or scan the QR code on page 5.

## **Podcasts**

Subscribe to the Norwex® Learning Network on iTunes or GooglePlay to hear top Leaders and Home Office staff share tips and trainings for all areas of your business. Scan the QR code on page 5.

## **Office Suite and Office Suite Plus**

Try it free—trust us, you'll want it! Office Suite is your digital toolkit and includes your Online Store so Customers can shop with you. It includes our Customer Mailing Program, a Norwex Shopping App and much more.

## **Welcome to Norwex Call**

This is for New and potential Consultants, so invite your friends! Join us for a quick 15-minute chat to hear a special live message from our Norwex Co-Founder, Debbie Bolton. Check the Calendar on The Resource for dates and registration.

## **New Consultant Chats**

This 3-part series of live trainings is designed to get you up and running quickly. Jump on to interact and learn with other New Consultants. Also found in the *The Resource > Calendar*.

## **Got Questions?**

Contact the Consultant Care Center for help with order processing, returns, exchange requests and technical support. In the U.S., contact us Monday through Friday, 8:00 a.m. to 8:00 p.m., CT, and Saturday, 9:00 a.m. to 5:00 p.m., CT, at: **1-866-450-7499**.

In Canada, contact us Monday through Friday, 8:00 a.m. to 7:00 p.m., CT, at: **1-877-766-7939**.

When the first of the month falls on a Saturday or Sunday, the Consultant Care Center is open 8:00 a.m. to 1:00 p.m., CT.



# my first 90 days

## my why

### launch parties

Host your own and earn referral rewards through the Host program **PLUS 35%** on orders!

1st Party:

2nd Party:

## qualification tracker

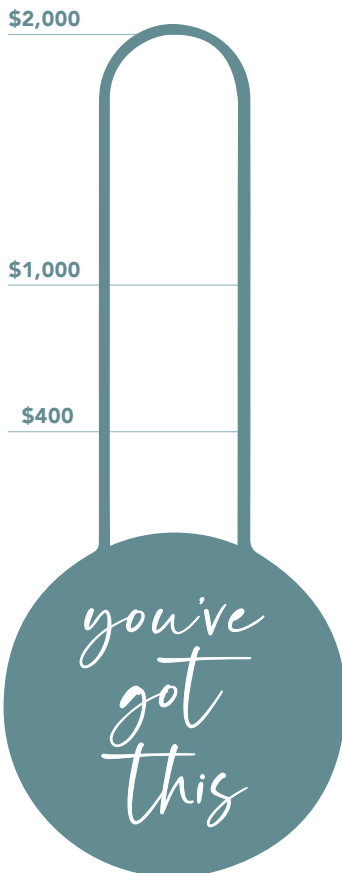


**Hit \$400 in your first 15 days** and your Quick Start Bonus is FREE!\*



**Hit \$1,000 in your first 30 days** or **\$2,000 in your first 90 days** and your Starter Kit is FREE!\*

This Starter Kit is provided at no charge, except for \$9.99 shipping and handling plus tax where applicable, to a new Independent Consultant who meets or exceeds the minimum Personal Retail Sales requirement for their Starter Kit selection. A new independent Consultant who fails to satisfy this criteria will be billed \$200 plus tax. \*Contents subject to change.



**My Leader:**

**Consultant Care:**

## my start date

Day 1:

Day 15:

Day 30:

Day 90:

## my login

[www.norwex.biz](http://www.norwex.biz)

**Consultant ID:**

**Password:**

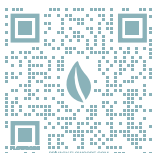
## vip group

**Stay compliant on**  
*The Resource > Training > Online Tools > Compliance & Social Media Guidelines.*

**Group Name:**

## chats

**New Consultant Chats**  
Mondays @7pm CT or Tuesdays @1pm CT  
Visit *The Resource > Calendar* to register.



**get paid**

Enter bank info for direct deposit in *My Profile*.



**subscribe**

Norwex Learning Network Podcasts. Scan the QR code on page 5.

you've got  
this

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**Our Global Mission:**

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

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