



ONE HOPE

Wine Tasting Guide  
*Fast Start*



# Fast Start

## Earn, Have Fun, and Make an Impact in 90+ Days!

Your Fast Start time period is the month you join, and the next 3 calendar months.

Our Fast Start Program is all about having a blast while you unlock \$1000+ in cash bonuses, over \$330 in wine, swag & more! Plus, up to 35% in personal commissions.

### 1<sup>ST</sup> MILESTONE

## Unlock Your Rock Star Bonus by selling \$500

(Selling Four 6-packs = \$500)



ROCK STAR  
BONUS  
VALUE  
\$180

# To Have a Successful Business at ONEHOPE

YOU'LL WANT TO FOCUS ON 3 KEY ACTIVITIES:



## BOOK/SELL: EARN COMMISSIONS, WINE & SWAG

	CE Sales	Rewards Earned	Value
1 <sup>ST</sup>	\$500 Sales Milestones	6-Pack of Wine ( <i>Rock Star Bonus</i> )	\$180
2 <sup>ND</sup>	\$500 Sales Milestones	Wine Carafe	\$50
3 <sup>RD</sup>	\$500 Sales Milestones	Event Tote Bag	\$50
4 <sup>TH</sup>	\$500 Sales Milestones	Marble Cheese Board	\$50

*Rock Star Bonus!*

## SPONSOR: EARN SPONSORSHIP BONUSES\*

Every time you couple a \$500 Sales Milestone with a New Cause Entrepreneur, you will close a Ring and earn \$150! Earn an EXTRA \$400 bonus when you do this 4 times!



\*Must be completed during your Fast Start time period (which is the month you join + next 3 calendar months).

	Earn
1 <sup>ST</sup> CE + \$500 in Sales	\$150
2 <sup>ND</sup> CE + \$500 in Sales	\$150
3 <sup>RD</sup> CE + \$500 in Sales	\$150
4 <sup>TH</sup> CE + \$500 in Sales	\$150
<b>EXTRA BONUS!</b> when you sponsor 4 CE's & Sell \$2000 in your Fast Start.	\$400
<b>Total Sponsorship Potential</b>	<b>\$1,000</b>

# 1<sup>st</sup> Wine Tasting Event Checklist



1

## CONNECT WITH YOUR MENTOR

Your Mentor will coach you on best practices to have a successful event.

2

## CREATE YOUR EVENT IN YOUR CE BACK OFFICE

Name your event, choose your cause, and customize your event page.

3

## CREATE YOUR GUEST LIST

Include family, friends, neighbors, and co-workers. Invite enough people to have 8-12 in attendance. *Discuss who is on your guest list with your Mentor!*

4

## SEND INVITES

Use email & text templates provided in your **CE Back Office**.

5

## PREPARE & KEEP IT SIMPLE

Your Join Kit includes everything you need to host your Launch Tasting Event. Don't drink these wines, use them to launch your business ;-). Also, please watch this Wine Tasting Tutorial and review the CE Event Guide in your Join Kit.

## AFTER YOUR EVENT, YOU EARN:



### Commission



**10%** of All Sales in **Host Rewards** to redeem for wine, donations, and more.



**10%** of All Sales **Donated to Your Cause of Choice.**



**PLUS**, if this is your 1<sup>st</sup> \$500 earned at ONEHOPE, you also earn your Rock Star Bonus. **This is an upgraded Best Sellers 6-pack!** (\$180 value).



**Tasting Kit Credit** When you sell \$500 & \$1000 in a calendar month you will earn credit(s) for each milestone valued at \$180 (to give to your next Host).



## Pro Tip

Use the "Words to Say" located throughout your join kit materials to help you, book, sell and sponsor successfully.

Schedule  
Your 1<sup>st</sup> Event  
in the Next  
15 Days

# Launch Your 1<sup>st</sup> Tasting Event

USE OUR 4 INDUSTRY TESTED BROCHURES



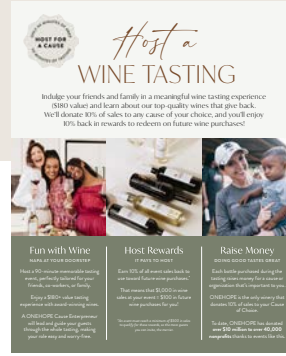
## CAUSE ENTREPRENEUR EVENT GUIDE

This Guide Helps You  
Run a Successful  
Tasting Event



## WINE TASTING GUIDE

Customers Use This Visual  
Guide to Enhance Their  
Experience at an Event



## HOST OPPORTUNITY CARD

This Card Helps You  
Explain the Benefits of  
Hosting a Tasting Event



## CE OPPORTUNITY CARD

This Card Helps You Describe  
the Benefits and Opportunity  
to Join Your Team



Wine Tasting Experience Video



# How to Introduce ONEHOPE



## WORDS TO SAY – WHEN INTRODUCING ONEHOPE

"Hi, I know you love wine, so, I couldn't wait to share with you that I have just started working with ONEHOPE Wine, a Napa Winery that produces over 70 phenomenal and award winning wines. Have you heard of them? "

"ONEHOPE Is the only winery that donates 10% of all sales to causes year around...so far ONEHOPE has raised over \$10 million for over 40,000 nonprofits! I joined because I'm raising money for \_\_\_\_ (mention the Cause of Choice) and then ask: Do you have a favorite cause or organization?"

"As a Cause Entrepreneur with ONEHOPE, I do three things - 1) Sell fabulous wines; 2) Offer people to host Napa Wine Tasting Experiences; 3) Teach people to do what I do. "

## Pro Tip

Remember, anytime is the perfect time to talk about ONEHOPE! You can discuss the hosting opportunity and purchasing wine with people at the supermarket, restaurants, parties, church, school functions and anywhere you go!

## Pro Tip

How you reach out matters...we've learned that Cause Entrepreneurs who make personal phone calls or have in-person conversations have the most successful booking results!

# How to Book an Event



## Pro Tip

We made it easy for you to be able to offer a \$180-Value Event at no cost to a prospective host.

**When you sell \$500 and \$1000 in retail sales each month you will earn a Tasting Kit Credit.** That's a free tasting you can offer a future Host! To kick off your business, use your Tasting Kit you received in the Join Kit to launch your first event and earn that Tasting Kit Credit!

## Pro Tip

Every time you reach out to someone to sell wine, offer them a Host Opportunity first. Even if someone says "no" to hosting, usually people don't say "no" twice. This is a good sales tactic.





# How to Book an Event



## WORDS TO SAY – TO A POTENTIAL HOST

"I offer private wine tastings for people who enjoy wine or want to learn more about wines. It's simple, as the Host you invite 6-12 friends, co-workers or family and I take everyone through a 90-minute Napa Wine Tasting Experience with 6 phenomenal wines valued at \$180."

"The best part is, I have one tasting experience that I can offer to someone this month for free, and I would like to share it with you. As a Host, you select a Cause that you would like to support and 10% from all sales at the event will be donated to your organization so it's a fun way to fundraising!

There's one more perk, you will also earn 10% in rewards that you can use towards purchasing free wines in the future.

## IF YES:

Woohoo! Set the date. Here's an easy way to do that giving them just two choices: "I have {day/time} or {day/time} available—what works best for you?" Then, send the **Host Card** and schedule a follow-up call in the next two days to begin prep for the event, using the easy-to-follow **Event Guide** that came in your Join Kit.

## IF NO:

It's ok if someone is not able to host. You should always offer a 6-pack of wine using a 10% off for the first order. See words to say under Sell.

## Pro Tip

If you don't have a Tasting Kit Credit to offer, don't worry as you're still giving a prospective host a great value. In this case, instead of offering a "free tasting experience", simply say "the best part, I can offer this \$180 experience to you for only \$49."





# How to Sell a 6-Pack

ON THE PHONE

SELL

02

6-PACKS

## WORDS TO SAY – WHEN SELLING A 6-PACK

Hi, I know you love wine, so, I couldn't wait to share with you that I have just started working with ONEHOPE Wine, a Napa Winery that produces over 70 award winning wines. Have you heard of them? Let me share more...It is the only winery that donates 10% of all sales to causes year around. So far, ONEHOPE has donated over \$10 million for over 40,000 nonprofits! I joined ONEHOPE because I love wine and that each purchase gives back to causes that my customers and i care about.

I wish I could invite you to one of our Napa Valley Wine Tastings, but sadly you live too far away. However, I can still bring Napa directly to your doorstep. With (the next holiday) around the corner I know you would enjoy our wine or gift them to your friends. So, I would like to offer you a 10% off of a 6-pack.

While we have 70 phenomenal wines to choose from, to make it easier, I recommend choosing from one of our curated 6-packs. One leans more towards whites and the other one more towards reds.

You won't be disappointed as we offer a Happiness Guarantee, so, if you don't like it, we will replace it. Can I place your order?

### Pro Tip

If someone doesn't want to buy a 6-pack, then, ask them how many bottles they want to buy and sell them 4.



## ONEHOPE'S 2 CURATED WINE PACKS INCLUDE:



### AWARD WINNING 90+

A variety of award-winning California & Italian wines. Includes mostly reds with some of our 90+ rated favorites.



### BEST SELLERS

A beautifully curated selection of mostly whites with 90+ award winning wines from California's finest growing regions.

# How to Sell Wine Club

## AT AN EVENT



### WORDS TO SAY –

#### WHEN SELLING WINE CLUB

- Our best value offer is our Wine Club.
- For a \$20 membership fee—the same price as shipping—you unlock \$500+ in wine, gifts & winery experiences when you stay on for 4 shipments.
- You get free shipping on all scheduled orders, and on all orders of \$99+ which is great for gifting.
- You will receive 10% off on 6-bottle Wine Club membership and 20% off on 12-bottles.
- Your 2nd order comes with a wine gift valued at \$40. Your 4th order, comes with a gift from our iconic collection valued at \$100+.
- Our Wine Club is very flexible:
  1. We're the only Wine Club that allows you to customize your order before every shipment. You can select from 70 bottles!
  2. You can change your frequency from once a monthly, bi-monthly, or every quarterly. You can also change your date of delivery any time.
- And don't forget the best part, you are giving back to your Cause of Choice all year long.

**IF YES:** At the Event you have your guest fill out an order form; or you can share your link for the Event with them to help and place an order. (Your Mentor will show you how to do this).

**IF NO:** If your customer is concerned about cost, find out what their budget is and offer some suggestions that will help them still enjoy our wine.







## CE OPPORTUNITY CARD

### THE 3 TOPICS PROSPECTIVE CAUSE ENTREPRENEURS ARE INTERESTED IN:

#### 01 – GETTING STARTED WITH AWARD WINNING WINE

- With ONEHOPE, you don't have to be a wine expert to start your business.
- We give you all the tools you need and award-winning quality that are simple to sell.
- Offer one of your "Partners in Wine Passes" for \$50 off a join kit!

#### 02 – MAKE AN IMPACT

- The only winery that donates 10% of your purchases to your Cause of Choice year round.
- Our community has enabled customers and hosts to donate to over 40,000 nonprofits locally and globally.

#### 03 – HAVE FUN EARNING AN INCOME

- Make up to 35% commissions selling fabulous wines, plus the opportunity to earn even more by helping others sell, too.
- Enjoy swag, incentive trips to Napa, free wine, and more!
- No inventory required and you have the potential to earn your initial investment back in your first month.



## How to Sponsor

### WORDS TO SAY – INVITE A PROSPECT TO JOIN

"Have you ever thought about turning your passion for wine into something more? As a Cause Entrepreneur, like me, you can earn an income while sharing great wines, contributing to causes you're passionate about, and enjoying a flexible career that aligns with your values. That's why I decided to do this!—If you're curious, I'd love to share this with you!"

#### Pro Tip

You can also craft your own message or use Your CE Opportunity Card to help you. People who want to join are interested in these 3 things and you can select some fun facts that you like the most...

# Getting Started Business Tips

## Within First 24-48 hrs

### 1 SET UP YOUR NEW BUSINESS PAGE ONLINE!

- Go to [www.onehopewine.com](http://www.onehopewine.com) and click the Login button.
- Once you've signed in with your email and password you used during your enrollment, you will be redirected to your CE Back Office.
- Go to, [My Account](#) and update your profile page with a welcome message and select your Cause of Choice that your customers can support when they Shop through your personal shopping link.

### 2 GET QUESTIONS ANSWERED IN REAL TIME

- Register & Join our New CE Welcome Call.
- You'll find these offered weekly & listed in the [Calendar & Events](#) on your CE Back Office Dashboard.
- Set up time to connect with your Mentor!
- Join our private ["ONEHOPE Community" Facebook Group](#). You will need to enter your CE ID which is located at the top of your CE Back Office dashboard.

## Within First Week

### 3 REVIEW YOUR FAST START GUIDE BOOK

- Get familiar with our [Fast Start Guidebook](#). You'll be introduced to 3 simple steps to launching your business by Booking, Selling and Sponsoring.

### 4 SCHEDULE YOUR OWN WINE TASTING LAUNCH EVENT

- Introduce ONEHOPE wine to your circle of friends and family. Setup your wine tasting details in the [Events](#) tab in your CE Back Office. Once it's created you will have an event link to share and all orders placed through your event will count towards your selected Cause of Choice and help you reach your goal of having a Qualified Event of \$500+!

### 5 PRACTICE BOOKING AND SELLING

- Follow the guidebook's simple "Words to Say" to introduce ONEHOPE and start sharing.

In addition to your Mentor, our [Care Team](#) at the Home Office are here to support you every step of the way! Should you have any questions, start a chat or submit a ticket to the [Care Team](#).



ONEHOPE