

Real Conversations Toolkit



real conversations





real conversations

 norwex[®]

Real Conversations, Real Impact | Concept Overview



Share, Educate, Inspire

Real Conversations allow two or more people to connect and share how they “live Norwex” in their everyday lives. These personal conversations can take place between Consultants, a Consultant and a Customer, a Consultant and a family member, etc.

The result is a compelling collection of stories that illustrate the transformative power of Norwex products, the Norwex Mission and the Norwex Opportunity.

Real Conversations makes “living Norwex” actionable, it fosters a sense of community and belonging, and it tugs at your heartstrings. It makes the idea of owning your own business not only attainable but admirable and fun. And it appeals to those looking to make a real difference – for their families, for others and for the environment.

I Live Norwex Because ...



I live Norwex because of the time it gives me – time not to miss those important milestones.”

Bringing Our Tagline to Life

Conversations are segmented into categories representing the company promise (live cleaner, safer, better) and three key messaging pillars (product superiority, Mission and opportunity). Every

Consultant is encouraged to provide the closing line:

“I live Norwex because ...”

live cleaner (product superiority)

live safer (the Mission)

live better (the opportunity)

Real Conversations | Ways to Approach

live cleaner

Consultants speak to the product science and how Norwex helps them live better in their everyday lives.

Possible discussion topics:

Peace of mind

(never having to worry whether your products are safe)

Mechanical cleaning

(cleaning with just water “skeptic to superfan”)

Healthy living

(how Norwex helped a family member with allergies)

Enzyme success story

(tackling big messes without toxins)

Technology/accreditations

(antimicrobial silver–no stinking/less washing)

live safer

Consultants speak to the Mission, from living healthier without harmful chemicals to helping others do the same.

Possible discussion topics

Body Burden

(limiting the buildup of forever chemicals)

Clean ingredients/No-No List

(never having to worry if a product is safe)

Reduce/Reuse/Recycle

(how Norwex helps create a smaller footprint)

Giving Back

(building community while doing good for the community)

Education

(how Norwex has informed/equipped someone to help educate others)

live better

Consultants speak to the ways the Norwex Opportunity has transformed their lives.

Possible discussion topics:

Empowerment

(work flexibility, rewards, 35% discount, confidence built, lives changed)

Community/family

(best friends and memories made)

Benefits/rewards

(incentive trip stories)

Savings

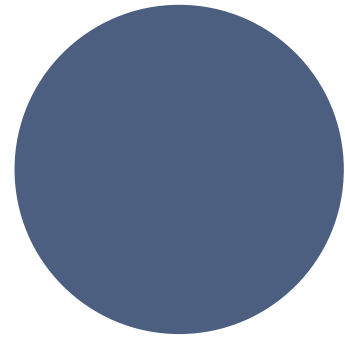
(how Norwex saves you money, time and the planet)

Real Conversations | Angie Hendrickson Vignette

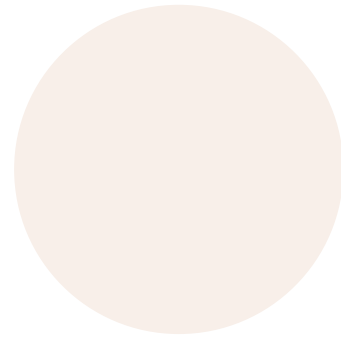


Color Palette

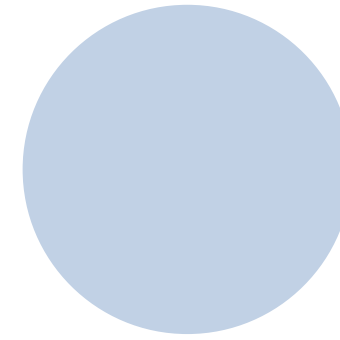
Primary (Naturals)



Norwex Blue
C76 M60 Y30 K13
#4C5F7F
PMS 2374 C

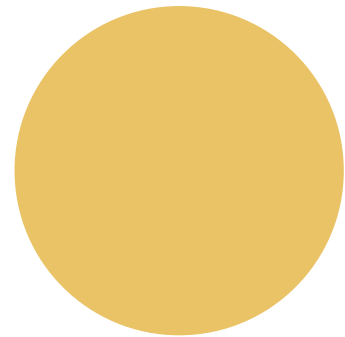


Sheep's Wool
C3 M4 Y2 K0
#FAF4EF
PMS 7604 C
(@ 50%)



Ice
C23 M11 Y3 K0
#C0D1E4
PMS 7604 C

Pops of Color



Cloudberry
C0 M16 Y67 K9
#EAC366
PMS 2006

Typography

Objectiv Mk2 Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Objectiv Mk2 Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Objectiv Mk2 Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Objectiv Mk2 Bold (to be used sparingly)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Ab

Objectiv Mk2 is our primary corporate typeface in all marketing and communications and should be used where possible. Modern, confident, non-fussy and geometric in appearance it helps to support our core visual assets and key visual properties.

Note. Where Objectiv Mk2 is not available, use Arial, a widely available system font for use in PPT or similar if necessary.

Headline goes here

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

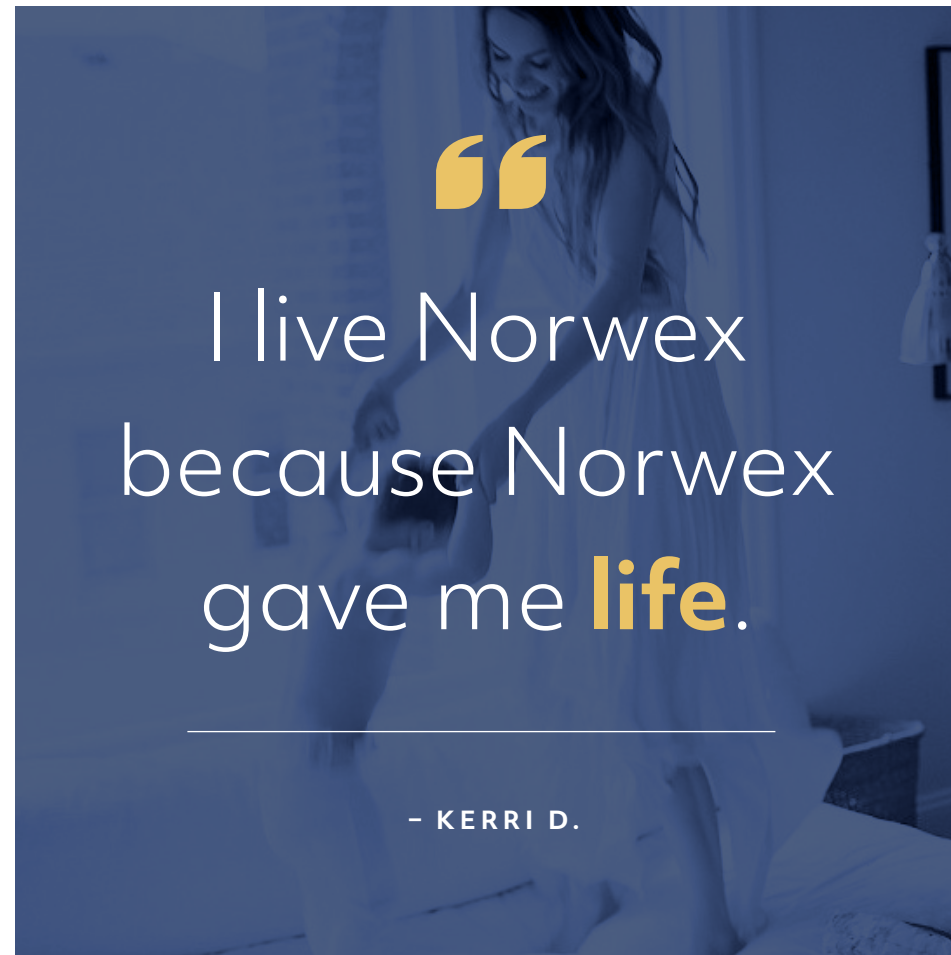
EYEBROW GOES HERE TO SUPPORT

Headline goes here

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

The Norwegian Way

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut laore et dolore magna aliqua.





“”
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“I live Norwex because of the work-life balance it gives me.”
- ANGIE K.



“”
Norwex helps me do a better clean.
- ALYSA L.

“”
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norwex.



“”
I live Norwex to be the best version of myself and to help others become the best version of themselves.
- CHRISSE S.

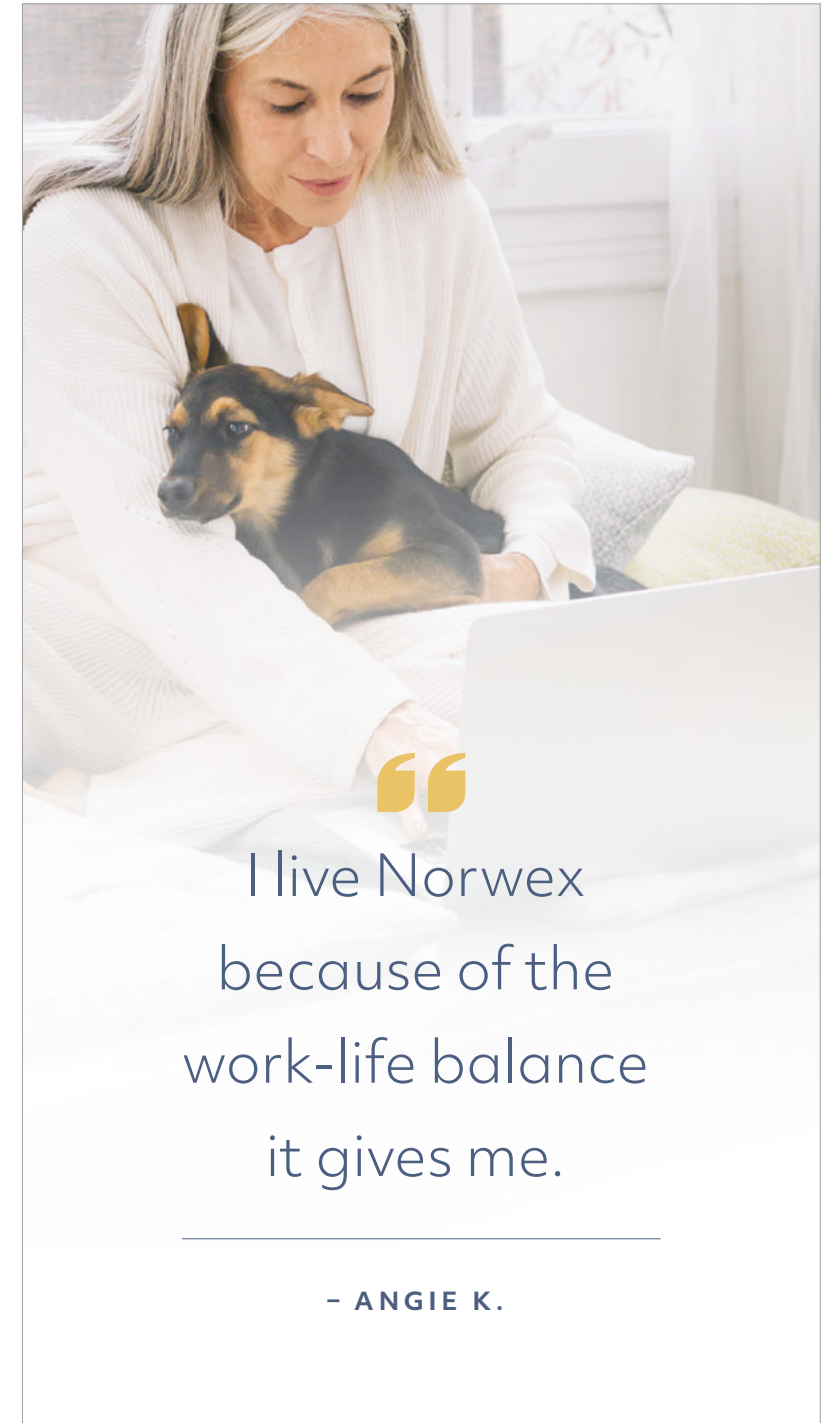


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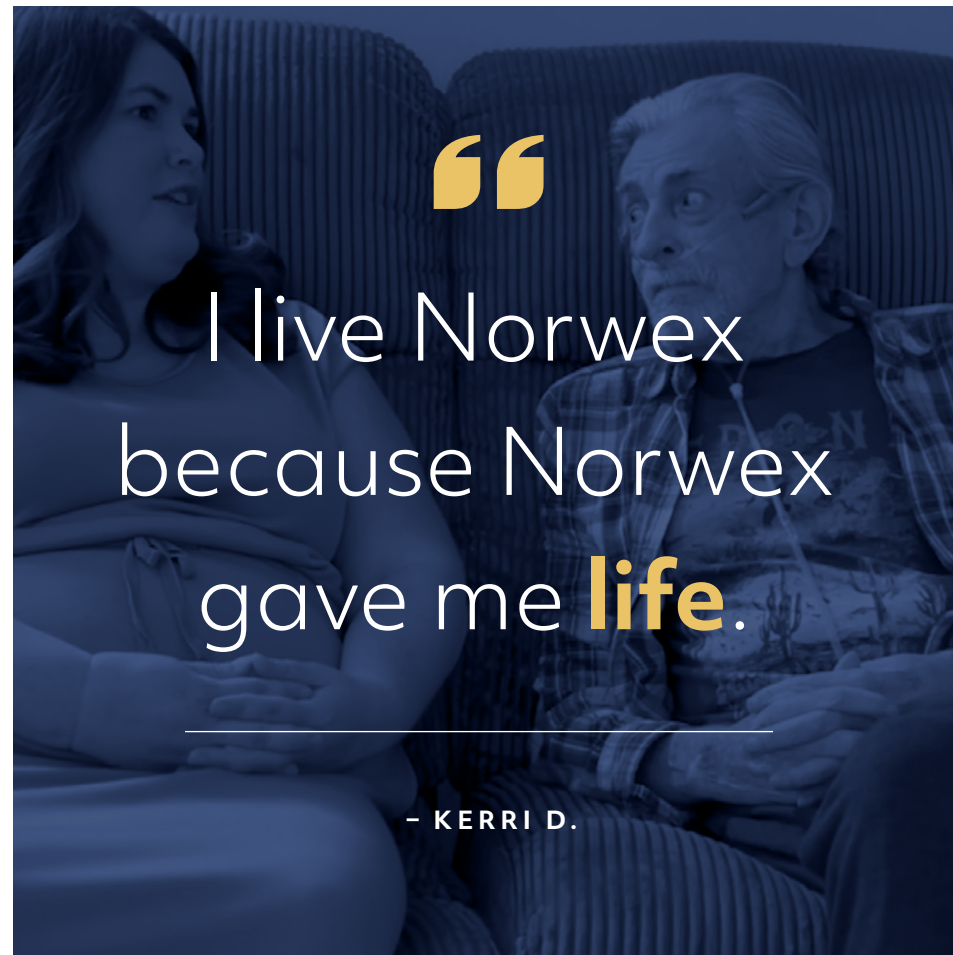
I live Norwex to be the best version of myself and to help others become the best version of themselves.

- CHRISSI S.



I live Norwex because of the work-life balance it gives me.

- ANGIE K.





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I live Norwex to be the best version of myself and to help others become the best version of themselves.

- CHRISSI S.



I live Norwex because of the work-life balance it gives me.

- ANGIE K.