

BOOK-A-THON

BeautiControl

Directors:

Here are my notes from the “Leadership Coaching and Education Forum,” on “How to Design a Book-a-thon!”

Are you interested in supporting your consultants in adding several parties to their calendar prior to Celebration?

Here’s how it works!

Step 1: Schedule a theme event for your consultants on Saturday morning, Sunday evening or perhaps a Monday night....Times where you’ll most likely find others home.

Step 2: Invite your consultants to brunch, dinner or hors d’oeuvres and ask them to bring a list and phone numbers of at least 10 individuals that they would love to do a party for along with their personal cell phones. You may choose to tell them that you’re going to host a book-a-thon or simply tell them that after brunch or dinner, we’re going to make connection calls, and we’ll be entering the individuals on your list in drawings for SPA products. Several of my clients have had success by keeping part of the event a mystery. The choice is yours!

Step 3: Prepare your agenda:

- A ½ hour to 45 minutes to connect!; Theme / food / beverages
- 20 minutes; the Incentives
- Host benefits for June and July; give them creative ideas on booking. One of my clients added several new SPAS on her favorite dates by offering a \$100 coupon at 50% off! Get creative leaders!
- 5 themes (Keep your themes simple and mainstream; what do women want?)

- Drawings for all guests that connect by phone or return a call to the consultant prior to the end of the evening.
- Awards for the Top 3 Consultants with the most new bookings scheduled in June or July. (Daytime SPA, products, etc.)
- Collect connection cards at the end of the evening (the names of everyone your consultants connected with.)
- Date cards (the names of everyone that schedules a SPA in June or July.) The date card is located in the Ward Library under documents.

Step 4: Prepare a script:

The focus is to connect and to invite their guests to a Specialty Event! (Challenge your consultants to listen to “Fast Start” prior to attending your event and to bring their top 5 ideas that they learned from the recorded training.) This will set them up to make connection calls. Consider discussing it for a few minutes during the beginning of the agenda. For example, “What were your personal highlights that you took from the “Fast Start” training?”

Voice Mail:

“Hi June, it’s Steve Wiltshire from BeautiControl. June, I’m at a Special Event with several consultants from BeautiControl, and we’re celebrating the beginning of Summer by giving thanks for all the special people that we’ve met in our businesses! I’m calling because each of us is hosting a Special Event in celebration of the friends we’ve made in BeautiControl, and I want to invite you to an exciting “Taste of Italy SPA Celebration” I’m hosting in July! Our leader is giving away some amazing drawings this evening to everyone we invite to our exclusive VIP Event, and I want to include you in the drawings. To be included in the drawings this evening, all you need to do is call me back on my cell, touch base via phone, and then I can personally invite you to my special gathering!”

Reaching them by phone: Same, except.....

“June, It’s Steve Wiltshire from BC.....How’s Life? What have you been up to???”

Hey June, I’m at a Special Event with several consultants, and we’re celebrating the beginning of Summer by giving thanks to all of the new friends we’ve made through BC. In fact, you’re being entered in our “Guest Appreciation drawings” as we speak for _____ Just because!

I want to invite you to join me for a very Special VIP “Taste of Italy SPA” Celebration on _____.

(Elaborate on the event! Color your words, paint a picture, use descriptive words)

June, will you join us?

June, anyone that decides to have their own Friend’s Night Out Summer SPA during the month of June or July will receive a half price shopping spree up to \$100, in addition to all the hostess credits and specials you’re going to receive!!!! Plus, you and I will be entered into drawings this evening at the close of our event for over (\$500 ???) in prizes if you decide to take a break from husbands, children and business and have your favorite friends over for an evening of pampering and fun! In fact, I have 5 Summer themes I’m offer to my hostesses, do you want to know what they are?”

Listen to their response, and either invite them to host a SPA, or agree with their objection and simply invite them to join you for your VIP Celebration. Also ask, “Who’s a friend that you’d love to party with? And extend an invitation to their friend.

“June, I’d love to host a show for you and your friends! How about it!”

Step 5: Drawings / awards:

- 2 hours later
- Collect date cards from the consultants
- Collect contact cards from the consultants
- Drawings
- Awards
- Acknowledgement

- 15 minutes on hostess coaching and challenge them to listen to the audio program “Partnering with your Hostess” in the Ward Library and challenge them to send you an e-mail of their new Hostess Coaching Outline. Perhaps suggest the book and CD which is available on the website at a discount. The CD and book contains assignments that guarantee the learning and action process.