

Two Comfortable Ways to Fill Your Calendar

This outline is for those who want to create more bookings in an exciting way. If you are overbooked and completely happy with your personal calendar – great! However; we still feel it is important to master this because you will then be able to teach your consultants and leaders a fun way to kick start their business.

We are going to call this a Celebration Party. It is more fun to call it a Celebration Party over a “personal spa party” or being your own hostess.

Step 1:

Host your own Celebration party in the next 30 days. For best results host two.

Your focus is to host a celebration party for your friends, neighbors, co-workers, previous hosts, clients, guests, new friends (stranger) and most importantly invite your consultants. It is especially important to make sure your consultants invite their own guests so they will get bookings, and more from the event.

Step 2:

Decide on a theme and tell your story as you invite them.

Theme parties engage guests to want to attend! Why? They are fun, relational and all about the experience

Examples of theme parties: Love is In the Air – Valentines Party
 A New Year – A New You
 Margarita fiesta Party
 Italian Lovers Party
 Cabana Girl Party

Get creative and have fun with your theme!

“Tell your story as you invite them” - what does that mean?

Come up with a reason for inviting them:

- 6 month anniversary/one year/ etc
- A guest and hostess appreciation celebration

Example of Lead Lines:

I’m going to raffle of the world – you will leave with lots of goodies!
Friends Night Out – Get away from the stress of life and come over and let me pamper you
There’s a great, fun group of ladies coming – you don’t want to miss!

Make it about them . . . make it fun!

Step 3:

Complete your guest list

Who would you love to see? Who would love to host a party? Who would be a fabulous spa works candidate? Who would be talented in the business?

Next to their name, write down one thought about each guest you're inviting

Lead lines when you all them:

- How's life?
- How much fun have you had lately?
- Or make it personal how was your trip to Mexico, Janet?

Step 4:

Set yourself up for the calls and other ways of communicating with them!

Phone calls, email, evites, text messaging, etc

- Set up your environment for making the contacts
- Smile and be excited when you talk to your guests
- Commit to action not emotion

Too many people wait to feel good and then take action instead of taking action and then feeling good. . . . *Mary Manin*

Step 5:

Decide when you'll call your guests and how you'll invite them.

Use the lead lines from Step 3 as you connect with your guests

*******Invite your guests who cannot attend to meet you for a beverage*******

This is where you will tie in the 48 hour challenge:

- Let them know you are in a contest with our new President and you would like to get a survey completed from them. You have a great gift to gift them.
- This is when you take your 2 favorite products, survey and connect with them in person
- Goal: they will be motivated and want to host a party or become a new consultant!!!

Step 6:

Design an extraordinary invitation (see other attachments to this date & check out document library)

Step 7:

Redesign your party experience

- Decide on stations or demos from the front
- Give away lots of raffles and goodies
- Decorate and create a festive atmosphere

In summary:

Create and conduct celebration parties on a regular basis, just change the name and perhaps a few of the products and info you highlight.

Give incentives for them to book with you that night!

Offer opportunity at each event

Always demo the most dramatic products and the ones you really love

Always conduct a five minute makeover

Most importantly – Just Do It!!!! Perfection will come with practice; don't wait!

I want to give credit to Steve Wiltshire, owner of Lifeline Coaching for allowing us to use his material. Without his brain power and experience in the field when he lead a 20 million dollar organization, our creativity would not have flown as easily. Steve – you are the best – The Direct Sales KING!!!