

Question:

It seems no matter what I do, I can't get people to book shows. I've tried everything I can think of, but no luck. Also, I never get people to fill out their wish list – I overheard someone at a party saying if they fill it out, it will give me a reason to call them! Any suggestions?

Answer:

Hey! Yuck – sounds like the person who made that comment was not really at the party for the right reasons. Unfortunately that happens sometimes – people come to support their friend – not to be there for the party. But that is ok – it's pretty rare, so just let that roll off your shoulders.

As for bookings, we have a ton of ideas in the Training Tools section of our Weebly website – everything from incentives to games to increase bookings – but the bottom line is that you have to find their “wanna” and attach hostessing a party to that “wanna” – much like recruiting. Check out <http://beththomson.weebly.com/>

For instance – for the “social butterfly” of the group you would talk about how much fun your parties are, and how its tough especially this time of year to get friends together when they aren't busy with everything else. Talk about how you can have a “wine and cheese” party and have some much needed “girl time” away from the family stressers of the holidays. That kind of thing. Have her connect with the idea that her party would be a fun event to get her friends together – plus make shopping easy AND she gets some free goodies as well.

For the financially stressed shopper – highlight the hostess rewards and items she can receive free. Talk up gift giving and your “add ons” such as gift wrapping etc. Show her how just a little bit of time and an even smaller amount of “work” (like getting you her guest list) will help her earn her holiday gifting.

Also – go through your old order forms and see who marked that they were interested in having a party, or in the business, OR who has made a mark next to items on their order forms. This is a big reason why you tell them to “make marks” as you go through things in your demo – they don't know they are creating a “wish list” for you just like that!

And if all else fails – hostess your own Mystery Hostess party, invite every woman you have ever come in contact with in your life (lol, I'm serious!) and play booking games and have giveaways that encourage bookings!

Remember – **if you are not booked as solidly as you want to be – it simply means not enough people know that you do what you do!** just keep telling yourself that over and over until you are consistently talking to people every single day, and you understand WHY- you have to have to have to talk to enough people to get booked solid. If 1 in every 5 says yes (the industry average) then you need to talk to 50 people to get 10 parties.

You can do it – I'm here cheering you on!