

# Gardening Guide

Gardening is the term we use for marketing your business for several reasons. First let's talk about what it takes to plant a Garden, and how that pertains to your business.

First for a garden you must have a PLAN – to those of us in Party Plan, we can call that a goal. You must first know where you are headed before you can figure out how to get there. Then you must make sure you have the right TOOLS. Tools for planting a garden can include soil, seeds, shovel, maybe a pot. What are the tools needed for the Party Plan Gardening? (giveaways, fliers, goodies bags, hostess packets) First thing you want to do is prepare your SOIL – where are you going to go? Do you want to focus on doctor's offices? Churches? Daycares? Prepare a map for where you are going to plant your seeds. Then you must use your TOOLS to PLANT the seeds – in Party Plan this is the initial contact you make with a potential client. When out Gardening© your business, you are planting seeds for your success. Just like in a garden, the more seeds you plant, the more flowers will grow in your garden. Make sure they have enough SUNSHINE – enough information about your business, what you offer, and why it is they would want to have a party. And of course you need to WATER your garden – this is the follow-up. Whether it is a phone call or a simple drop-in visit, you must WATER your garden for it to grow. Sure some little wildflowers may pop up and call you before you call them – but to really grow your garden, you must water it. Ok, now that we understand the reason behind the Gardening© concept, we can design your Garden!

## 90 Days To Success

How many of you have ever grown a garden just from seeds? Not already-grown-up plants that you bought and put in the ground! Truly started from scratch, from a seed? Did you wake up the next day with a beautiful flourishing garden full of bright beautiful flowers? No. How about the next day? Nope. The Next? No. Did you give up? No. Why not? Because you KNEW that with a little more time, and maybe a little more water, you were going to have a beautiful garden. The same is true with Gardening © Your Business! Do you remember what your garden looked like 3 months later? I bet it was a very large abundant garden with flowers and fruits – just like you had imagined it. So why do people give up on Gardening © their business so easily? Lets take a look at some factors of Gardening© that might discourage business.

## You Reap What You Sow

In *What Is A Party Plan Diva* we discussed becoming a Party Plan Diva, and the Law of Attraction. When Gardening © your Business, you need to remember how you planted that Garden. First, to get flowers – you can not plan shrubs! When Gardening © your Business to prospective clients remember “You Reap What You Sow”. How you LOOK, How you SPEAK, and what you GIVE are key factors to Gardening © Success. Make sure you are a Party Plan Diva and that your items to give reflect the same integrity of your Company.

We understand you don't need to spend a small fortune on Gardening©, however, you do not want to appear “cheap” either. Some cute and memorable ideas for Gardening© -

Tie 2 Hershey Kisses together in Tulle – “You have been kissed by a Passion Party Diva, Call me for your FREE GIFT!” Also works with Hershey Hugs.

Tie to bite-size Snickers™ in tulle – “Fill Your Home With Laughs and Snickers – Book a Party”

Tie two Reisen Candies – “You Don't Need a REISEN To Have a Party – Any Day Is a Good Day For A Party!”

Smarties™ Candy – “Be a SMARTIE – Have a Party!”

Powder Samples – put in a tiny zippered bag and staple a pretty feather to it.

Liquid Samples – use miniature sample containers to give minis of your favorite lotion, fragrance, or spice! Label the outside and curl a pretty ribbon around the top to romance it up a bit.

Organza Bags – the 3x4 organza bags are the perfect size to make individual little packages to hand out. For bath salts and gels you can add a tealight candle and silk rose petals to add to the bath. For Skin care you can put a skin care regimen for a weeks worth of care. For Scrapbooking you can put in confetti diecuts and other little trinkets. The sky is the limit!!

Ok, I am ready to get PLANTING! Gardening© is a lot of fun and will get you excellent results when done correctly! Follow these tips to get the most from your Gardening© experience! When you walk into the establishment, make sure you have a SMILE on your face!! Simply say to the person behind the desk (or first person to greet you) “HI! My name is Lynsey Jones and I am a local \*your company\* Consultant trying to expand my business in your area. I was hoping it would be alright for me to leave some information on who we are and what we do! I also brought you some goodies to share!” Its THAT simple!!

### **Watering Your Garden**

Follow-up is key to maximizing your Gardening© experience! Whether you stop by for an appointment, to shop, etc, you must make some kind of contact within 3 or 4 days of initial planting! Build a relationship with your clients – you can always think of reasons to stop by!

## **Gardening Success**

No, we don't mean digging in the dirt – this is planting seeds for your business to other women in business. (See Marketing Section for detailed ideas for Gardening your specific product) Put together some little Gardening Bags or Baskets and get ready to go out canvassing. Dress professionally, including an award-winning smile, and get ready to talk to everyone.

Your Gardening packet should include –

- Benefits of hostessing a party•
- New Catalogs•
- Your current specials or incentives•
- Information on the business opportunity•
- Product samples (if possible)•
- Several business cards•
- Chocolates or hard candies•

You can even have a theme for Gardening – get flower bags and put a Hawaiian lei with it for Summer time. Or a holiday bag and small trinket ornament for Holidays. Let your theme match your specials. The Gardening Bags should look like little gifts – after all, you ARE giving a gift!

When you walk into a business, you simply say “Hi, May I please speak to the Manager? Hi My name is \_\_\_\_\_ and I am a local (your company) Consultant expanding my business in your area. Would it be alright for me to leave you with a bag of information and goodies for you and your employees?” People love getting free stuff. It is easy to do, and can be fun – pair up with a buddy and see how many bags you can get out in a certain time.

Think of Gardening truly as planting seeds – the more seeds you plant, the more blooms you will have. Also remember it takes some time for plants to grow – it may be a week or two before you get any response. Do not stop Planting just because you didn't get any calls the next day – persistence and consistency is the trick to successful Gardening!

**WHERE To Garden? EVERYWHERE –**

- Hair Salons
- Doctors offices
- Laundromats
- Retail Stores
- Tanning Salons
- Restaurants after the lunch rush
- Banks
- Grocery Stores
- Bowling Alleys
- College Campuses
- Teachers Lounges
- Ball Parks
- Bridal Shops
- Nail Salons
- Anywhere with a Front Door!!