



Be My Guest!

One secret to success in any big month is building party attendance. The more guests you have in attendance will increase your opportunity for higher sales, dating and recruiting opportunities. As you plan your strategy for a big week or month, try these proven tips:

- ❑ When you party plan with your Host, encourage at least 10 in attendance. A rule of thumb is to invite at least 2-3 times the number you expect to attend.
- ❑ Encourage your Host to fill out a guest mailing list. When invited guests receive the monthly brochure, they get excited about new products and colors and are reminded of the party date and time. Brochures also encourage outside orders if guests are unable to attend the party.
- ❑ Remind your Host to let their friends know that if they bring a friend to the party, they will receive an extra gift. There are also sales specials that require attendance.
- ❑ Keep in touch with your Host so that you know how many guests she is expecting. It is never too late to call a few more friends. Life is busy and some folks just need an extra reminder. As you visit with your Host a few days before the party, you can also ignite her excitement and encourage her to have the best party she can. Assure her that you are partners and that you will be helping her earn great gifts.
- ❑ It is so important for Hosts to make personal calls to invite guests to the party. Since it is birthday month, you might purchase some birthday stickers. Let your Host know that you will place the stickers in half of the brochures. As she calls her friends about the party, she will be asking them if they found a birthday sticker inside the brochure. If the Host "finds" all of the stickers, she will receive an extra gift from you!
- ❑ Offer a game gift to guests who RSVP from the brochure.