

Just Ask" for Bookings!!!

WORDS TO USE WHEN TALKING ONE ON ONE:

- You are so much fun! Can I come to your house to do a show for you?
- Looks like you had fun tonight. Would you like to have your friends over for a fun evening?
- Look for the real fun person. "You are so fun and I think we could have so much fun doing a show together. I'd love to come to your house and have fun with you and your friends. What do you think?"
- Everyone's asking who's having the next party. Why not you?
- Would you like to have a show of your own?
- Would you like to get free products?
- I see you marked 'Maybe' on your door prize slip. What questions can I answer for you? None? Great! What day of the week works well for you? Tuesdays or Thursdays?
- What month is best for you?
- Looks like you're interested in lots of products. Would you like to get some for free?
- As you are adding up the sales receipt, ask if they are interested in a show. Tell them you need to ask, it's part of your job.
- Ask, "Why are you **not** hosting a show? You love the products and you have a big wish list marked on your receipt."
- I heard you talking about _____. Did you know that we do fundraisers/bridal shower shows/charity sponsoring?
- I heard you say you have been to lots of shows. Would you like to think about hosting and you NEVER have to pay FULL price again?"
- If you are not interested in a show, do you know anyone who is? I'll give you a thank you gift on your order at their show."
- Susie Host got "X" amount of \$\$ free on her show. Would you like to do the same?
- As you close the hosts show, remind her that she can get booking points by rebooking herself for later.
- Hand out a \$10 Gift Coupon (make one up on your computer) for referring a show to me. You can cash it in on your order at their show."
- Ask for help. "I need 2 bookings for this month or next. Are you, or anyone you know, able to help?"
- When placing their order...."Would you like a show to go with your order?"

SHOW TIPS TO HELP INCREASE BOOKINGS

- Talk about your Host plan at least three times during your show (be careful to keep it SIMPLE!!!) Hold up a flyer that has pictures of the favorite products Hosts receive for having a show!!).
- Talk about any booking gifts/half-priced items, etc.
- Offer incentives--such as, receive a free ___?___ (\$5 value) for booking a show and not making any changes (cancellations, reschedules, change in date/time, etc.)
- Imply a busy calendar. Guests don't know what a "full schedule" means to you.
- Use the "maybe" guest survey slips. A "maybe" can be turned into a "yes".
- Have 2-3 different types of parties in mind that you like to do and talk about a different one than what you are doing at the time to make someone else want to book to see the new item(s) demonstrated.
- Take four host packets to shows. Tell your guests that each packet has a prize in it. When they open their packet there will be a flyer with the prize on it. **They will receive the prize when they hold the show.**
- Be sincere and helpful. Guests can tell if you care about them or if the sale is more important than they are.
- Take the \$\$\$\$\$\$ signs off of your forehead. Concentrate on the products and the guests. The sales and bookings will automatically come.
- Always have FUN and be INFORMATIVE. Know your Products. Keep your audience wanting more. Don't tell them everything you know. Keep them coming back wanting to see more products and learning about them.

Top Ten Tips for Terminating Telephone Terror

What can strike terror into the heart of even the most successful sales professional or entrepreneur? What can crush self confidence, destroy self esteem and leave even the most seasoned prospector quivering with humiliation and defeat?

The Terror of Cold Calling.

But fear not! Here are:

Top Ten Tips for Terminating Telephone Terror!

1. Make telephone calls

Few things are more terrifying than the unknown. The fear you create for yourself is far worse than the reality of cold calling. Once you start making telephone calls and continue making calls, it gets easier. You will overcome your fear by doing.

2. Make a lot of telephone calls

If you have only one prospect to pursue, that prospect becomes overwhelmingly important. If you have hundreds of leads, no one prospect can make or break you. The more calls you make, the more success you will have.

3. Prepare

Prepare for cold calling the way you would for any major presentation. Know what you want to say, how you want to say it and how you want to represent yourself, your company, your product or service. And, most importantly, know the goal of your telephone call.

4. Practice

If you are new to cold calling or uncomfortable with cold calling, practice your pitch out loud. Role-play with friends or colleagues. Practice various sales scenarios. This way you will not have to worry about what you are going to say, you will be prepared and you can focus in on your prospect.

5. Start with less important leads

It will be good practice and less stressful. Once you feel more comfortable, start working on the more important leads.

6. Stay Calm

You will, for the most part, be talking to people who will appreciate your call. If a prospect is rude, remember: don't take it personally. They may just be having a bad day. Move on.

7. Realize your priorities and your prospect's priorities are different

You want an immediate "yes"...your prospect on the other hand may want to finish a report, finish a conversation, start their vacation....etc. Be very careful not to read negative or extra meaning into early conversations with your prospect or your prospect's secretary. If, for example, your prospect's secretary says that your prospect is "on the phone," "in a meeting," or "out of the office,"

that does not translate to, "My prospect knows that I am calling and is avoiding me."

8. Accept that some things are out of your control

If a prospect says "no," ultimately, that is out of your control. But what is within your control is continuing to prospect and continuing to make calls. It is also within your control to improve your cold-calling skills, attend seminars, read books or hire a trainer — fewer prospects will say "no."

9. Play Arlene's game

The object of Arlene's game is to focus on rejection. The goal is to reach 100 points. You get 1 point for every rejection. Give yourself 1 point for every "no" answer. If your prospect says "yes," that's a bonus! Focus on acquiring points. The more calls you make, the more points you acquire. When you reach 100- You Win! Give yourself a prize!

10. Have fun!

This is not life or death — it's only a cold call. The fate of the world does not rest on you and your telephone. You will not destroy your company or ruin your life if a prospect says "no." Loosen up, be creative, have some fun!





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THE TELEPHONE

The most effective, least expensive business tool you will ever own is already in your home...and probably in your purse! **It's your telephone.**

Business Uses for your Telephone

-  Care for the business you already have
-  Ensure the success of every Show
-  Follow up with Hosts, future Hosts, recruit prospects and customers
-  Create new business: customers, Hosts and Business Partners

All this great stuff! So what's stopping you?

Are You Phone-a-phobic? *The only call that is hard is the first one!*

You can't "find the time", You're afraid to pick up the phone, You hate when no one answers.

Practice is the only thing that can make fear go away.

Make Telephone Time a Priority: Schedule your phone time and stick to your schedule!

If it is important to do, it is important to schedule and commit to! Just like our shows, if we don't schedule show, we don't have them, same with phone time!

Schedule at least 15 minutes every day. Commit to the time and stay disciplined. ***(Get a mason jar and lots of quarters. Every time you make a phone call let your child put a quarter in. Save for a special treat.)*** Schedule "Power Hours" blocks of time that are self-contained. Have your list of names ready, keep any promises you made and critique your work. **If you don't have an hour, schedule ½ hours or ¼ hours several times a week! *(Prepare list ahead of time, will save tons of time!)*** Use waiting time productively. Five or ten minutes can mean a lot!

***What days do you work, Tuesday, Thursday and Friday? If you don't have a show scheduled on your "work day" get on the phone and Dial for dollars! Future business awaits you!**

Psych Yourself! Prepare a script for the first few sentences. It won't be long until you are comfortable with the words. **Call a friend** and PRACTICE! **Bribe Yourself!** *"If I contact at least 5 people today, I will treat myself to _____"*

Smile! Keep your energy high. If you need a mirror by the phone, put one there!

If you sound like you are enjoying the conversation, they will enjoy it too!

Be Prepared to "Dial for Dollars"

Avoid S.L.S. Short List Syndrome ***You will like a pest if you have a short list Make sure every line of your 100 is filled. Put down names even if you aren't ready to call.*** Ask for referrals and add them to your list.

Make every call a "warm call"

Make lots of notes when you meet your prospect. Be specific so you remember **details!**

Always ask, ***"What's the best number and time to reach you?"*** This will save you lots of time!

Be reliable with your follow up!

Qualify her time. *"Are you interruptible? or Do you have a moment to talk?"*

Engage Your Prospect in Conversation *"I've been thinking about you, Can I ask you a question? Once she says, Yes, you can ask her anything! Can you help me? It would mean a lot to me..."*

Continue the Conversation Where You Left Off!

This is where having lots of notes really pays off! ***Hi! This is Lyn. We met at _____.*** Do you

have a few minutes to talk? If the answer is yes, continue with something specific, such as, *I recall you really liked...* Or, *when we met, we were talking about...*

Create a Sense of Urgency Act busy until you are busy! Give her a reason to make an immediate decision. *I have you on my list of people to call when _____.* Tightly control the timeframe!

I'm sorry I didn't get to call you sooner. This promotion has been so successful that I've had a hard time getting to the phone. I wanted to be sure I got to you before it's over. My company has a fabulous promotion going on and I've suddenly had a couple of rearrangements in my schedule.

I just have three more dates I need to fill to reach my goal and I thought of you.

We have a limited time offer. I only have a couple of dates left and I knew you would be interested in this special.

Voice Mail Messages It's always a good idea to leave a message. *Hi! This is Lyn from _____.* *I'm sorry I missed you. I'll keep trying until we connect. If you'd like to call me back, my number is...* If you have tried several times and you still haven't connected, try saying, *...if you don't want me to call you back, call me so that I will close my file on you. (People don't return calls because it isn't important to them at that moment.)*

80% of the time, someone responds positively on the 5th through 12th contact!

Approaches You Can Use.

The **DIRECT APPROACH:** *I have something I think you will be interested in...*

The **OPINION APPROACH:** *I was wondering if I could ask your opinion about...*

The **THIRD PARTY APPROACH:** *Who do you know that...* . Approaching your **WARMEST OF WARM MARKET:** *You know I have my own home-based business and I know you care about my success. I have to practice my presentation _____?*

If You Are a Little Embarrassed Because You Didn't Call *I'm feeling a little awkward calling because I don't know if you will be interested, but _____.*

I've been hesitant to call, but I realized that I wasn't doing you justice, _____.

For a Promised Booking *I'm calling you as I promised I would. You said _____.*

To a Referral *Jane gave me your name. Did she mention I'd be calling?*

Pre-Show Contacts with Your Host *That's a GREAT START!* Works in every situation.

Reminder Calls to Guests Who Said .Yes. or .Maybe. This message works equally well if the possible guest answers the phone or if you get voice mail. *Hi! This is Lyn. You don't know me yet, but I'm going to be the Consultant at _____'s Show tomorrow night. She told me you might (would) be able to come and I'm really looking forward to meeting you. I don't know if _____ mentioned that you are welcome to bring a friend she didn't invite. We'll be starting at 7:03. I can't wait to meet you!*

D.A.T.E. Time No matter how great the Show was, **there are always more sales, booking and recruit leads** waiting for your call. Schedule 15-20 minutes the **Day After The Event** for fabulous follow up!

To your Host: Thank her and let her know she can still decide to join your team!

To Guests: Make it a priority to call everyone.

Who took Business Information: *From what you know so far, _____.*

Who booked a party: *I want to thank you for booking and double-check the date. **Who live where you would like to build your business:** I'm introducing my business in your area and I'd appreciate your help. Does anyone come to mind who _____ I'd be happy to give you a gift for referring me.. A referral is _____.*

That you didn't get to talk to as much as you'd like: *Is there anything about being a Host or a Consultant that you didn't have a chance to ask me?*

Who placed an order: *I'm just calling to thank you for your order. You helped our Host earn _____ and helped me earn _____. We both appreciate it! If you'd ever like to _____, please give me a call! purchase*

Who placed an outside order: *I'm sorry you couldn't make it to _____'s Show. I wanted to thank you for your order and let you know about _____ Was there anything that you liked that you didn't ?*

Other Great Times for Customer Care It's always a great time to let a customer know that you appreciate their business. Be sure to schedule these calls.

When the Products Have Been Delivered *I'm doing my "out of the box" calls. I wanted to know _____.*

To Alert People to Customer and Host Specials *I'm doing my regular Customer Care Calls. I have a note to call you when ...*

When You Have News to Share *I know you love _____ and I wanted to be sure to share with you....*

FUNNY MONEY GAME

First, go buy some Funny Money. You know what I mean, paper play money.

I have \$20, \$ 100, \$ 1000, \$ 10,000 denominations...

I give everyone who comes \$ 1000, if they are on time \$ 2000. I give money for participation depending on their depth of participation. Asking a question \$ 20.00... Selling a product through a testimonial that is outstanding \$ 100 etc etc etc etc....

I give \$5000 for booking a show/party/demonstration, etc.
I give \$ 5000 for asking for more info on the opportunity

And then during a question session I give "mixed up" funny money.

I then have several items. I have done everything from small sample pieces, to discontinued items and even one larger piece. Each 'in=home' party planning business has a consultant supply list for consultants to purchase items for this use.

During the "Auction" I hold up an item and tell them how they can't live without it and how it is for "them". I then ask for an opening bid. I have had someone bid \$ 10,000 for a very nominal item because she just couldn't have tooooo many of them... and I keep going till I get the highest bid. Everyone has a grand time. And since they are playing with "funny money" they are bidding crazy.... The only thing they cant do is "get change" they can only bid in the denominations they have in their hands that is why I try to vary and use the \$20 bills.....

As for the number of door prizes I give... This is what I do... I take a cellophane bag and wrap in a colored tissue paper a few (either sample items or very inexpensive items). This is the grand prize. The other two are discontinued pieces that I have left over and these I only give out until they are gone.... Always try to keep some on hand because you can use them for lots of different things. They make great introduction gifts for your child's teacher, school nurse, principle, music teacher etc etc etc..... Think of the ways you can use these wonderful tools... A small sample product/item from your product line (whether current or discontinued) is always a great way of saying Hi to those you will be having lots of contact with in the future without "jumping" on them first thing.

I love to include a note that says something like..... Just wanted to let you know that I appreciate the work you will be doing/have done/ are doing/ with.....here is a small token of my appreciation. Enjoy it and should you need anything or if you would like a catalog, please let me know.

Subtle, but nice and thoughtful.....

TURN YOUR BUSINESS AROUND IN 7 DAYS:

Day 1: Give yourself an ATTITUDE ADJUSTMENT (Positive)

Why are you in this business?

Set your income goal for the next 3 months.

Book 2 shows to be held in the next 6 weeks.

Day 2: Get ORGANIZED

Know where things are. Make files.

Have one place for messages and things to do list.

Book 2 more shows.

Day 3: CALL every Host from the past six months.

Encourage outside orders or re-bookings.

Book 2 more shows.

Day 4: CALL Recruit leads.

People are laid off from summer jobs.

Follow up on your leads.

Book 2 more shows.

Day 5: Review your GOALS.

How are you doing?

Did you set them too low or too high?

Book 2 more shows.

Day 6: HOST COACH all those new shows.

Send postcards or notes of encouragement.

Make phone calls.

Book 2 more shows.

Day 7: GRADUATION DAY! You did it!

Book 2 more shows.

In 7 days you will have spent 15-20 minutes a day on the phone with 14 new bookings on your calendar!

90-Day Rule

Now it's time to get back to working our businesses or in 90 days there will be none. (Remember the 90-day rule: what you do today affects your business in 90 days.)

Here's a few suggestions:

We all know that America is going thru a difficult time of uncertainty and much of what is going on is not within our control, yet there is much we can control. I want to insure that our Company is in very good shape. Recruiting is UP 15%, there are many who are looking for extra money. Number of shows is UP also. Show averages are not as high which tells us that people are not as free with spending their money, but are booking more shows to get free products. These are all good indicators. **If you listen to financial reports, the economy is not all that bad.** The indicators say it is poised for recovery as soon as we get past this war situation.

Historically economies always boom after a war. I went thru the Gulf War with [YOUR BUSINESS NAME] and while the uncertainty slowed us down for awhile we grew quickly once we were done with it as you all know.

What is more important now?* Home and family of course. Eating out is down 30% so that means people are eating at home 30% more. Mothers are as busy as ever, but are back to cooking. They need us more than ever to help them get those meals on the table faster and to make their job easier. I am concentrating on talking about budget and healthy eating tips at my shows. Our recipes that encourage cooking once and serving twice are right on target.

Cooking in bulk and freezing are great time savers. 10 pounds of ground meat cooked in the family skillet and frozen in 1 pound bags, boiled pasta can be cooked, frozen and reheated almost instantly, precook onions, celery and peppers to be added to dishes...the ideas are endless. I think we need to pepper our shows with many useful hints.

You can find more than you will ever need on the web by just putting in key words such as budget tips, healthy cooking etc. **One I have used is Cooking.LifeTips.com** Here are a few ideas: Use leftover oatmeal in meatloaf instead of bread crumbs (much healthier). Use leftover chili over baked potatoes or pasta for a new meal. Cook large quantities of pancakes (on our griddle) to freeze and pop in toaster for a fast & economical breakfast. Freeze leftover rice, noodles, or potatoes - they keep for months and can be added to soups and casseroles. Make instant oatmeal by putting the regular in a blender and grinding it finer. Save so much money that way.

When you buy pre-cut veggies you pay double and lose 40% of nutrients. Buying bulk cheese will save you half the cost. Recently I was being lazy and picked up a bag of cubed cheddar at Sam's Club for \$6.50 and put it back quickly when I noticed the same amount (2 lbs) in a block was only \$3.50--guess how quickly I cut that up with our crinkle cutter and it looked so much prettier at the party. I store leftover wine, chicken stock and gravy in my old ice tray and they are ready to go when I need to add a little zip to something.

There are millions of hints that you can give your guests and make our serve more valuable.

We live in a society with so much cancer that I have often wondered how much all the processed food we have in our diet contributes to that. So encourage your guests to cook more from scratch - they will be healthier and wealthier because of it. **THE MOST IMPORTANT THING YOU NEED TO DO RIGHT NOW IS GET ON THE PHONE AND BOOK THOSE SHOWS. THEY ARE STILL BUYING BUT ONLY IF YOU ARE IN THE ROOM SELLING. WORK YOUR BUSINESS AND IT WILL WORK FOR YOU!!**

*the above one item is most geared to pampered chef or tastfully simply reps. Other DSA companies use your imagination and taylor to your company's business needs.

Five Daily Success Activities

Here are five Success Activities you should do every day to make yourself more successful:

1. Search for new customers.

If you want to be successful you've got to look for new customers. The lifeblood of any business is finding and keeping - new customers.

2. Get on the phone.

The most effective way to find new customers is by getting on the phone. Though there are many ways to collect prospect names, you ultimately need to pick up the phone and call them.

3. Have a daily target.

You must have a target for the number of people you're calling. There's a huge difference between calling new people you've never attempted to reach before and calling a person who you've left a dozen voice mail messages that were never returned. Calling the same five people every day isn't going to make you successful.

4. Schedule time.

Block out time on your calendar to make calls. Schedule an appointment with yourself to make calls every day.

5. Stop fooling around.

Don't waste valuable phone time doing miscellaneous paperwork. Use the time to get on the phone and find more customers.

Consultant 4-Phase Cycle:

Did you know that most Consultants go through a four phase cycle many times during their career? Not all the phases are positive, it's important that you know how to work through them to keep yourself and your business thriving.

Phase One is EXCITEMENT.

You want to tell everyone about your business! You've caught the vision of where you can go and what you can do for yourself and your family through the opportunities offered by your company. You don't yet know or understand just how it will all come out, but you just know that IT WILL! Nothing can stand in the way of your pursuit of your dream. You're ready to take on anything!

Later Phase Two - Host...FRUSTRATION.

Things may not be going as fast as you'd like. If you're in this phase, don't worry. We've all been there! We get impatient w/ourselves, our hostesses and even our customers. You start wondering to yourself, "Do I really want to do this?"

Then Comes Phase Three - THE CRISIS POINT.

Do you throw in the towel and shoot holes in our demo crates, or do you get head strong and work it through? Do you tell yourself that monthly meetings are the last place you want to be, or do you tell yourself that monthly meetings are exactly where you need to be to get your act together? As hard as it may be to push yourself to meetings, it is the best thing for you and your business, "snowflakes are one of our Creator's most fragile things, but

just look at what they can do when they stick together." Stick together w/your cluster to make BIG things happen.

Finally comes Phase Four - RECOMMITMENT

You've made it! You've recovered from the doldrums and you're a stronger person for it. You've recaptured your dream and you're excited again.

You're ready for your next challenge. Try to figure out why you got frustrated. Were you tired because you were "wearing too many hats" at one time or were you unorganized and didn't know which way was up?

Try to figure out what you can do to keep from getting to that point again.

FIGURE OUT THE CAUSE & CURE.

One thing is certain. Each time you slip into the frustration phase, your trip back to the excitement of Phase 1 gets quicker and quicker because you know the way and you know it's worth the effort to get back to the excitement.

I wouldn't be the person I am today w/o the great opportunity [YOUR BUSINESS NAME] opened to me! I have a healthy self image and so many chances to share this positive way of life with others. Is [YOUR BUSINESS NAME] worth it?

YOU BET IT IS!

We must never sell ourselves short. Give yourself time to grow. I like to compare my business to my garden...a garden does not grow from simply planting seeds, it must be cared for everyday, fed, watered, weeded and nurtured. If you do that consistently, everyday, you will be enjoying a beautiful and full "business garden" for months to come!

Most of all, never lose sight of your goals! When you lose sight all you can

see are the obstacles. Resolve now to work through every Phase 2 and never forget where you could be in 6 months or a year or 5 years if you just PERSIST!

Sure it could be difficult; anything worth working for can be difficult. But if you will always look ahead and imagine a positive side to everything, you will go far with [YOUR BUSINESS NAME].

Then soon, very soon the positive things you've imagined will come true and you won't even remember Phase 2.

"Obstacles are necessary for success because in selling, as in all careers of importance, victory comes only after many struggles and countless defeats. Yet each struggle, each defeat, sharpens your skills and strengths, your courage and your endurance, your ability and your confidence and thus each obstacle is a comrade-in-arms forcing you to become better or quit. Each rebuff is an opportunity to move forward; turn away from them, avoid them, and you throw away your future."

MINIMIZING CANCELLATIONS



Cancellations are an unfortunate and often frustrating facet of our business. However, they don't have to throw your whole month off. Here are some suggestions for minimizing cancellations:

- *ALWAYS OVERBOOK for the month. This will keep you on target if some of your hosts need to reschedule. If no one cancels, you'll have a terrific paycheck next month!
 - *OFFER a small incentive (one of your 'door prize' items, etc) to your host for keeping their original show date.
 - *AFTER she chooses the date for her show, ask her to call some of her friends right away to see if the date is going to work. If it looks like many of her guests may not be able to make it, ask her to call you ASAP before you book up for the month.
 - *GET the host excited so she can't wait for her show! Give her the visualization of a fun show. Ex. "Let's do a show on the patio featuring the Summer outdoor pieces; It's going to be fun!"
 - *A LARGE MAJORITY of shows cancel because the invitations were never sent out. The best way to avoid this is to call your host or drop her a postcard around the time that she should send her invitations out to her guests.
 - *USE the 3-call host coaching system found in your Consultant Business Guide. It really works!
- You are the only person on this earth who can use your ability!

How Do Successful People Handle Discouragement?

- ❑ They try to see the positive in any adversity. If the show total is low, they look at the future bookings and recruit leads. If a lead says no, they say “I’ve learned something here that will help me next time.” If attendance is discouraging, they say “I can give even better service to those who have decided to come to the show.”
- ❑ They look at the big picture. One or two low show totals doesn’t mean the whole month will be a washout. They look at the entire month’s goal and see that low shows are just a part of a bigger picture. They look at the entire year to see that one discouraging month does not mean the business is over for them. They widen their view and get comfortable thinking about the additional opportunities they have for success.
- ❑ They aim for consistency. Consultants doing five or more shows per month see a higher show average than those doing just a few. Why? Increased momentum, practice, skill, and pace. You’re not starting over each time you’re headed out the door. Successful people aim for consistency.
- ❑ They reflect on past successes. “If I did it once, I can do it again.” They look at their ribbons, their name in the newsletter, and any reminders of past successes. Reminding themselves of their own strengths is far more empowering than dwelling on pitfalls.
- ❑ When the going gets tough, the tough get going. Sometimes a little action is all that is necessary to get back on track. They make some calls, book some shows, and show catalogs to friends. They do something that will get results. Some successful people turn on some high-energy music, build momentum, then they get going.

☐ They seek out other positive people. When we're discouraged, we have a tendency to seek out people who will join in our discouragement. This is the "ain't it awful" syndrome. You don't do anyone any favors by calling to trade stories of failure, or to drag others into your own discouragement. Call your Director. Call someone you've met at the sales meeting. Find a true friend that will help you look toward a solution!

☐ Successful people focus on their purpose. They know why they're doing this business, they know how each day fits into their short-term and long-term picture. Reflect on your dreams instead of focusing on your failures. Have a goal, know where you want to be with your business, and work for them!

☐ Successful people remind themselves that other successful people have "failed their way to success.

See each frustration as a learning experience and a chance to dust off your wings and take off again. Keep at it!!

SUMMER TIPS TO MAKE YOUR BUSINESS SIZZLE

Working Smarter—Not Harder:

- a. Schedule your vacation and book your shows around it.
- b. Block out (your conference/annual company meeting)—here we come!
- c. Calculate the shows you'll need to do per week to keep your business on track to meet your goals.
- d. Remember with your vacation planned, you may need to schedule an extra show or two before vacation to keep on track.
- e. Remember to adjust for holiday periods! I Plan on at least 4 days off for 4th of July weekend and book heavier the last three weeks of July. In August, I load the first three weeks up and plan for a light last week when school is starting and Labor Day is coming. Memorial Day/end of school is another transitional period to try to schedule away from.
- f. Delegate stamping and stuffing folders to older children at home during the summer months. Use mother's helpers or trade sitting hours with another mom at home to create time for your business.

Bookings:

- a. Overbook to compensate for any postponements. Fight the urge to lay back—your summer and fall paychecks will certainly reward you.
- b. Promote the summer Hostess/Host bonuses from your consultant newsletter. Add your own host bonuses for the months the company isn't offering one—It's well worth it.
- c. Promote catalog shows with flyers and talk about them during your demo. Ball games and swimming pools are great places to pass around catalogs.
- d. For many teachers, the summer is the best time to have a show and entertain friends. Talk to them now and set a date.
- e. Offer patio or poolside/barbecue shows or use theme shows. Be creative and bring in the "fun." (i.e., couple cookouts, salad demo, pool or deckside, Golfers' widow's brunch, After baseball game dessert show, etc.)

