**82 Ways To Get Bookings**

1. Send a catalog to a co-worker that has moved.

2. Send a catalog to your Tupperware, Discovery Toys, Etc. Reps or Exchange Shows.

3. Post a catalog in the teachers lounge at your child's school.

4. Post a catalog in the employee lunch room.

5. Hold an Open House

6. Have a booth a school fair

7. Advertise in your Alumni newsletter and or local newspaper

8. Give a Catalog to the receptionist at your doctor's or dentist's office

9. Include a wrap or flyer with your bill payments.

10. Call past hostesses

11. Put current catalog or wrap in your neighbors door. Include a 10% off coupon.

12. Ask friends to have a show

13. Advertise in your church bulletin

14. Take a recipe to every potluck. (That has something to do with your business)

15. Host an office party or brunch.

16. Host a show before or during a PTA meeting.

17. Mail out samples, catalogs, and  a wish list

18. Host your own show. Could even be a fund raiser for your favorite charity.

19. Get a list from welcome wagon. New people may be looking for a consultant or a new job in your area.

20. Set up a display at a craft fair

21. Participate in a school fund raiser

22. Have your Husband or significant other promote the products at work.

23. Have you and your family members wear at shirt or sweatshirt promoting your product.

24. Hold a Christmas shopping show for men.

25. Offer a Christmas wish list to your guest and then call the gift giver.

26. Set up a display at a mall.

27. Put an ask me button on your purse or coat.

28. Ask past hostesses at shows to talk about their free products.

29. Hold an opportunity night.

30. Random mailings. Open a phone book and randomly choose.

31. Mention Hostess half price gifts and other benefits at least three times per show.

32. Hold up higher price products and mention half price products to encourage bookings.

33. Mention how much your average hostess gets in products.

34. At the beginning of your show mention the hostess goal.

35. Share upcoming specials at shows and during phone calls.

36. Tell your hostess how much she saved by having a show.

37. Encourage frequent customers to regularly plan shows.

38. Encourage Hostesses to rebook a show in 6-9 months. She'll be the first to see and try new products.

39. Treat Hostesses to a special Hostess appreciation tea.

40. Encourage relatives to book a show.

41. Call your realtor with suggestions for new home packages.

42. Offer to do a class for your local grocery store.

43. Start an email address book of customers who want to know what the monthly specials are, Don't forget to mention the hostess specials, if there isn't one create one.

44. Encourage your hostesses and guests to refer potential hostesses to you.

45. Offer a bridal registry.

46. Promote the bridal shows.

47. Describe and highlight the hostess plan during shows.

48. Be friendly and enthusiastic.

49. Follow through on every booking lead.

50. Ask, Ask, Ask

51. Use open ended questions, especially when dealing with bookings.

52. Use your products and samples at home, office, camping, parties, etc..

53. Read sales, self improvement, and positive thinking books.

54. Call at least two potential hostesses every night.

55. Dream and imagine the possibilities

56. Set goals and review them constantly, post them where you can see them.

57. Ask friends to help you get started or reach a certain goal.

58. Use hostess flyers.

59. Use postcards and or newsletters to continue to spark interest.

60. Follow up phone calls to particularly interested guests. They may decide later to have a show.

61. Have the hostess tell why she decided to have a show.

62. Give products as gifts or donations.

63. Don't be shy talking about your products or business.

64. Smile when talking on the phone.

65. Review orders from the past shows--who have bought frequently, etc.

66. Be prepared to answer questions about your work.

67. Write down names of people who owe you a favor and then follow up.

68. Call the most familiar people first.

69. Call potential hostesses who postponed or never booked.

70. Spend time every day working on some aspect of your business.

71. Be willing to share the business opportunity.

72. Call anyone who has said maybe or sometime.

73. Contact schools.

74. Leave your business cards on bulletin boards or in local businesses.

75. Talk about upcoming specials with everyone.

76. Keep a list of special requests and let those guest know when that product is on sale.

77. Suggest hosting a show to do Christmas shopping with out leaving home.

78. Offer a bonus for hostesses who book on days or months you need and extra show.

79. Give extra service and time to good customers-they will be repeat hostesses and potential consultants.

80. Carry a note pad to jot down names as you think of them.

81. Let guests keep a catalog or sales brochure to keep on hand or pass around work.

82. Love what you do! Smile!

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**65 Places To Leave Your Catalogs**

Doctor's Office

Dental Office

Mechanics Waiting Room

Laundry Mats

College Campuses

Library

Hair Salons

Tax Preparation Offices

Orthodontist Offices

Insurance Office

Dry Cleaners

Bagel Shops

Donut Shops

Deli's

ATM's

Veterinarians

Nail Salons

Day Care Centers

Retirement Homes

Model New Home Centers

Real Estate Agent Offices

Corner Stores

In Front of Magazines at Check Out Lines

With Your Tip at Restaurants

With Toll Booth Collectors

Grocery Store Clerks

Dressing Rooms

Bank Tellers

Kids Resale Shops

Gymboree Centers

Temporary Staff Offices

Flower Shops

Restaurants

Pet Stores

Dance Studios

Grocery Stores Where You Leave Your Ads

Mortgage Offices

Computer Stores

School Administration Offices

Fabric Stores

The Bakery

Print Shops

Cashiers at Dealerships

Tanning Salons

Sales People At Any Store

Credit Unions

Supply Stores

Park Benches

Bus Stops

Pharmacies

Bowling Alleys

Clerks At The Post Office

Gas Station Attendants

Movie Theater Lobbies

Print Shops

Furniture Stores

Place Where You Pay Your Bills

Cable Offices

Water and Gas Utilities

Any Place Where There Is A Woman Receptionist Or Secretaries

Apartment Leasing Office

**Suggestions for Booking**

1. The telephone is your best friend, use it. Make at least 5 calls per day for bookings and recruits. Do this faithfully and assure yourself a full date book.

2. A walk-in or open house. To acquaint neighbors and your community with you product, send invitations to friends, neighbors and acquaintances. Give brochures to the newspaper person, put notices up in supermarkets. Advertise that there will be refreshments and a chance to see your product.

3. Mystery Hostess Party. The consultant has a party in her home and awards the hostess credits to the guests. The credits can be divided up or given in different ways. For instance, name goes in for each $25 bought.

4. Trade shows, fairs, expos, events. Check on local activities and reserve well in advance. Consult your up-line on methods and set ups.

5. Advertising. Newspapers and penny-savers.

6. Brochures. Distribute your catalog or mini brochure at dentist, doctors, or anywhere you do business.

7. Business referrals. Real estate office, model homes, flower shops. Any business exchange advertising and verbal referrals.

8. Bridal registry/bridal showers. For the bride where the guests may purchase gifts.

9. Show on the go/Booking in a basket. Excellent for the office. Place several small items in a basket and one larger one. When an order of $30 is placed, the customer can select a small gift. When all the gifts are gone, the hostess gets to open the bigger gift. (suggest 10 gifts)

10. Delivery Day Special. Offer the hostess, at the time of delivery, a special gift from you when she picks up a booking or two as she delivers her guests items.

11. Offer the hostess an additional gift when she re-books herself with-in 3 months. You may want to offer her an extra incentive for holding 3 shows within a year.

12. Offer a gift with purchase to encourage orders.

13. Offer a free product of their choice to people who take the brochure home, share it with friends and family and get 5 additional orders resulting in a certain amount of dollars.

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***Just starting out?***

If you are starting out and don't know anyone or maybe you just moved into a new area.  Find a few other representatives from different companies (like maybe Mary Kay, Avon...) and put together a Vendors open house. You can find other reps in the phone book, look for business cards pinned up on bulletin boards, etc.  Put some flyers out and maybe an ad and all of you would invite your customers and friends.   Everyone would benefit!

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***Book To Look:***

I give everyone an envelope that says book to look on the outside and tell everyone that they can open it at the end of the demonstration if they plan on booking a party.  Inside I put either coupons or gift certificates for them to use at their show.  Everyone is usually dying to see what they received so they book a show just to see what they can get.

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**Boost Your Holiday Sales w/these Suggestions!**

It's the Holiday Shopping Season so how do you get holiday shoppers to buy from you? Here are some suggestions:

#1) Mystery Holiday Hostess Party! Kick off the shopping season by having a Holiday Mystery Hostess Party at your home! Make sure you have plenty of holiday themed products available for them to see & touch along with a lot of holiday gift ideas! Set up a table with under $20 gifts and then another one for under $5.00 stocking stuffers and so forth! Make sure you set them up in a festive holiday display to get your guests into the holiday spirit! Play holiday music in the background and serve holiday themed refreshments!

Now on your invitations state this is a Holiday mystery hostess party! Everyone who attends gets 1 entry....for each guest they bring they earn another entry! For every $20 they spend they get another entry and for every party they book at this party they get 3 entries! At the end of the party you draw a name...the winner then becomes the Party Hostess! They earn all of the FREE hostess gifts & credits for this party! Its a great way to gear them up for the Holiday season and a great way for you to get sales & party bookings!!!

#2) Hire yourself some Santa Sales Helpers! Give your friends & family members biz cards and catalogs...have them gather orders for you from their circle of friends, co workers and family....(this works well for those who don't want to host a party)....then reward them with a FREE thank you helper gift and a discount on their personal order for helping you out!

#3) Hold a open house party for charity! 'Tis the season for giving! Invite your guests and tell them the profits or proceeds from this party will be donated to such and such charity for the holiday season! This is great to do year after year! A lot of people donate to charity during the holiday season...this way they get something in exchange for their donation!

#4) Buy Holiday Themes Postcards or recycle holiday greeting cards you received the previous year...cut off the backside that contains wording and turn them into postcards to reuse! Mail them out to everyone in your neighborhood letting them know they can shop from you this holiday season instead of fighting crowds at the local mall! If your recycling cards (free) and postage for postcards is a lot cheaper then first class stamps! Its also a GREAT way to introduce newbies in your neighborhood to your home business!

#5) Contact ALL past party hostesses and customers....offer additional incentives for them to hold a party now....make sure you tell them to SAVE their hard earned money and earn their GIFTS for free with a party! For customers....offer them FREE gifts with purchases or discounts! A lot of people are tired of fighting the mall crowds!

#6) Contact all the Senior Citizens or shut-ins in your town/city. Its hard for them to GET OUT and do holiday shopping! Offer them your personalized service! Show them your catalogs....you can even offer gift wrapping service to them! A lot of seniors get depressed at this time of year because they are not able to get out like they want too...so they can be GREAT sources of extra business for you! You are offering a GREAT service for them and they appreciate the companionship too!

#7) Offer gift wrapping and shipping services to your customers for a FEE. Men really like this service!

#8) Print up a Gift Ideas Sheet....section it off into the following sections & include with all your catalogs!
a) Stocking Stuffers under $5.00
b.) Gifts under $10
c.) Gifts under $25
d.) Gifts over $25
e.) DREAM GIFTS (your most expensive items)

Limit yourself to listing ONLY 10 suggestions per each of those categories. You will want to make 3 sections...one for Gifts for the Ladies, Gifts for Men and Gifts for Children!

Customers can use this for ideas in their price range! You could offer an additional special or discount if they purchase items off your Gift Suggestion List!

#9) Offer Fundraisers if available from your business to those who seek out fundraisers at this time of year! A lot of charities hold holiday fundraisers!

#10) Donate items for Holiday Contests! Include a catalog, contact sheet or business card and a discount coupon with the prize you donate!

#11) Donate items to charity! Have a few items left over from a kit or did a customer stick you for payment? Donate it to Charity! Again, include your business card & info with the donation!

#12) Make a mission to leave your contact info & business info with Every One you meet, greet, see, etc., this holiday season! Maybe they don't need your services right now....but in the future when they do, they will know who to contact!

#13) Make yourself available as much as possible during the holiday season otherwise you could loose business & customers! If you are going to be unavailable leave a automatic response on your email stating when you will be available again....same with your business answering machine & voice mail. Return calls & contacts asap....a delay means your customer could go elsewhere!

#14) Holiday Themed Home Parties! Offer a themed party to your holiday hostesses! One that I love is the Secret Santa Party! Invite all of your gal pals to your secret Santa party...hold your party as normal but tell your guests they are NOT buying for themselves! You have them all write their names down and then each guest draw a name....they then have to buy something from your party for the guest whose name they had drawn. Set a limit for the gift at an economical $15.....of course they can also decide to purchase for themselves too! When the delivery comes in, you wrap the gifts and label them....from their secret Santa...but in with the gift you will put the person who was their secret santa....invite all your guests back for a cookie exchange or a little party....hand out the gifts! When the guest opens their gift they will see who their secret Santa was and they get to keep the gift!

There are a lot of ways to make this Holiday Shopping Season Fun & profitable! Be creative! Don't offer the same old thing as every one else! Do your own FUN Creative Parties!