

## **82 Ways to Book Your Way to the Stars!**

**Print out and keep when you need booking ideas**

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. (Maybe just exchange customer lists and use as referrals using her as the mutual friend.)
3. Post a catalog in the teacher's lounge at your child's school.
4. Post a catalog in the employee lunch room.
5. Hold an open house.
6. Have a booth at 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 neighbor's door. Include a 10% off coupon.
12. Ask friends to have a show.
13. Advertise in your church bulletin.
14. Take a Satin Hands recipe to every potluck. (and demo)
15. Host an office party or brunch.
16. Host a show before or during a PTA meeting
17. Mail out wraps, catalogs and a wish list.
18. Host your own show. Could even be 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 this 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 a MK T-shirt or sweatshirt.
24. Hold a Christmas Shopping Show for men (or for Mother's Day).
25. Offer a Christmas wish list to your guest and then call the gift giver and tell him what the guests wants.
26. Set up a display at a mall.
27. Put an ask me about great skin button on your purse or coat.
28. Ask past hostesses at shows to talk about their free products.
29. Hold an opportunity night nearby.
30. Random mailings. Open a phone book and randomly choose.
31. Mention hostess incentives and other benefits at least 3 times per show.
32. Hold up higher priced 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 her show.
37. Encourage frequent customers to regularly plan shows (like dental checkups...several per year).
38. Encourage hostesses to rebook a show in 3 months. She'll get a check-up from the neck up
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 satin hands demo at your local fabric or quilt shop.
43. Start an E-mail 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. Offer \$5 in product for every new buying customer that your current customer refers.
45. Offer a bridal registry. New mom registry, etc.
46. Promote the Pampered Bride event.
47. Describe and highlight the hostess plan during shows.
48. Be friendly and enthusiastic.
49. Follow through on every booking lead with 24-48 hours.
50. ASK, ASK, ASK.
51. Use open-ended questions, especially when dealing with booking concerns.
52. Use your products 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 benefits 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 host a show.
62. Give products as gifts or donations.
63. Don't be shy talking about your products or your business.
64. Smile when talking on the phone.
65. Review orders from 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 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 our business.
71. Be willing to share the business opportunity.
72. Call anyone who has said maybe or sometime .
73. Contact schools, churches groups for fund-raisers.

74. Advertise in football or musical programs.
75. Leave your business cards on bulletin boards or in local businesses.
76. Talk about upcoming specials with everyone.
77. Keep a list of special requests and let those guests know when that product is on sale.
78. Suggest hosting a show to do Birthday, Easter, Mother's Day or Christmas shopping without leaving home.
79. Offer a bonus for hostesses who book on days and/or months you need an extra show. (for instance, offer a FILLED custom compact for the price of the day they have a show if they have 4-6 NEW adult non-MK users there. Example: if they book their show on the 5th and fulfill all criteria, their compact costs \$5. If they Don't meet criteria, use regular hostess plan.
80. Give extra service and time to good customers - they will be repeat hostesses and potential consultants. samples in bags, follow up on samples, always mention free gift with XX purchase.
81. Carry a notepad to jot down names as you think of them. God gives you those names for a reason.
82. Let customers hesitant to have a show keep a SILENT HOSTESS book to pass around work.