



Optimize Your Guest List

By Katherine Sigrist (Page 29)

Use the following worksheet to ensure you are making the most of your Guest List for every show.

Words of Wisdom

By setting aside time to coach your hostess into building a great guest list, you'll increase hostess follow through.

Handling Resistance

Occasionally, a hostess may resist providing you with the names and contact information of her guests. To overcome her resistance, explain how the guest list can make the difference between a low show and a great show.

If she still resists, respect her privacy and let her get the information out to her network of friends in the manner she chooses. Remind her, though, that studies indicate that the primary reason for cancellations is that the hostess failed to get the invitations out in a timely manner. Share that you respect her busy schedule and simply want to make the process as convenient and as easy for her as you can.

Three Steps to Finding Your Stars

Step 1: Identify future hostesses and potential team members from among the names on the guest list. Let your hostess help you identify them.

- Have your hostess do the following with the guest list she has just made:
 - ✓ Use a green highlighter to mark the names of her 15 favorite people.
 - ✓ Encourage your hostess to call each of these women in the next two days, extend a personal invitation, and get a commitment from each to attend and to bring a friend.
 - ✓ Have your hostess tell each person she calls that when she brings a friend, she will receive a special surprise.
- Encourage your hostess to make a few calls while you're there, so you can coach her on effective invitations and put a few successes under her belt.
- Ask her to follow up by mailing an invitation to each person on her list.
- Give her an additional ten invitations to carry with her. When she sees someone she has left off her list or meets someone new, she can invite her to the show.
- Ask her to keep a list of who is coming, including the names of the friends they are bringing. For those unable to attend, there are two options. The hostess can collect an order from them, or you can call them on her behalf. The goal is to collect five or more outside orders before the party even takes place.

Step 2: Ask your hostess to tell you about the people on her list.

- Who loves to have home parties?
- Who enjoys entertaining?
- Who is most likely to book a show of their own?
- Who could use a girl's night out?
- Who would benefit the most from receiving free items?
- Who might be looking for a second source of income?
- Who needs a little more excitement in her life?
- Who needs to find fulfillment or create a new dream?
- Who already loves our products?
- Is there something special about anyone else on this list that you think I should know about?

Step 3: Identify key guests you'll want to get to know during the show.

- Highlight in yellow three or four guests who would make great hostesses.
- Highlight in pink guests who may be interested in the business opportunity.
- Offer an incentive to your hostess for securing a booking or setting up an opportunity appointment before her show date.
- Share your appreciation of her efforts to make her show a success!