



The Direct Selling Woman's Guide to Higher Holiday Profits

*Top Tips and Fresh Ideas for Maximizing Profits and Having
More Fun this Holiday Season.*



This Success Enhancing Guide is brought to you by the Direct Selling Women's Alliance. To discover the benefits of belonging to this international association for women with a network marketing, party plan or person-to-person sales related home-based business, visit http://mydswa.org/member_program.asp.

THE WEEK BEFORE CHRISTMAS

'Tis the week before Christmas, and all through the malls
You cannot find parking, the crowd's wall-to-wall.
Your list of "to-do's" is impossibly huge,
The shopping, the wrapping - you feel like a Scrooge!

In the back of your mind there arises a clatter
You suddenly realize what is the matter!
You've left off a couple of folks from your list,
There's no gift for them - and you know they'll be . . . miffed!

When what to your wondering eyes should appear,
Your Your company Consultant with gifts and good cheer!
There is your product for women and your product for men,
Teenagers, children, the list doesn't end!

You can't forget teachers, the day care, your pastor,
The carpool, your children's karate school master!
Whatever your price range, whatever their taste,
I'll wrap and deliver with the utmost of haste!

So call me or e-mail, or drop me a line,
I'll help to make sure that your holiday's fine!
You'll be able to say at the setting of sun,
"Happy Holidays to all - I am finally DONE!"

PREPARING FOR HOLIDAY SELLING

With opportunities for holiday sales literally around every corner, now is the time to prepare to maximize your earnings by kicking your sales and sponsoring into high gear in September. Here are some suggestions that can double your profits and double your fun!

1. ***Set your holiday sales & recruiting goals.*** You can't hit a target that you can't see, so determine where you want to be by December 31st with regard to sales and sponsoring. Divide the number of weeks you have into those figures to get your weekly sales and recruiting goal. Now, increase those figures just a bit so you are more than half way to your goal by the midway point. Break your weekly goal into daily goals and post this figure where you'll see it. Write "Going for the Gold" above the number!
2. ***Get organized!*** You can't have a record breaking season if you are not prepared so set aside one hour *today* to order supplies, update your potential hostess list, get your show bag in order, clear your desk of odds and ends get ready to make those booking calls.
3. ***Schedule early and schedule tight!*** Begin filling your calendar with more shows than you would ever dream of holding. Promote noontime and five o'clock shows so you can hold two shows in one day!
4. ***Have a family meeting.*** Share with your family the importance of the season ahead and decide on a reward your whole family will enjoy when you meet your goal. Post a family calendar on the fridge that includes important family events as well as your shows. Create a family plan for when mom is not home and help them to feel a part of *your* business.
5. ***Prepare meals in advance.*** Set aside one afternoon or evening each week to prepare healthy meals for the nights you won't be home. This eliminates the stress of preparing a meal and rushing out the door and let's your families know they are your top priority! (*For cook-ahead meal ideas go to www.kitchenlink.com*)
6. ***Maintain an attitude of gratitude!*** Yes, the holidays are a busy time and sometimes overwhelming, but rather than complain, give thanks for the abundance that is coming your way and celebrate your success. You'll have time to take it a little slower in January.

7. ***Offer a Gift Buying Service.*** Help busy clients and local businesses take care of their holiday gift giving in one easy Gift Buying Appointment. Have the items delivered to your home, gift-wrap and label each gift and deliver the order to their office with great fanfare so that co-workers can see the level of service you offer.
8. ***Participate in a Holiday Bazaar.*** Often these events are held by local churches or Community Centers and offer great exposure at a reasonable price.

HOLIDAY OPEN HOUSE

In addition to filling your schedule with lots of shows, make the most of this fabulous selling season with a Holiday Open House in your home. Open Houses are an efficient way to see previous customers and hostesses, share Your company with new customers and expand your circle of customers. Here are some tips to make your Holiday Open House a great success:

- ✓ Hold your Open House from 4:30 to 6:30pm on a weekday or 10:00 to 12:00pm on Saturday.
- ✓ Send the enclosed invitation to everyone you know. Include a brief personal note on the invitation to increase attendance.
- ✓ Call a few days later to confirm their attendance. Explain that they can earn free your product as a “Bring-Along” hostess when they bring guests who place \$150 or more in orders. (*Process each as a qualified show on a separate Show Summary Form in the name of the Bring-Along-Hostess.*)
- ✓ Offer incentives for bringing uninvited guests. For example, take 1 trip to my Your product Vault for 1 guest, 2 trips for 4 guests and 3 trips for 8 guests.
- ✓ Phone confirmed guests the day before the Open House to remind them of the benefits of bringing guests. (*Possible hostess credit and multiple trips to your your product vault!*)
- ✓ The day of your show, create a festive your product display, play seasonal music and offer simple refreshments – hot spiced cider gets everyone in the holiday mood.

There is simply no limit to how much you can earn during these final months of the year. So create a success plan that combines shows, private appointments, catalog shows and a well-planned Open House and you’ll have plenty of holiday cash to spend as you take your place among Your company’s brightest holiday stars!

HOLIDAY ETIQUETTE FOR DIRECT SELLERS

Q. I'm invited to a holiday gathering that says "and guest" on the invitation. Since there is not a special man in my life, should I find someone to take or go alone?

A. If you know of someone who would make a good escort for the evening, invite him. Otherwise, find out who else from your team may be going alone so that you can pair up with that person. If all else fails, go alone and have a great time! If you decide to take someone who will act as your escort, be sure to specify the appropriate attire so they will fit in (i.e., a dark suit vs. a sport coat and trousers, a tux if the function says, "black tie", or slacks and a sweater if the invitation is casual).

Q. Most holiday cards that I receive look so commercial. What can I do to add that personal touch to the cards I send to my customers?

A. Here are six tips to follow when sending holiday greeting cards:

- Send ones that are a reflection of your organization's personality, style and taste.
- Address them by hand.
- Stamp them with a seasonal postage to add a festive flair to your envelope. Never put your holiday cards through a postage meter.
- Include your signature made with pen and ink (not preprinted).
- Individualize your cards with a short note. Your customers will appreciate personalization. Write a simple greeting or comment on some happy news or hard times in the recipient's life. Adding a note can turn a mundane holiday card into something special.
- If you're not willing to spend the time and effort to select and properly personalize your holiday greetings, it's best not to send any. A poorly executed card is worse than no card at all.

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HOLIDAY NETWORKING

It is winter, the rain is coming down and you have a ton of things to get done before the end of the year. Still do not let anything deter you from seizing every opportunity to reinforce your contacts and make new connections. This is a great time of year to expand your sphere of influence and your pipeline for next year.

Follow these ideas to make your connections count during the holidays

- ***Accept all invitations.***

You will get invited to open houses, office receptions and business gatherings. Go to everything. If you are not enjoying yourself after a while you can slip out or tell the host or hostess you just wanted to stop by, you have another event to attend. Everyone will be doing the same thing. No one will expect you to stay all night during this season.

- ***Invite people to go where you are going.***

Friends, clients and other contacts will want to get together with you for a "holiday lunch." Instead of allocating several afternoons to one on one encounters with people you all ready know consider inviting these same people to join you in attending one of the events already on your calendar. You can always meet for a beverage before hand. Unless an event is "sit down style" most hosts welcome another guest. Miss Manners would say it is always a good idea to ask the host or hostess in advance if it is OK to bring a friend.

- ***Create rapport.***

Put your attention on the person you are talking to. Make eye contact, smile and give a good handshake. Ask questions about things that interest them, their business, their industry, and their professional affiliations.

- ***Remember names.***

People will remember you when you remember them. Make an effort to learn and remember names and use them in conversation. When you are introduced- repeat the name out loud and use it again in conversation within the first two minutes.

- ***Always get a business card from someone when you meet them.***

After you leave, note on the card, write where you met them or something about them that will help you remember them when you look at their card later. Also note any action items you agreed to do, i.e., follow-up with them next week or send a brochure.

- ***Send a note.***

After you meet someone you want in your sphere of influence, always send them a handwritten note. The note need not say more than "nice to meet you." Consider printing note cards with your photo on them to insure that people will remember who you are, and your note will make more impact. Don't send someone a solicitation letter after your first meeting.

- ***Organize your own holding an event.***

It does not have to be anything fancy, an informal gathering in your home or ask everyone to meet in a particular place after work for some holiday cheer. Invite people you want to get to know better and ask people to bring friends.

- ***Use your technology.***

If you come across a holiday event you think would be of interest to others fax or email this information to others. Make sure you are maximizing your fax software which in most cases will send out a group fax to several recipients once you have created a group and done the initial programming.

- ***Making contact is most important.***

If you are holding an event or inviting others to join you at an event over invite four times the number of people you would like to have there. Yes everyone is busy this time of year, more importantly it is making the contact that is important whether or not they attend. Receiving a fax, an email or a call from you puts you on there mind and that is where you want to be.

Business is not about what you do or how you do it. Business is about relationships, about helping others overcome their challenges and meet their objectives, about finding out what needs to be done and doing it. This is a great time of year to solidify current contacts and cultivate new business relationships.

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ABOUT DSWA



The Direct Selling Women's Alliance is a community of individuals who share a love of the direct-selling profession. Our membership is comprised of women (and men) who are independent distributors with one of many direct-selling companies. Members have a passion for learning and understand that their success in direct selling and in life is directly related to the person they become and the skills they develop. They understand that the more you learn, the more you earn. Our membership also includes the best speakers, trainers, vendors, companies, and experts who have served the direct-selling profession for much of their careers and want to share their expertise with other members.

The mission of the DSWA is to make an authentic difference in your direct-selling career and your life! We are an organization dedicated solely to the needs of the independent distributor. We are teachers, cheerleaders, friends, coaches, confidants, and mentors who understand your challenges and want to help you succeed. We respect your choice to grow your direct-selling business and will work to fuel your enthusiasm and support you in becoming the person you want to be. In every way possible, tangible or otherwise, The Alliance is devoted to the development of your personal power and ultimate prosperity.

DSWA MEMBERSHIP BENEFITS



As a member of the DSWA, you enjoy extensive benefits, both on line and in your local area. Every day you'll have access to the private areas of our 250-page-and-growing Web site, as well as bi-weekly teleclasses on topics uniquely related to your business, an extensive Learning Library of articles and tips, and a support network that understands and respects your passion for your business.

You can also become active in your local DSWA Chapter. These monthly meetings provide a safe and welcoming place for direct sellers who choose to learn, grow and support one another. You'll receive industry-specific training in a setting where members are bound by a common goal of success and a love for direct selling.

Discover the excitement of meeting women in your community who respect your career choice and want to support you and your direct-selling business! With new chapters starting each month, there just might be a DSWA chapter near you. If a Chapter is not yet established in your area, consider becoming a Founder and making a difference in your community.

To learn how you can become a member of the DSWA for a minimal annual fee, visit the DSWA site and the following pages:

Membership Details: http://mydswa.org/member_program.asp

Member Benefits: http://mydswa.org/list_of_benefits.asp

Who is the DSWA: http://mydswa.org/who_we_are.asp

DSWA Chapters: http://mydswa.org/area_chapters.asp.