

## **75 Ways to Get Bookings**

1. Send a catalog to consultants of other companies you know or Exchange Shows.
2. Post a catalog in the teachers lounge at your child's school.
3. Post a catalog in the employee lunch room.
4. Have a booth at school fair
5. Advertise in your Alumni newsletter and or local newspaper
6. Give a Catalog to the receptionist at your doctor's or dentist's office
7. Include a wrap or flyer with your bill payments.
8. Call past hostesses
9. Put current catalog or wrap in your neighbors door. Include a 10% off coupon.
10. Ask friends to have a show
11. Advertise in your church bulletin
12. Take a recipe to every potluck. (That has something to do with your business)
13. Host an office party or brunch.
14. Host a show before or during a PTA meeting.
15. Mail out samples, catalogs, and a wish list
16. Host your own show. Could even be a fund raiser for your favorite charity.
17. Get a list from welcome wagon. New people may be looking for a consultant or a new job in your area.
18. Set up a display at a craft fair
19. Participate in a school fund raiser
20. Have your husband or significant other promote the products at work.
21. Have you and your family members wear a shirt or sweatshirt promoting your product.
22. Set up a display at a mall.
23. Put an ask me button on your purse or coat.
24. Ask past hostesses at shows to talk about their free products.
25. Hold an opportunity night or career coffee.
26. Random mailings. Open a phone book and randomly choose.
27. Mention Hostess half price gifts and other benefits at least three times per show.
28. Hold up higher price products and mention half price products to encourage bookings.
29. Mention how much your average hostess gets in products.
30. At the beginning of your show mention the hostess goal.
31. Share upcoming specials at shows and during phone calls.
32. Tell your hostess how much she saved by having a show.
33. Encourage frequent customers to regularly plan shows.
34. Encourage Hostesses to rebook a show in 6-9 months. She'll be the first to see and try new products.
35. Treat Hostesses to a special Hostess appreciation tea.
36. Encourage relatives to book a show.
37. Call your realtor with suggestions for new home packages.

38. Offer to do a class for your local grocery store.
39. Encourage your hostesses and guests to refer potential hostesses to you.
40. Offer a bridal registry.
41. Promote the bridal shows.
42. Describe and highlight the hostess plan during shows.
43. Be friendly and enthusiastic.
44. Follow through on every booking lead.
45. Ask, Ask, Ask
46. Use open ended questions, especially when dealing with bookings.
47. Use your products and samples at home, office, camping, parties, etc..
48. Read sales, self improvement, and positive thinking books.
49. Call at least two potential hostesses every night.
50. Dream and imagine the possibilities
51. Set goals and review them constantly, post them where you can see them.
52. Ask friends to help you get started or reach a certain goal.
53. Use hostess flyers.
54. Use postcards and or newsletters to continue to spark interest.
55. Follow up phone calls to particularly interested guests. They may decide later to have a show.
56. Have the hostess tell why she decided to have a show.
57. Give products as gifts or donations.
58. Don't be shy talking about your products or business.
59. Smile when talking on the phone.
60. Review orders from the past shows—who have bought frequently, etc.
61. Be prepared to answer questions about your work.
62. Write down names of people who owe you a favor and then follow up.
63. Call the most familiar people first.
64. Call potential hostesses who postponed or never booked.
65. Spend time every day working on some aspect of your business.
66. Be willing to share the business opportunity.
67. Call anyone who has said maybe or sometime.
68. Contact schools.
69. Leave your business cards on bulletin boards or in local businesses.
70. Talk about upcoming specials with everyone.
71. Keep a list of special requests and let those guest know when that product is on sale.
72. Offer a bonus for hostesses who book on days or months you need and extra show.
73. Give extra service and time to good customers-they will be repeat hostesses and potential consultants.
74. Let guests keep an extra catalog or sales brochure to keep on hand or pass around work.
75. Love what you do! Smile!