



BOOKINGS: THE HEARTBEAT OF YOUR BUSINESS

Scheduling your launch parties and 4 additional spa and wellness parties close together will not only build momentum for your business, it will give you the practice you need to get comfortable while earning the income you want.

One of the biggest mistakes we see when people should be asking their friends if they could host a party or help them by hosting a party, is that they inform them that they are selling Jordan Essentials.

Telling your friend, *“Hey Sarah! I am so excited I just started a business with Jordan Essentials! They have really great amazing natural spa and wellness products so if you are interested or need anything, let me know”*

... is not the same as saying,

*“Sarah, I just started a business with a Jordan Essentials, have you heard of it? We have some of the best safe, natural spa and wellness products on the market. It would mean a lot to me if you could help me by getting a group of friends together. I’ll make sure you all have a fun night. I will also teach your friends the importance of quality ingredients in their every day products. **Can you help me?** In return you will receive a fabulous shopping spree and the chance to shop at a great discount.”*

One of the most important goals of your Jordan Essentials business is to **see the people**. You want to try to get your product and business in front of as many people as you possibly can. The way you do this is through scheduling home parties and online parties.

Bookings are a healthy start to your business that will offer you priceless opportunities. As long as you have parties scheduled and secured, you have the ingredients to create a successful and lasting business.

By booking a party you are able to see more people in one setting, present your product and show how fun and easy your job is. Online parties are great because you are able to connect to a lot of people at one time (especially people who don’t live in your local area) but being able to connect with people face-to-face is an important aspect to your business as people will buy in to your personality just as much as your product. Home parties are important because your guests will also get to experience the product first hand. When people interact with you it builds trust and likeability and people do business with people they know, like and trust.

Collecting orders through friends, co-workers or social media is a great way to add to the top of your monthly orders to get you closer or go over your monthly sales goal. It is also important to follow-up with customers early in the month to help you achieve your Green by 15 (\$500 in sales), which will earn you the Joyful Jordan box for the next month. It’s important to earn this incentive because you will receive the product prior to it being released, which means you will be able to better market it to your customers and enjoy an exclusive benefit of seeing it first.

There are many ways to work your business, which we will cover in Unit 9, but booking parties is a sure way to generate the income you want at a faster rate.



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So why are bookings so important? Well, bookings give you the opportunity to:

- Earn an income by selling product.
- Build a client base for re-servicing.
- Schedule new bookings from attending guests.
- Find potential team members.

*Remember, you will find people to contact for bookings from your contact list!