

How to Have a \$1,000 Party

Simple Steps That Work



By Dana Phillips

## What this Ebook Can Do for You

It takes the same amount of time to hold a \$250 party, a \$500 party, and a \$1000 party. Which one would you like to hold?

Of course, the bigger your sales, the more money you make!

This Ebook will help you to

- Enlarge your vision about what a successful party looks like!
- Build alignment with your hostess to help her earn more products and have more fun!
- Achieve a \$1000 or higher party average!

## Your Party Average is in Your Head

It starts with your belief. Whether or not you have ever hosted or held a \$1000 or higher party, I want you to know that if others can do it, you can do it, too.

It doesn't matter where you live.

It doesn't matter what your company's "average" is.

You can have big parties when you believe, act as if you will, and inspire your hostess to get all of the products she desires. If you want to average \$1,000 or higher parties, then you want to reach for \$1,200 parties.

Think about this:

***If you believe you can have a \$1000 party, you are right.  
If you don't believe you can have a \$1000, party you are right.***

When you *believe*, you will begin to "act as if." You will speak confidently, follow the plan, and act as if your hostess can earn all of the products she desires.

When you don't believe, you may skip steps, be less enthusiastic about what your hostess can earn, be tempted to give away more products than necessary, and, as a result, have a smaller party average.

So how can you increase your belief? Use this simple and proven plan to help hostesses earn more products and help you earn more money.

Follow the plan, it works!

### **Set a date and a time for your party.**

Setting a date and time is the most important step to assure a great party. Experienced consultants will tell you that more parties reschedule or cancel when there is a promise, but not a date set.

Setting a date gives you and your hostess:

- Agreement that a party is taking place
- Assurance that you are in a partnership
- Clarity of expectations

Your warm, professional approach will reassure your hostess that you know what you are doing and will set the stage for great success. I can't overemphasize the importance of your word choices. Speak with confidence, respect, and service.

***Your success depends on the partnership you forge with your hostess.***

***Her success depends on you giving her clear steps to follow.***

Assure your hostess that your *successful* hostesses hold great parties and it isn't uncommon to have a \$1000 party. Lots of hostesses have found that following this simple plan helps them to earn lots of free products.

Set an expectation that this is going to be a successful party. Your hostess doesn't want to fail. Let her know that if she follows your coaching she will have a great party.

## Four Steps of Hostess Coaching

### 1. The Wish List

#### What to Do

- Share with her that successful parties begin with her Wish List.
- Ask her to think of all of the products or gifts she would love to have.
- Let her know how much she will earn from a \$1000 party.
- Have her list them on a Wish List form, Hostess Envelope, or paper.

#### Why Create a Wish List?

Creating a Wish List gets your hostess to think about what she would like to have. A hostess with a goal in mind will be more likely to have a successful party.

#### Word Choices

You might say,

*“Decide which products you want to earn for free, and write them down. Then, share this list with me—we’ll work together to earn the products on your Wish List for free. Successful hostesses often earn over {insert your company hostess rewards} in free products.”*

Let her know the products she will earn with a \$1000 party.

If she says "I was just doing this party to help... "

You might say, *"That is great and we have found that when you do something nice for others, it always comes back to you. So, if you could have anything in our product line, what would it be?"*

If she has trouble thinking of products, ask her to think of products she could earn for gifts, or to donate to her place of worship or community project.

## 2. Create the Guest List

### What to Do

- Ask her to make a list of 30 or more people
- Assure her that she will want lots of people from different circles

### Why Create a Guest List?

Creating the Guest List helps your hostess realize that she can invite people from all of her circles; work, neighbors, friends, and family. We know from experience that about a third of the people invited actually attend, so it is important to stress that she over-invite.

### Word Choices

You could say,

*"I want you to have a great party and get as much from your Wish List as possible. I've found that having 10 to 12 guests can help you get at least {figure your average order x 12 and determine the amount of free products} in free products. I've also learned that to have 10 to 12 guests, we need to invite three times that many people. Think of people from a variety of circles and make a list of 30 or more people you know who deserve would love a night out. You'll want to invite friends, relatives, neighbors, and coworkers. "*

*"Let's fill out your Guest List right now. You'll want to invite lots of people you know from different circles—it's easy if you think of FRANK: friends, relatives, associates, neighbors, and kid-connections. Let's make your list right now."*

### 3. Invite the Guests

#### What to Do

- Teach her how to personally invite
- Get her Guest List

#### Why Teach Your Hostess to Invite?

Your hostess' personal invitation is an important piece of her part in the "partnership." Many top leaders also stress investing in sending out the reminders. That way, if your hostess forgets to call someone, the guests will still receive a postcard from you.

#### Word Choices

You might say,

*"Call everyone on your list, and ask them to save the date."*

*"Here's what successful hostesses say: 'I'm holding a {your company} party at my home on (date/time) and I'd love for you to come! Save the date and time. Bring a friend too. We're going to have so much fun.'"*

*"Give your list to me right away. I will send out party reminder postcards. The party is about you being pampered and having fun with your guests so I'll send out the reminders for you."*

Many hostesses may not have the address of their guest and prefer to text or email them. That is fine. You can look up addresses at [www.411.com](http://www.411.com) or [www.anywho.com](http://www.anywho.com).

## 4. Follow-up

### What to Do

- Follow-up with your hostess to gauge attendance and get pre-party sales and bookings.

### Why Follow-up with your Hostess?

Helping your hostess with this step will definitely help her to have better sales and bookings, and earn more free and half-price products. Your follow-up calls are important to continue to partner with your hostess.

She may need encouragement, support, or answers from you. Checking in with her allows you to help her achieve the best results for her and you.

### Word Choices

*“Call your friends and family a few days before your party to remind them of the fun they are going to have at your party. Here’s what you might say: ‘Sarah, I’m making sure I’m ready for my party this Saturday. You’re coming, right?’”*

*“When someone says they can’t attend, ask if they’d like to place an order. Pre-party orders will count toward your total party sales. Many successful hostesses have over \$200 in pre-party sales. The higher your sales, the more rewards you’ll earn.”*

Coach your hostess that she might say:

*“I’m so sorry you can’t come. But I don’t want you to miss out on all the fun. Did you want me to order the {popular products} for you? You can also host your own party to get {your host rewards}. What do you think?”*

Assure your hostess that it is okay if not everyone orders.

*“You may find some people won’t be able to attend or order. That’s okay. Suggest they hold their own party. That way they can get the same great rewards you are getting. When you have two people who pre-book their party, I’ll have another gift for you.”*

## The Simple Steps to Great Hostess Coaching

**Make a Wish List**  
**Create a Guest List**  
**Invite Guests**  
**Follow-up**

If you consistently coach your hostesses with these steps, you will have more very large parties and some smaller parties. Your average will become higher and higher.

### More Resources on Hostess Coaching

- Continue to attend meetings and calls with your up line to learn more tips on hostess coaching.
- Consult your company website or manuals on hostess coaching.
- Use the Hostess Letter in this Ebook.
- Subscribe to the Team Connections blog for more ideas to grow your business. Go to [www.teamconnections.org/blog](http://www.teamconnections.org/blog) to subscribe and receive weekly free tips right to your email (click on the envelope to subscribe).

Your Party Date and Time

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Dear \_\_\_\_\_,

1. **FIRST.....** Make a wish list for at least \$200 in free products and some products you would like to purchase at half price! Successful hostesses often have \$1,000+ in PARTY sales.
2. **OVER-INVITE!** Fill every blank on the Guest List with at least 30 people you will invite. Return the Guest List to me within three days.
3. Besides personally inviting guests, call and remind them about your party. This is the most important hint!! Calling them will assure they attend.
  - A. Ask if they received their reminder from me.
  - B. Tell them they will receive an extra gift when they bring a friend you don't know.
  - C. Let them know you are excited!!! It's contagious. You are doing them a service by inviting them to relax, unwind, and socialize in the comfort of your home.
  - D. If they definitely cannot attend, be sure to ask what they would like to order.
4. Give a couple of {brochures, catalogs} to your husband or roommate to take to work. Husbands and roommates are the best source of pre-Party orders.
5. Set a goal of 10 or more adult guests in attendance.
6. Try to have at least \$200 in prepaid sales before your party.
7. Get excited!! It's so easy to have a \$1,000 Party.  
 Note: Please call me if you need anything (extra catalogs, order forms, etc.) I want this party to be the best experience you have ever had and I will do whatever I can do to help you accomplish that. Just call me.

Did you know that you can start a career with this party? Think about giving this a try. Ask me about the three ways we can work together.