

Bookings Out of the Box

1. Hold a Hostess Appreciation Brunch.
2. Put a drawing box at a local store or restaurant.
3. Hold a “sidewalk sale” in a large subdivision with other Home Based business women.
4. Host an Image Consulting Seminar for women in Direct Sales.
5. Contact leaders in other Direct Sales companies to consider purchasing incentive gifts for their downlines. Offer volume discounts.
6. Send catalogs into the office with your husband, friend, adult children.
7. Send blank wish lists to past hostesses and customers. Include a \$10 off coupon for their next purchase – just for filling out the card with their selections and the names/addresses of potential gift buyers.
8. Call friends who are in the real estate business – request to set up in their office after a weekly sales meeting.
9. Go browsing model homes wearing Morocco or Primrose – chat with the real estate agents and book an office show.
10. Contact friends and neighbors (via the phone or flyers) offering a fundraiser for any clubs, sports, activities that their children are involved in.
11. Send a flyer with the new supplement to past hostesses who purchased items like Lollipops or Susan – let them know that there is a matching item for their ensemble. Offer it free for booking a show or at a discount for calling by a certain date.
12. Conduct “Hostess Appreciation Week” where you do something special each day of the week – a sample sale, a special 50% off sale for the first 5 Friday callers, 20% off any 3 piece matching ensemble – pick one ensemble per day of the week...
13. Start a Customer Newsletter giving specials, promotions, etc.
14. Stop at salons with your mini-case of jewelry – request to set up for a day in their salon.
15. Ask for referrals from shows and other friends – ask about salon owners, real estate agents, friends in “new” areas, “jewelry fanatic friends”, “home show groupies”, etc.
16. Attend and setup at craft fairs and bazaars.
17. Conduct fundraisers for various organizations.
18. Go buddy shopping.
19. Ask retail salespeople who have been helpful – “You must love what you do?!”... or “I appreciate your help. You are so professional and pulled together – how long have you been doing this type of work?”...