



80+ WAYS TO BOOST YOUR BUSINESS

1. -send info to co-worker that has moved
2. -send info to other reps, or exchange shows
3. -post a catalog or info in the teacher's lounge at your child's school
4. -post a catalog or info in the employee lunchroom
5. -hold an open house
6. -have a booth at a school fair
7. -advertise in your alumni newsletter and/or local newspaper
8. -give a catalog or flyer to a receptionist
9. -include a wrap or flyer with your bill payments
10. -call past hostesses
11. -put a current catalog or wrap in your neighbor's door - include a 10% off coupon
12. -ask friends to have a show
13. -advertise in your church bulletin
14. -host an office party or brunch
15. -host a show before a PTA meeting
16. -mail out wraps, catalogs and a wish list
17. -host your own show, could even be a fundraiser for your favorite charity
18. -get a list from welcome wagon, new people may be looking for a consultant
19. -set-up a display at a craft fair and/or flea market
20. -participate in a school fundraiser
21. -have your spouse promote the products at work
22. -have you and your family wear company name products
23. -hold a Christmas shopping show for men
24. -offer a Christmas wish list to your guests and then call the gift-giver and tell him what the guest wants
25. -set-up a display at the mall
26. -put an "ask me about (company name)" button on your purse or coat
27. -ask past hostesses at shows to talk about their free products
28. -hold an opportunity night
29. -random mailings - open a phone book and choose
30. -mention hostess half-price items and other benefits at least 3 times per show
31. -hold up higher priced products and mention half-priced products to encourage bookings
32. -mention how much your "average" hostess gets in product
33. -at the beginning of your show, mention the hostess goal
34. -share upcoming specials at shows and during phone calls
35. -tell your hostess how much she saved by having her show
36. -encourage frequent customers to regularly plan shows

37. -encourage hostesses to rebook a show when new catalogs come out
38. -treat hostesses to a special "Hostess Appreciation Tea"
39. -encourage relatives to book a show
40. -call your realtor with suggestions for "new home packages"
41. -offer to do a cooking class for a local grocery store
42. -start an email address book of customers who want to know what the monthly specials are, don't forget to mention the hostess specials
43. -encourage your hostess and guests to refer potential hostesses to you
44. -offer a bridal registry
45. -promote a bridal show
46. -be friendly and enthusiastic
47. -follow through with every booking lead
48. -describe and highlight the hostess plan during shows
49. -ask, ask, ask
50. -use open-ended questions, especially when dealing with booking concerns
51. -use your products and recipes at home, office, camping, parties, etc
52. -read sales, self-improvement and positive thinking books
53. -call at least 2 potential hostesses every night
54. -dream and imagine the possibilities
55. -set goals and review them constantly, post them where you can see them
56. -ask friends to help you get started or reach a certain goal
57. -use hostess benefits flyer
58. -use postcards and/or newsletters to continue to spark interest
59. -follow-up phone calls to particularly interested guests, they may decide later to have a show
60. -have the hostess tell why she decided to host a show
61. -give products as gifts or donations
62. -smile when talking on the phone
63. -don't be shy talking about your products or your business
64. -review orders from past shows - who have bought frequently, etc
65. -be prepared to answer questions about your work
66. -write down names of people who "owe you a favor" then follow-up
67. -call the most familiar people first
68. -call potential hostesses who postponed or never booked
69. -spend time everyday working on some aspect of your business
70. -be willing to SHARE the business opportunity
71. -call anyone who said "maybe" or "sometime"
72. -contact schools and church groups for fundraisers
73. -advertise in football or musical programs
74. -leave your business cards on bulletin boards or in local businesses
75. -talk about upcoming specials with everyone
76. -keep a list of special requests and let those guests know when that product is on sale
77. -suggest hosting a Christmas shopping without leaving home show
78. -offer a bonus for hostesses who book on days and/or months you need extra shows

79. -give extra service and time to good customers, they will be repeat hostesses and potential consultants
80. -carry a notepad to jot down names as you think of them
81. -let guests keep a catalog to keep on hand or pass around at work
82. -give a catalog to your mail carrier
83. -set up a table at a career fair
84. -hand out literature and ask at the post office
85. -advertise on your answering machine