



When do you feel best about your business? Is it when your calendar is full of Shows? When you have lots of Shows coming up, you feel secure knowing your activity and income will be consistent; that a postponement or cancellation is not fatal; and you feel more confident about sponsoring.

How do you feel when your calendar is NOT as booked as you want it to be? Do you possibly feel uncomfortable, nervous, insecure, and just can't seem to sponsor?

It sure FEELS better to have a full calendar, so how do you fill it up with bookings? There is no magic formula or shortcut. It takes some time and work. It also takes feeling a little uncomfortable for a short time when making new contacts, but the results are worth it!

### What is your booking target?

- How much profit would you like to make a week?
- What is your Show sales average and what is your average profit per Show?
- How many Shows would you need to hold to earn the profit you want?
- How many Shows do you have on your calendar?
- How many more do you need to book?

### Who can you book?

- It is always easiest to book someone who already LOVES L'BRI. Once people see the wonderful L'BRI products, they'll probably want them all and decide to book a Show to get some for FREE and discounted! So offer everyone, everywhere an opportunity to try the amazing L'BRI products. Invite them to meet with you for a mini-facial – at your home or their home; or get samples to them and set up a follow up call.
- Contacting your customers in person or by phone is always the most effective, but also use every avenue of contact available to communicate – Facebook, email, text, messenger.

### Have a get-together in your own home

- A great way to begin adding Shows to your calendar is to select two dates in the next two weeks that are good for YOU.
- Create a guest list – Invite neighbors, friends, family members, and people on your initial Name List who didn't attend your Grand Opening. Use the thought-starters in your *Getting Started Workbook*.
- Invite anyone who cannot book a Show right now to attend one of your two get-togethers.

### Make booking calls

Take these steps to make it easier to make booking calls:

- Decide you WANT to fill your calendar and are WILLING to do the work to make it happen – visualize the benefits to you: more income, more business growth, more sponsoring, more confidence, more fun!
- Get organized. Gather the tools you need.

- List of names to call
- Your calendar with the dates marked that you want to fill
- Your booking SCRIPT that you've practiced
- A calculator and order forms. If they don't book, they may place an order.
- Our AMAZING Hostess Rewards! Get excited!!
- A baby-sitter or new DVD or game to keep your children occupied
- BEGIN making calls!

**Ideas for Your Script** - Develop a script and deliver it with breathless excitement!

1. **Identify yourself** - "Hi Amy. This is Jennifer, your L'BRI Consultant."
2. **Is it a good time?** - "I couldn't wait to call you. Is this a good time? OR say, "Do you have a minute?" OR, "I was just dashing out the door but wanted to give you a quick call."
3. **Use a 'catchy phrase'** - "I'm so excited! L'BRI's Hostess Rewards are so amazing. Did you know that you can receive hundreds of dollars in free product and discounted products for just having a few friends together?" OR say, "You were so much fun at Carol's Show!"
4. **State the reason you're calling** - "You were busy with your daughter's wedding when I saw you in January." OR, "You mentioned that you love the Maxifirm and now you can get it for free! OR, "Our busy schedules didn't sync this summer." OR, "Your Trio is probably about gone. Wouldn't it be great to get another set for FREE?" OR, "I noticed that you haven't tried any L'BRI makeup. You could get an entire new look for the Holidays. I'd love to give you a complimentary makeover and you can get everything we apply for free!"
5. **Create a sense of urgency, why book now** - Here are some suggestions:
  - "I'm offering 3 fun theme parties this month (mention what type) and it would be so much fun to get your friends together!"
  - "Begin now to get your skin glowing for summer (or radiant for the Holidays)."
  - With Mother's Day (graduations, weddings, Holidays) coming up, now would be a great time to do all of your gift shopping for free!"
  - "My calendar is filling up fast! I'd love to reserve a date for you." (Your calendar IS filling up because you're making an effort to fill it up!)
6. **Set a date** - "Let's get together! Which days are better for you, weekends or weekdays? Days or evenings?"

FEEL wonderful about your L'BRI business by filling your calendar! More Shows will bring you more income, more customers, more future bookings, more new Consultants on your team.... and more success! Go for it!

