



Effective Host Coaching FOR HOME PARTIES

Host coaching is the most important part of planning a successful Party. Here are the key things that you can do to make every Party a HUGE success for you and your Host!

Your main objective is to help your hosts have an enjoyable, relaxing and fun time with their friends and receive lots of Host Rewards! Use *Hosted Event Checklist* in the Learning Center to help you track the progress of each event.

CONTACT #1 - When the Date is Set

Confirm party details and help host get RSVPs right away!

- Thank host for planning a L'BRI get-together and confirm the date and time. It is best to book within the next 2-3 weeks to help minimize postponements. Most people know what they will be doing in the next few weeks.
- Confirm the party experience they have selected—skin care, makeup, anti-aging, pampering spa and if host wants to add a theme for the event—Wine Down with L'BRI, Facials Fiesta, etc.
- Review what's in it for the party guests: learn about skin care, anti-aging, makeup tips, have fun, get free samples, save with Monthly Product Specials, get free shipping with \$75 order!
- Review the Host Packet—include *How to be an AMAZING Host!*, *A Beautiful Way to Live*, *Host Challenge with Wish List*, catalog, order forms and samples.
- Let host know that you have reserved the day exclusively for them, and you are excited to share L'BRI products with their friends.
- Remind host that it's unlikely that everyone can attend on the same day. By inviting 30+ friends, they will be sure to reach their target of 8+ buying guests, which means they will earn a FREE professional makeup brush set! Review *WHO do you know?* on the back side of *How to be an AMAZING Host!*
- Offer to send long-distance friends a free sample to try by using the *Sampling Made Easy Program* available in the L'BRI Business Center. This is a great way to expand your business in other areas!
- If you are collecting their guest list, set a date for host to get it to you.
- Encourage inviting in **MULTIPLE WAYS** so everyone is reached:
 - **TEXTING** - Send host an invitation graphic that can be shared via text. Check back later that day to see how RSVPs are going. (There are lots of invitation options in the Media Gallery.)
 - **CALLING** - This is the BEST option to help build attendance because friends will hear the excitement in their voice. Encourage them to call their guests as soon as the Party date is set and tell them what they love about L'BRI.
 - **EMAILING** - You can send guests a customized invitation flyer and reminders for your host.
 - **MAILING** - You can give host the L'BRI invitation postcards to mail or you can send them.
 - **FACEBOOK** - You can create an interactive group or event for the host on Facebook and post messages to help you get to know guests and encourage them to attend the Party.
- Ask host to collect outside orders for people who are unable to attend. Give them your website and the Party ID number and explain how guests can order online.
- Set a date for a **WISH LIST CALL!** This will help your host stay excited!
- Make sure they know how to contact you with any questions.

CONTACT #2 - Soon After Party is Booked

Review the Host Rewards and Wish List.

- Have fun helping host complete their **WISH LIST** on the *Host Challenge* flyer. Find out what they are most excited about.
- Calculate what they need to have in sales and bookings to earn everything on their wish list.
- Refer to the *Host Challenge* game board. Ask them to cross off the challenges as they are achieved and review how the remaining ones will help the Party be successful.
- Ask host, “Who do you think will be your first booking so you can get your first \$75 Booking Reward?” Check off the “First Booking Date” box on the game board when they get a YES!
- Ask if they have any questions.

CONTACT #3 - About 1–2 Days Before the Party

Encourage host to remind guests and consider the L’BRI Opportunity.

- Tell host that most people decide to attend just a few days before an event, so it’s time to remind guests and let them hear host’s excitement.
- Confirm how many guests are coming so far. If they don’t have a lot coming, don’t panic! It doesn’t mean the Party won’t happen.
Here are some things hosts can do:
 - Call or text friends they most want to be there. Remind them that *personally* inviting makes all the difference!
 - Suggest specific people guests could bring with them: mom, sister, closest friend, neighbor.
 - Keep reminding those who have not yet replied and keep inviting more people.
- Ask host to keep the snacks simple so they can relax and enjoy themselves, and more guests will want to book their own L’BRI party when they see how easy it is to host.
- Update their *Host Challenge* game board and congratulate them!
- Encourage host to go for three bookings to get \$225 in FREE Booking Rewards so they can get everything on their *Wish List*.
- Talk with host about the L’BRI opportunity.
 - Here are some possible questions you could ask: “Have you had a chance to look over the income information in *A Beautiful Way to Live* in your *Host Packet*?” If they say yes then say, “What interests you most about the L’BRI opportunity? What would you do with an extra \$500–\$1000 a month?”
 - You could say, “We really need L’BRI Consultants in your area. Have you ever thought about making some extra money sharing L’BRI? Your L’BRI get-together could help launch your new venture.” Also ask, “Who do you know that might be looking for a way to make some extra money?”
 - If they seem a little interested, offer to share more information by setting up a time to review the opportunity information. Let them know, “I’ll tell your friends that you’re thinking about becoming a Consultant and see if we can get more bookings for you. That way you’ll have a great start. Or

you'll just earn more \$75 Booking Rewards.”

- If they are not ready to meet with you, encourage them to think about it and to watch what you do at the Party to see how easy and fun it is to be a Consultant.

CONTACT #4 - When the Party has Ended

Maximize the rewards your host will receive and invite them to join L'BRI again.

- Review with host how they can get even more rewards. You can print copies of the *Host Rewards Recap* that is in the Learning Center and review each section.
- Invite your host to pick another Party date with a new party experience focus—makeup or body/hair care—and earn another \$75 Booking Reward.
- Compliment host on their efforts. Ask if they have given more thought to joining L'BRI as a Consultant. Mention how much they would have earned on the sales of their Party and invite them to start. You could offer to wait a day to place orders from the Party if they want to think about it and possibly make it their Debut.

By consistently following these steps as you coach your host, you will enjoy the tremendous rewards of each successful Party—more income, more new customers, more happy hosts, more new Consultants, a growing business and lots more fun!