



Effective Hostess Coaching FOR HOME SHOWS

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

Your main objective is to help your hostesses have an enjoyable, relaxing and fun time with their friends and receive lots of Hostess Rewards! It's important to plan for at least these five specific contacts with your hostesses—in person or by phone. Use *Hostess Event Checklist* in the Learning Center to help you track the progress of each event.

CONTACT #1 - When the Date is Set for the Show

Confirm party details and help hostess get RSVPs right away!

- Thank hostess for planning a Show and confirm the date and time.
- Find out what hostess is most excited about.
- It is best to book the event 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 Show type they have selected—skin care, makeup, anti-aging, pampering spa and if hostess wants to add a theme for the event—Wine Down with L'BRI, Facials Fiesta, Mother Daughter, etc.
- Review what's in it for the party guests: learn skincare, anti-aging, makeup tips, have fun, get free samples, save with Monthly Product Specials, get free shipping with \$65 order!
- Review the Hostess Packet—include *How to be an AMAZING Hostess!*, *A Beautiful Way to Live*, *Hostess Challenge with Wish List*, catalog, order forms and samples.
- Let hostess know that you have reserved the day exclusively for them, and you are excited to share L'BRI products with their friends.
- Remind hostess that it's unlikely that everyone can attend on the same day. By inviting 30+ friends, she will be sure to reach her target of 8+ buying guests, which means she will earn a FREE professional makeup brush set! Review *WHO do you know?* on the back side of *How to be an AMAZING Hostess!*
- 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!
- Set a date with hostess to get their Guest List to you.
- Encourage inviting in **MULTIPLE WAYS** so everyone is reached:
 - **TEXTING** - Send hostess 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 Show 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 hostess.
 - **MAILING** - You can give hostess the L'BRI invitation postcards to mail or you can send them. Sending them yourself ensures guests are invited, and it is unlikely the hostess will postpone or cancel!
 - **FACEBOOK** - You can create an interactive event for the hostess on Facebook and post messages to help you get to know guests and encourage them to attend the Show.

- Ask hostess to collect outside orders for people who are unable to attend. Give them your website and the Show ID number and explain how guests can order online.
- Set a date for a **WISH LIST CALL!** This will help your hostess stay excited!
- Make sure they know how to contact you with any questions.

CONTACT #2 - About 1–2 Days After the Show is Booked

Review the Hostess Rewards and her Wish List so she will be super excited!

- Have fun helping hostess complete their **WISH LIST** on the *Hostess Challenge* flyer.
- Calculate what they need to have in sales and number of bookings to earn their selections with rewards—including hostess credits, exclusive monthly hostess bonus, ½ price products, \$75 booking rewards and the 7-piece brush set bonus!
- Refer to the *Hostess Challenge* game board. Cross off the challenges the hostess has achieved and review how the remaining ones will help the Show be successful.
- Ask hostess, “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 4–5 Days After the Show is Booked

Stay in touch and exceed their expectations!

- Thank hostess when they send their Guest List to you.
- When invitations are sent, you may want to send hostess the *Invitation Follow Up* letter which is in the Learning Center under the Hostess Coaching tile.
- On the *Hostess Challenge* game board, cross off the challenges already done and help them accomplish the remaining challenges.

CONTACT #4 - About 1–2 Days Before the Show

Encourage hostess to make reminder calls and consider the L'BRI Opportunity.

- Let hostess know that it's time to begin making reminder calls. When invited guests hear their excitement, they will be more likely to attend.
- Ask hostess how many confirmed guests they have coming so far. If they don't have a lot coming, don't panic! It doesn't mean the Show won't happen.
- Here are some things you can do:
 - Ask hostess to call or text the friends they most want to be there. Remind them that *personally* inviting makes all the difference!
 - Recommend they suggest specific people guests could bring with them: mom, sister, closest friend, neighbor.
 - Encourage hostess to keep reminding those who have not yet replied and keep inviting more people.
- Ask hostess to keep the snacks simple so they can relax and enjoy themselves.

- Update their *Hostess Challenge* game board and congratulate them!
- Encourage hostess to go for three bookings to get \$225 in FREE Booking Rewards so they can get everything on their *Wish List*.
- Talk with your hostess 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 *Hostess 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 Show to see how easy and fun it is to be a Consultant.

CONTACT #5 - As Soon as the Show has Ended

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

- Print out copies of the *Hostess Rewards Recap* form that is located in the Learning Center and take them to your Shows. Review each section with your hostess and help them get to higher levels to receive more rewards.
- Invite your hostess to pick another Show date with a new focus—makeup or body/hair care—and earn another \$75 Booking Reward.
- Compliment your hostess on their efforts and continue to build belief. Ask if they have given more thought to what they read in *A Beautiful Way to Live* brochure. Mention how much they could have earned as a L'BRI Consultant and invite them to get started. You could offer to wait a day to place orders from the Show if they want to think about it.

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