



EFFECTIVE HOSTESS COACHING

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 hostess have an enjoyable, relaxing and fun time with her friends and receive lots of Hostess Rewards!

It's important to plan for at least these four specific contacts with your hostess—in person or by phone—to help her plan a successful Show.

Use the *HOSTESS EVENT CHECKLIST* in the Learning Center to help you track the progress of each event.

CONTACT #1

When: When a date is set for the event or within a day or two of setting the date.

- Review everything in the Hostess Packet and each point on *How to be an AMAZING Hostess!*
- Thank your hostess. You could say, "Thank you so much for planning your L'BRI PURE n' NATURAL event with me. I have reserved **Date** and **Time** for you and your friends. We are going to have such a fantastic time, I cannot wait! It is my job to make everything easy, simple and fun for you and your friends!"
- Let your hostess know that you have reserved the date exclusively for her, and you are excited to share L'BRI products with her and her friends. When you set a Show date and time with your Hostess, you BOTH agree to hold it on that date. 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 which will make it easier for your hostess to get a commitment when inviting the guests.
- When considering a date with your hostess, take into account dates that may affect attendance: local sporting events, time of year, dates really close to holidays, etc. Late evenings work well for Facebook parties.

YOUR STEPS TO HELP YOUR HOSTESS

- Help your hostess realize how many people she knows by going over *WHO do you know?* on the back side of *How to be an AMAZING Hostess!*
- For your hostesses' long-distance friends, you can send them free samples to try by using the **Sampling Made Easy Program** available in the L'BRI Library. This is a great way to expand your business in other areas!
- MOST IMPORTANT! Encourage your hostess to over invite! 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! (If you have a brush set, let her know the value and also see how amazing it looks.)
- Set a date with your hostess so she will know when to get her Guest List to you.
- Encourage your hostess to invite in MULTIPLE WAYS so everyone is reached:
 - TEXTING is one option! By using marGo you have a SocialGram at your fingertips for your hostess to share via text message. Tell your hostess that she will be getting an email sent to her and all she has to do is download the image and forward it on to her guests.
 - CALLING is the best option that will help her build attendance because her friends will hear the excitement in her voice. Encourage her to call her guests as soon as the Show date is set. Ask her to tell them what she loves about L'BRI and let them know about the instant facelift they will enjoy.

- EMAILING – marGo will automatically send three emails inviting your hostess’s guests. The first email will be sent as a save the date, the second email could be personalized with a message to “bring a friend”, and then the final reminder. Your hostess will be pleasantly surprised when some guests show up because plans changed at the last minute.
 - MAILING – To save you time, marGo can do this for you, or you can send the L’BRI invitation postcards for your hostess once you get her guest list. *TIP: By mailing the invitations for your hostess, you are certain her guests are being invited.* It will be unlikely the hostess will cancel because the invitations are mailed out!
 - FACEBOOK – You can create an event for your hostess in the events tab on Facebook. You can either link it to marGo for inviting or easily scheduling posts. You can also invite your hostess and she can invite her guests from Facebook.
- Encourage your hostess to collect outside orders for people who are unable to attend. Make sure you have given her extra receipts and catalogs for her to share with everyone. Give her your website and the Show ID number and explain how her guests can order online.
 - Ask your hostess to keep the snacks simple so she can relax and enjoy herself.
 - Help your hostess create a wish list! This will help her stay excited about her Show. Make sure you go over the Hostess Rewards with her so she understands what she can earn.
 - Make sure your hostess knows that she can contact you with any questions!

CONTACT #2

When: About 4–5 days after the Show is booked.

- Thank your hostess when she sends her Guest List to you.
- When invitations are sent, send your hostess the *Invitation Follow Up* letter which is in the Learning Center under the Hostess Coaching tab.
- 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 opportunity information in your Hostess Packet?” If she says yes then say, “What would most interest you about the L’BRI opportunity? What would you do with an extra \$500 – \$1,000 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 she seems a little interested, offer to share more information with her by setting up a time to review the opportunity information with her.
 - If she’s not ready to meet with you, encourage her to read over the *What do you Dream about?* brochure and ask her to give it some thought. Suggest she watches what you do at her Show to see how easy and fun it is to be a Consultant.

CONTACT #3

When: About 3 days before the gathering.

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

CONTACT #4

When: As soon as the Show has ended.

- Print out copies of the *Hostess Rewards Recap* form, located in the Learning Center, and take them to your Shows. Review each section with your hostess.
- Be sure to mention, "I want to show you how much money you can earn if you decide to become a L'BRI Consultant." Tell her you will wait to place the orders from her Show until the next day if she wants some time 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!