



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 GREAT Show for you and your Hostess! Your main objective is to help your Hostess get a huge Shopping Spree and FREE products and have an enjoyable, relaxing and fun time with her friends!

It's important to plan for at least three specific contacts with your Hostess - in person or by phone - to help her plan a successful Show.

CONTACT #1

When the Show is booked or within a day or two. Review the [Steps to a Successful Show](#) with your Hostess:

YOUR L'BRI SHOW DATE HAS BEEN RESERVED FOR _____ (Day/Date) AT _____ (Time)

When you set a Show date with your Hostess, you BOTH agree to hold the Show on that date. 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 which will make it easier for your Hostess to get a commitment when inviting her guests.

Let your Hostess know that you have reserved the date exclusively for her, and that you will plan your schedule around being there for her. If she is sure the date is good for HER, you can both plan to hold the Show regardless of the number of guests attending.

Naturally you will want to respect genuine reasons to postpone like family emergencies and unique situations, but most of the time a postponement or cancellation can be avoided with some extra support and encouragement from you.

THANK YOUR HOSTESS

You could say, *"Thank you for planning your L'BRI Show. Let's pamper you and your guests and have a fun time. It is so easy... Just follow these simple steps and I will do the rest!"*

MY STEPS TO HELPING YOU...

- Send Reminders/invitations to your guests.**
 - *"These are a great reminder for your guests who say they will be coming to your Show. I'd be happy to save you the time and expense by sending your Reminders for you. I'll need your Guest List by _____."* Give her the exact date that you'll need her Guest List. It's best to request it within 3 days of booking her Show. Receiving her Guest List is assurance that she is beginning to plan her Show and confirms the date.
 - Ask, *"How do you communicate with your friends and family? Based on how you communicate, we can reach everyone you want to invite."*
 - There are several options: mail *Reminder Cards* and give her a few extras to hand out; email an invitation, or create a Facebook event. You and your Hostess can use all of these avenues for reminder messages.
- Let you know when your Reminders/invitations have been sent.**
- Be in touch to answer any questions you may have.**
- Call you a few days before your Show to get a final count and get directions.**

YOUR FIRST STEPS ARE...

- **Create your L'BRI Shopping Spree Wish List of the products you are excited about getting.**
 - Ask her to write down some of the products she is excited to get with her shopping spree and then total the amount on her Wish List.
 - *"Let's look at the Hostess Rewards so we can set a sales and booking goals for your Show."*
 - Set sales and booking goals together based on her Wish List. Give her some examples.
 - Let her know how many guests she will want to have attend her Show to get everything on her Wish List. (The average guest order is \$65 & \$75, so 8 guests could mean a \$520 -\$600 Show.)

- **Build your Guest List and send it to me within the next 3 days – by _____.**
 - *"How many people do you want to have at your Show?"*
 - Based on that number, triple it to determine how many people she will want to invite. Remind her that with 8 buying guests, she gets the free professional brush set valued at \$32.00.
 - Ask her not to prejudge whether someone will want to attend. She may think they aren't interested in makeup or don't have extra money right now. Encourage her to invite everyone.
 - *"To help you think about whom to invite - invite FRANK – 5 Friends, 5 Relatives, 5 Acquaintances, 5 Neighbors and 5 people you know through your Kids."* Refer her to the Guest List.
 - You can answer any of her questions as you plan her Show together.

- **Personally call your friends and share your excitement.**
 - *"We've found that people are twice as likely to attend your Show when they hear the excitement in your voice. There's a short script on your Guest List that can give you an idea of what to say. Your Show is now OPEN. Invite your guests within the next 5 days so those who can't attend will have a chance to have a private facial with me or place an order online. You could make 5 calls a day for the next 5 days."*
 - Encourage her to ask each guest to bring a specific person - their sister, best friend or next door neighbor. You may want to give her guests a gift for bringing someone with them. L'BRI product samples make great gifts.

YOUR NEXT STEPS ARE...

- **Call your guests 2-3 days before your Show.**
 - *"Remind them of the day and time. Ask them WHO they will be bringing with them – their sister, neighbor, or friend? Ask them to come 5 minutes early so we can start on time."*
 - Let your Hostess know that she may find that some people don't decide to come until a day or two before, so keep reminding them.
 - *"Let your guests know how much you are looking forward to introducing them to L'BRI. You know they will love it. And it won't be as much fun without them."*

- **Have 8 or more guests with individual orders at your Show and receive an 8-piece professional makeup brush set, a \$32.00 value for FREE!**

- **Offer those who can't attend an opportunity to order and/or book a Show or private facial.**

Advance orders -

These can add up to higher Hostess Rewards for her! And, a Hostess will not want to postpone or cancel a Show when she has \$100-\$200 in advance orders collected.

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- *"Offer those who can't come to your Show an opportunity to get together with me for a private facial before your Show; or ask them to go to my website to order online; or collect an order in advance. Show them a L'BRI Product catalog or suggest they look at a catalog on my website. It helps if you recommend your favorite products and encourage them to let you know what they'd like to order. Their orders will count toward the success of your Show."*
- Based on her experience with L'BRI, provide your Hostess with the necessary materials to collect orders. Will she need a catalog, order forms? Mention that payment needs to be made by the Show date.

Advance bookings -

- *"Show your friends and family L'BRI's incredible Hostess Rewards brochure and encourage them to plan on having a Show of their own and enjoy their own FREE shopping spree. Let's look at the huge Rewards you get for bookings from your Show."* Show her some examples.
- *"I will do my very best to make your Show fun and enjoyable so your guests will want to book a Show of their own. Who are you inviting that likes to have parties or loves natural skin care?"*

□ **Keep your snacks simple and serve them after the presentation.**

- *"I want you to enjoy your guests so keep your snacks simple and serve them after the presentation."*

Thank her again. Express how much you are looking forward to her Show and how much fun it will be to get together! Leave her with your contact information in case she has questions.

If you are mailing the *Steps to a Successful Show*, it's always nice to write a personal note at the bottom of the sheet to help make her feel special.

CONTACT #2 ~ About 4-5 days after the Show is booked

- Thank her if she has already sent her Guest List to you. Encourage her to send it if she has not.
- Let her know when the invitations/reminders will be sent.
- Talk with her 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, *"What would most interest you about the 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 Show could help launch your new business."* 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 Opportunity brochure and give it some thought. Suggest that she watch what you do at her Show to see how easy and fun it is to be a L'BRI Consultant.
- As an option, let her know that you can personally call those on her Guest List. Share with her the points that you would cover on the call:
 - Let her guests know that you are looking forward to meeting them at her Show.
 - Ask them four quick questions about their skin type and skin care needs. Record their answers on their Beauty Profile.
 1. How would you describe your skin type? Dry, oily, combination, not sure.
 2. What would you change about your skin?
 3. What is the first ingredient in the products you're using?
 4. What products do you currently use to cleanse and moisturize your face?

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- You can also let them know that their Hostess has a goal to have three bookings at her Show. Ask if they would like to surprise her with a booking in advance.
- If they are unable to attend, suggest they get together with you for a private facial. Anything they order will count toward the Hostess' Show. If she can't meet, encourage her to place an order.
- When making these calls, realize that you will get some voice mail messages. Here's a quick message you can leave: *"Hi Jolene, this is Becky calling from L'BRI. I'm checking in to see if you've received your invitation to Julie's L'BRI Skin Care Show on the 18th at 6:30. To be sure I bring everything we need, I have a couple of quick questions to ask you about your skin type and any skincare concerns you may be having. Please give me a call back at 555-9999; it will just take a minute. Thanks so much. I'm looking forward to talking with you."*

CONTACT #3 ~ About 3 days before the Show

- Let your Hostess know that she should begin making reminder calls. Ask her again to remind everyone to bring a friend and come five minutes early so you can start right on time.
- Ask her how many confirmed guests she has coming so far. Encourage her to keep reminding those who have not yet replied and keep inviting more people.
- Ask how many advance orders she has collected?
- Ask how many advance bookings she has?
- Praise her for all of her effort.
- If your Hostess has expressed a little interest in becoming a L'BRI Consultant, remind her again of the exciting benefits and let her know that her Show can help her launch her new business.
- Get directions if you need them.



By consistently following these steps as you coach your Hostesses, 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!