

Hostess Coaching Checklist

Hostess _____ Phone number _____ Show Date _____ Time _____

Effective communication is an important key to having a successful Show. People respond to different forms of communication, so encourage your hostess to use a variety of ways, depending on her guests. It's always most effective for her to call to initially invite her guests so they can hear her enthusiasm. Mailed or emailed invitations are great visual reminders. She can also send reminders on Facebook and quick text reminders.

CONTACT 1 ~ DATE: _____

Best done by phone or in-person when Show is booked or within 1-2 days

- Thank her and confirm the date and time. Be sure you have it on your calendar.
- Review the *Steps to a Successful Show* form.
 - o Help her create her Wish List.
 - o Get her Guest List started. Suggest she over-invite. Remind her that only about one-third will be able to attend.
- Ask her to send her Guest List to you by _____. Ask her to "share contact" so you have it on your smartphone.
- Discuss different ways to communicate with her guests.
- Review everything in her Hostess Packet with her.
- Ask if she has any questions.

CONTACT 2 ~ DATE: _____

Best done 7 - 10 days before the Show

- Let her know that Show Invitations and/or electronic messages were sent on _____.
- Ask her to send a quick reminder to guests and encourage them to bring friends.
- Ask how many guests she is expecting so far (_____). Discuss ideas to increase guests.
- Remind her to ask those who are not attending to place an order. Be sure she knows about the monthly product special and offers it to her friends. She will receive sales credit for outside orders.
- Ask if she read the opportunity brochure and what she would do with an extra \$500 - \$1000 a month. Ask her to take a closer look at becoming a L'BRI Consultant and set up an appointment with her before her Show. If she's not able to meet, suggest that she watch what you do at her Show to see how fun and profitable it is to be a Consultant.
- Ask if she has any questions.

Contact 3 ~ DATE: _____

Best done 1 - 2 days before the Show

- Confirm the number of guests she is expecting (_____).
- Offer encouragement if she has a low number of guests coming.
- Suggest inviting two to three more last-minute people, perhaps some neighbors. If they cannot attend, they can book their own fun L'BRI Show or place an order through her Show.
- Confirm that she has called to remind her guests and asked them to bring friends. Her personal reminder will definitely boost her Show attendance.
- Remind her to keep her snacks simple so she can enjoy her friends.
- Ask if she has any questions.
- If you need them, get directions and tell her when you'll arrive. (This is usually at least 30 minutes prior to when the Show is scheduled to start.)
- Thank her again and let her know how much you are looking forward to doing all you can to help her have a fun and successful Show!