

Are you excited about creating a sponsoring explosion in your business? Do you want to significantly increase your income by moving up to the next level in the L'BRI profit plan? Would you like to sponsor four or more new Consultants in the next few weeks? If you answered 'yes', you can get some exciting support? To help you sponsor, many Executive Managers are planning opportunity events. Ask your upline for the dates and times of any upcoming events and be sure to participate!

### *Set a goal*

Attend the next opportunity event with four or more guests. Why? Because most of the guests who attend this type of event make a decision to become Consultants! You could sponsor them all in one day!

### *Your Primary Objective When Inviting*

Invite guests to a L'BRI get-together with other women who are interested in taking a closer look at what becoming a Consultant can mean for them.

### *Who can you invite?*

The possibilities are endless. Start making a guest list. You can use the one on the third page of the *Steps to a Successful Show*: [Steps to a Successful Show](#)

Write down names of **F**riends, **R**elatives, **A**cquaintances, **N**eighbors and people you know through your **K**ids. Here are some tips:

- Over-Invite – just like Hostesses do for Shows.
- Do not prejudice. You never know who is waiting for you to ask them.
- Ask each of your guests to bring a friend or their spouse or both.
- Do not try to sponsor them over the phone. They owe it to themselves to get all the information before they make a decision.

### *Why would your guests want to attend the Opportunity Event?*

L'BRI has a life-changing opportunity to offer people! It is a valuable gift and YOU may be the only person who will even offer it to those on your guest list.

As you prepare to invite your guests, think about why they would benefit by attending:

- Discover the amazing benefits of becoming a L'BRI Consultant.
- Learn about the income potential.
- Get their questions answered.
- See L'BRI as a way to fill some of the needs of his/her life.
- Get together with others who are curious about what L'BRI can offer.
- Meet successful L'BRI Consultants and Leaders. Seeing how others are enjoying success with L'BRI can often motivate people to strive for success for themselves.
- Find out how to get started in the business.

- See the new products introduced at National Convention. (Show seasonal product gift suggestions or have a skilled Consultant do seasonal 5-minute make-overs.)
- Have fun! Plan to have drawings and gifts for guests.

### When to start inviting?

When a prospect has an interest in the opportunity, meet with them as soon as possible. It isn't wise to wait to invite them to an opportunity event that will be held in two or three weeks. Inviting guests to an upcoming opportunity event is meant to be an outreach to customers, friends, family members, past and future Hostesses who may have an interest. It gives you a GREAT reason to contact them to extend an invitation. Check in with them every few months, even if the time wasn't right for them in the past.

### Invite with a personal touch

Think about what would attract YOU to attend an event like this. Put yourself in their shoes.

- Call to personally invite them; then mail or email a flyer/invitation to those who can attend.
- Be brief and invite with breathless enthusiasm. Write out a script ahead of time and practice it before getting on the phone. Include in the call:
  1. Tell them we're having a L'BRI Event, the date, and that they are invited.
  2. Mention the reason you're inviting THEM.
  3. Tell them the qualities you see in them.
  4. Remind them of the benefits they could enjoy by becoming a Consultant.

You could say:

- *"I've been thinking about you recently. You were such an outstanding Hostess and love the products so much; I'd like to invite you to our next special L'BRI Event to meet other people just like you who may be a little curious about the income potential with L'BRI. Did you know that as a Consultant, you could earn about \$50 an hour and still have the freedom to work around the other important things in your life? I remember you mentioned that you wanted to buy a new car and I think L'BRI could help you with that."*
- *"We're going to have lots of fun! We have some new products to introduce; we'll have some drawings and gifts to give away; and we'll answer your questions."*
- *"I'd love to bring you as my guest. You owe it to yourself to find out all that L'BRI has to offer before you decide. You may find that L'BRI would be ideal for you. If you think it's not a good fit for you right now, I'll respect any decision you make. Sound good?"*
- *"The date is \_\_\_\_\_ (day) at \_\_\_\_\_ (time). You may want to invite your husband or perhaps a friend to come with you." (If it's practical suggest picking her and her guests up. She will feel more comfortable.)*
- *"I'm thrilled that you will plan to attend. I'll be sending an invitation with the details. I know you'll enjoy the Event."*

### *Now...What can you do to ensure they attend?*

- Invite by phone or in person. Ask for a definite yes so you can reserve a seat for them and their guests.
- Mail or e-mail an invitation/flyer if you didn't hand one to them.
- Call the day before and offer to pick up guests and bring them.
- Meet for a quick dinner at a halfway point and drive together.
- Make a reminder call the day before – this is a must! Remind them of why they were interested in the first place and express your delight in bringing them as your special guest. Arrange for a time to meet or travel together.

### *How many will come?*

Out of the 25-50 you invite, how many will come? Would you feel great with 4 or more guests? Even having the joy of introducing one person to the L'BRI opportunity is worth the effort!

### *What will you do if they can't attend the opportunity event?*

- If they are interested in taking a closer look at the L'BRI income opportunity, meet with them as soon as possible.
- If now is not a good time for them, ask if you can check back with them occasionally? Is there a specific time that would be better for them? Next month, after summer, etc.?
- Ask them to give the invitation to a friend who might be interested.

### *Extra bonus!*

Not everyone you call will be interested in coming to the opportunity event. What a great time to fill your calendar by offering those not interested the opportunity to book a Show! A FULL calendar will give you even more confidence and success in sponsoring!

### *Put your plan into ACTION!*

- Invite, invite, invite.
- Mail/email/hand out invitations/flyers.
- Call to confirm/remind/re-excite.
- Offer to pick up guests or meet them part way.

### *Happy INVITING!*