

Secrets To Booking Parties



What does it take to be super successful at booking parties? If you ask the most successful Consultants in L'BRI, they will all mention some common SECRETS.

1. Have a Burning Desire. You have to have a burning desire to fill your calendar with parties! Here's a way to test your desire: If you could earn a romantic trip to Venice, Italy if you booked 3 new shows within the next 3 days – COULD you do it? More importantly, WOULD you do what you needed to do to book 3 shows? You would probably do anything to book 3 shows! Why? Because the DESIRE is strong enough. You clearly see the reward – a trip to Venice – as valuable enough to motivate you to take action.

Holding parties is such a powerful way to build your business – a business that can lead you to the life you dream about – even a six-figure income! At a show you meet new customers, sell product, make money, book more shows, offer the L'BRI opportunity, and more! But until the DESIRE to fill your calendar is burning in your heart, you may not commit to take the action that needs to be taken to reach success.

2. See It & Believe It. Once you have the burning desire, you need to see it happening. Mark the dates on your calendar that you want parties in the next 2-3 weeks. Pack up your kit. Get your nails done. Arrange for childcare. Believe it will happen!

3. Take Action. Here are a few things you can do:

- ☀ Make a list of who you want to contact.
- ☀ Set specific times to contact those on your list.
- ☀ Determine what you will say to create a desire to get a few friends together for a relaxing L'BRI get-together. It is helpful to write out a few bullet points or a few sentences to get the conversation started.

4. Talk About a Show in an Attractive Way. As Consultants the phrase “book a show” means something to us, but to a busy mom, a social single gal, or a working professional woman – those words may sound more like ... “make a dentist appointment” and this brings to mind thoughts like – “I just don't have time” or “It's not going to be a pleasant experience.”

Instead, let's talk about the same thing – book a show – with appealing and attractive words. The language we use and the enthusiastic tone in which we deliver the message can make a huge difference in the results!

Use words like...

- ☀ Relaxing get-away break for your friends – give them a time to relax
- ☀ Patio or pool party
- ☀ Relaxing Foot Spa on the patio
- ☀ Fun girls' night
- ☀ Let me pamper you and your friends
- ☀ Get a few friends together for a relaxing evening
- ☀ Invite friends to drop in for a quick, fresh 5-minute summer makeover

Theme Shows can also add fun and be attractive events to plan. Offer a Facial Fiesta, Wine Down with L'BRI, or Margaritas & Makeovers, or Happy Hour theme. If a home show is not an option, offer a Facebook or Zoom party or Catalog Show.

5. Numbers Count. Think about what you did in the last 7 days to book new shows. How many people did you offer the opportunity to have a fun evening with friends, get pampered and enjoy an amazing shopping spree? The direct sales industry standard is you'll book 1 show when you talk to about 10 people. You get much better results when booking AT SHOWS. Usually you'll get 1-3 bookings with 5 – 8 guests attending. Want to double that? Build attendance at Shows to 10-12 guests and ask everyone!

If you enthusiastically OFFER ENOUGH PEOPLE a chance to treat their friends to a relaxing L'BRI party – make it fun and appealing – YOU WILL BOOK. By calling 20 people, you should book 2 or more new shows; by contacting 50 people you should book 5 or more new shows.

Many Consultants become discouraged and stop after making 3 calls, or they stop after they get 3 bookings! Persistence is the key. Don't give up before your success happens! It might be with the very next contact.

Last Secret...

6. You Cannot Control the Results. You Can Only Control Your Actions.

Let go of the OUTCOME; just invite people to enjoy an evening with friends and discover amazing L'BRI skin care!

So, the 6 booking success secrets are...

1. Have a burning desire
2. See and believe it will happen
3. Take action
4. Use "attracting" words
5. Ask enough people
6. Realize you cannot control the results - only your actions.

"May your choices reflect your hopes not your fears."

~ Nelson Mandela