

Planning Your Holiday Open House



WHY plan a holiday open house?

- ★ You'll continue building relationships with your customers. Make it social and fun!
- ★ You'll sell products, especially for gift giving.
- ★ You'll book Shows for the holiday season and early January. You might offer an extra product for booking within the next 10-14 days or use Pick Your Price.
- ★ You'll sponsor new Consultants to give them an opportunity to make some extra money to spend on the holidays. Have the Starter Kit flyer on display.

WHEN and WHERE are best?

An open house can be successful anytime, especially on one of the BIG shopping days. These are Black Friday (the Friday after Thanksgiving), Small Business Saturday (the Saturday after Thanksgiving) and Cyber Monday (the Monday after Thanksgiving).

- ★ The Friday after Thanksgiving is a popular date because it is the biggest shopping day of the year. The malls will be crowded and busy. Your guests can relax and shop in comfort ~ *Shop from their SEAT, not their FEET!*
- ★ As a small business owner, Small Business Saturday will likely be one of the most important days of the season. It's a day when people are looking to support small locally-owned businesses in their area.
- ★ Your open house can be a 3-hour event in the evening or a drop-in event for a few hours on a Saturday or a Sunday afternoon.
- ★ Having your open house at your home can create a warm welcome for your customers and help continue to build relationships with them. They will have a chance to see you as a person just like them and yet as a successful Consultant too. This helps them see that perhaps they could also become a Consultant.

WHO can you invite?

- ★ Invite past Hostesses, all customers, friends and family, prospective customers, neighbors and even husbands of all of the above.

HOW can you make your event successful?

Invites

- ★ Send a holiday invitation to everyone. (Samples are in the Learning Center.)
- ★ It is important to follow up with a phone call or text a day or two before the event.
- ★ On the day of the open house, during the time between guest visits, call those who did not RSVP. Encourage them to just drop by to put their name in your drawing and have some refreshments or to just place an order.

Atmosphere

- ★ Create a warm, friendly atmosphere.
- ★ Be sure to introduce guests to one another. (Nametags help.)
- ★ Light the fireplace, light candles, play seasonal music and decorate for the holidays.

Display

- ★ Again, simple or elaborate, it's up to you; it just needs to be festive and attractive.
- ★ Display different gift collections.
- ★ Show gift basket and stocking stuffer ideas.
- ★ Display cards next to products with a suggestion on them: Next to coordinated Lip Liner and Lip Gloss place a card that says, "Great Gift for Teenagers."

Refreshments

- ★ Keep refreshments as simple as you choose or as festive as you like.
- ★ Store-bought or homemade doesn't really matter. It's the spirit of appreciation and friendship that is most important.

Other tips

- ★ Give out tickets and have drawings at various times during the event. Offer tickets for: attending, bringing a friend, placing an order, booking a Show, etc.
- ★ Give each guest a "Who's on Your Shopping List" with suggestions listed: babysitter, teachers, manicurist, house cleaner, bus driver, etc. and a column to the right so they can write a L'BRI gift idea. (Samples are in the Learning Center)
- ★ If you are a new Consultant or have a small number of customers, plan an open house with other Consultants. You can have each Consultant's guest wear a different colored nametag.
- ★ Send each guest a thank you note for attending your open house.

Enjoy this festive time sharing the L'BRI products and business that you LOVE! Happy Holidays!