



Get Bookings – FAST!

Everyone goes through times in their business where their diaries look a little “lean” or even completely empty. Ask the most successful person you know in Party Plan and you will find out that even after years of being successful in business their diaries are not always bulging.

Isn't that great? It's not just you! It happens to everyone. It's a normal part of business.

So, instead of feeling down about it, jump into action and within a few days you will have more bookings in your diary than you know what to do with.

Before you get started

Check out how you are feeling about your business – and make sure you are excited (easier said than done with an empty diary!). Do whatever you have to do to get excited – even if that means pretending at first.

Now, make a goal! How many bookings will you have in your diary, by when? Anything outside 21 days doesn't count, by the way.

You need to be aware of the things that will most likely stop you reaching that goal. List them here and decide what you will do when they happen.

What will get in my way	What I will do about it

When they do happen (and they will), promise yourself you will look at this list and get yourself back on track.

Now let's get to it!

Here are some ideas you can use to get bookings from thin air.

1. Go through your records – hunt out the people who said, “*I want a party, but not now – call me in a few weeks*”. (While you are at it, get a notebook and start writing these people in there, every time they turn up at parties – this book will become a gold mine for when you need parties).

DON'T phone these people – they may not remember they said they were interested and it just makes the whole thing awkward. They will almost certainly say “no” anyway. Instead, write them a letter and include the latest offers from your company and maybe a special promotion from you (which must have a time limit on it).

Here is a suggestion for the letter (adapt it to your own promotion, time of year etc) :

Dear Lynda

Last time I spoke to you, you were considering hosting a ...your company... party, and you asked me to contact you about now to talk about it further.

I have enclosed details of our latest Host Promotion, where we are offering you the opportunity to receive two free Host gifts instead of just one.

I will give you a call in the next few days to see if you are ready to make a date for your party. All you need is yourself and 6 friends and the party only takes about an hour.

I hope all is well with you, and you have had a restful and happy time over Christmas and New Year.

Very Best Wishes

Once you have posted the letter you MUST call within 2 days of them receiving it – or all your efforts will be wasted.

Call and say something like this:

*“Hi it’s _____ here from _____ .
How are you?”*

“Have you got time for a quick chat” (if yes, continue, if no, make a time to call back – and make sure you do).

“I sent you some information a couple of days ago and I was just wondering if you received it okay?”

You will find the rest of the conversation easy – they will be ready for the call and will have already decided what they want to do. They will either say “yes” and maybe even have a date sorted, or they will say “no thanks”, in which case the call was quick and easy, you didn’t have to have an awkward conversation trying to get her to remember who you are, and you can happily get onto the next call.

In the rare event they say they didn’t receive the information, tell them what is was (latest customer and host offers – NOT a plea for bookings!) and ask if they’d like you to post it out again.

2. Ex-hosts

Call around ex-hosts (especially ones from the same time last year if you have been in business long enough) and see if they are ready to re-book. If not, invite them to have a “paper party”, which consists of calling everyone to get reorders in exchange for the normal Host gifts and maybe a little something extra from you.

3. Advertise yourself and Get out There!

Does your company provide a badge or pin? Always dress tidily and always wear it – you will be amazed at how many people notice it. Make sure you always have party and product information in the car or in your bag, just in case! Shop at busy times of the day so you have to stand in queues – and be friendly! Don't be over-bearing and irritating though. Just show an interest in people when and if appropriate.

Is there a sticker you can put on your car? What about a little car advertising display (see www.ezi-impact.com). Does every email you send out contain a signature telling the recipient what you do?

Go to playgrounds with your kids, join clubs, groups, volunteer and community organizations, get involved in school committees.

Make a plan to give out 3 business cards every day no matter what – and get three in return.

Does *everyone* who knows you know what you do? If not, fix it!

And make sure you are always friendly and in a good mood when you are out. If you can't be for some reason, stay home till it passes!

4. Husbands / Partners / Kids

Send your family out to work for you! They can take brochures to their work. They can be left lying around in the canteen or on the noticeboard – and if they advertise a special promotion for people booking in the next 2 weeks, even better! It's always important to have some sort of urgency around things – so that people have a reason to do something right away.

5. Open house

Make special invitations and invite all your friends, ex-hosts, family, work associates, neighbours etc. Encourage people to bring a friend. Make it a fun evening or afternoon with lots of lucky draws and giveaways. It doesn't have to be a formal party - show people something new, or a new way to use an old product. Give people extra entries in the lucky draw if they book a party.

6. Flyers and business cards

Put them everywhere – shops, community notice boards, friend's businesses, takeaway food shops, supermarkets, waiting rooms, hospitals, beauticians, put a business card in library books before you return them. Look in the Yellow Pages for more ideas of where you can leave them.

7. Survey

Make some beautiful boxes up to collect survey forms in and put them in shops / beauticians/ gym/ restaurants etc for a week. The purpose of this is to collect names and phone numbers in your area. There must be a prize and a photo or description of it and it must be only for a week.

A form simply with contact details is not enough. The answers given to the survey will also give you a good starting point for the conversation when you follow up with the person.

This is an example based on a range of pet fashion and health accessories. You will need to think of relevant information for your own product or service. Try to have questions you can use as openers when you contact them to follow up.

YOUR COMPANY NAME

A short blurb about your products or service

Enter our FREE Draw and WIN a...???!!

Value \$??

To enter, please answer our survey questions,
and place the form in the box provided.

Lucky Draw will be held on DATE

I already use your products.

I have heard of your products but don't use them.

I have never heard of your products.

Which of these applies to you?

I have a spoilt rotten, but gorgeous dog.

I am owned by a lovely, but bossy cat.

I don't have a cat or a dog.

I want to see your products. Please call me to arrange a demo.

Name: _____

Address: _____

Tel: _____

The best time to call me is: _____

Get the shop owners on your side by offering them something – a gift or voucher for 20 properly filled entries by the end of the week, or a prize for the shop who gets the most properly filled entries. If you have good customers who own businesses they will be happy to help.

You may get nothing from one place and only a few from others, while one place could be a gold mine for new contacts.

Many people who filled out the survey won't be interested, but some people will be. The more boxes you have out, the more exposure you are getting – make sure they look professional.

If you are part of a team – why not make this a team event – just agree on who contacts which business (so they don't have lots of you all contacting them at once). For some extra spice make it a competition – each of you contribute \$10 or \$20 and the Consultant with the most contacts resulting from the survey boxes wins the kitty.

The more boxes that are out at one time the better as people will notice them around the place, so banding together with other Consultants is a great idea and increases all of your chances of success.

8. New Product

Even if the company doesn't have a new product recently released you may not have the whole range in your kit. If this is the case, buy something you have not shown before and contact your best customers and hosts offering to show them YOUR new product.

9. Newsletter

Send a current brochure and your own newsletter to all your previous Hosts and customers you know want to be kept up to date. Make it personal – they have a relationship with you, so make them feel worth the effort. Ring them a few days later to catch up with them and follow up on possible orders.... And bookings.

10. Individual Consultations

Some people don't like doing one-on-ones, but hey! If you haven't got any bookings anyway you might as well. Often one-on-ones can be very lucrative. While you are showing your products to the customer – who is either someone who wants to see "what's new", or even someone who just wants to check you and your products out – you can often convince them to have a party, or even to join as a consultant. Often all it takes is for your enthusiasm to rub off on her!

11. Ask a Favour

Tell people what your goals are – you will be surprised at how willing people are to help. Try something like this:

Make a list of everyone you can think of that you know. Separate the list into 3 new lists:

1. Those who you know would love to help and have a party
2. Those who might come to a party but probably won't have one
3. Those who won't be interested – maybe they would buy something though?

Call everyone (start with the 3's first so you can practice what you want to say on people who are likely to say "no" anyway). Before you start calling make a date for a party you will host at your home. That way you have a party that the 2's and 3's can be invited to when you call them. There's a definite booking already!

Ideas for people to put on your list:

Relations: Mother, Daughter, Niece, Nephew, Aunt, Cousin, Grandmother, Sister, in-laws, Father, Brother, Uncle, Son.

Organisations: Health clubs, Scouts, Sporting clubs, Cubs, Ballet, Veteran Groups, Women's Networking Groups, Schools, Church, Kindergartens, Theatre Groups, Art/Craft Groups, Travel Groups, Senior Citizen Groups, Community Groups.

Home Connections: Teachers, Plumber, Electrician, Nail care consultant, Beauty Therapist, Dentist, Doctor, Specialist, Gardener, School / Preschool parents, Postman, Handyman's wife.

Friends: New Neighbours, Past Neighbours, Relatives, boy/girl friend

Business Associates: Accountant, Solicitor, Librarian, Supermarket Staff, Bank Tellers, Hairdressers, Workmates and Computer Tutor

Anyone who: you meet in the course of your day today!

Then start calling:

"I am trying to do more parties than I have in any other week ever this week. I need to do X parties to achieve that and I am having all sorts of lucky draws and extra free gifts for people who help me. I was wondering if you were thinking about having a party sometime soon and if so, whether you would have one in that week. I already have X booked, would you be my Yth?"

Anyone who says they don't want to have a party gets invited to yours:

"If you don't want to have your own, would you consider coming to one I am having myself at home? The Host gift will be put into a lucky draw so someone who is there will win it without even having to actually Host it themselves."

If your own party date gets full of guests, make another one!

12. Get face to face with people

Do business with the same people as much as possible and get friendly with them. Don't use facilities that reduce your people contact like fast-deposit at the bank. As much as possible, talk to real people. It's more fun, anyway!

Filling your diary when it's empty isn't hard; it just takes a bit of determination and creativity. It certainly doesn't have to be depressing, quite the opposite – it can be lots of fun. And even more fun when you see your results. By far the easiest way to keep your diary full is by making sure you get all the bookings you need at parties, so once you are back on track make it a priority to improve your skills in booking from parties.

You don't want to complete all the bookings in your diary and end up back where you started.

As in all things Party Plan, it has to be fun. Make it a game and don't get discouraged if some people are not interested, and don't stop till you've got your goal!



For more ideas on bookings and everything else to do with Party Plan, visit www.thepartyplanexpert.com and register for our soon-to-be-released books. Once you have registered you will receive regular tips and hints from us to make your life in Party Plan more fun and more profitable!

Best wishes for your huge success, and lots of fun and growing along the way!

Anne Howie