

Best Fall Ever?

By Kris Ramsey Oct 2013

Do you want to have the best fall ever in your business? Are you trying to build up your shows? Of course, home shows are ALWAYS our first priority! We don't want to take short cuts but let's be creative, make lots of cash, and be ready to start 2014 with a bang! Remember, Activity breeds Activity! Let's create some activity!

1. Get in the right mindset!
2. Just know you will be dead dog tired (remember this is for a short window of time!)
3. Know that you may (will) drop some balls along the way! There will be some mess ups like missing appointments or double booking. It's OK! Don't let it throw you! Just fix it and move on!
4. Remember that a show is \$100 in orders (which don't have to be full price), sharing the guarantee and the hostess plan, something about sponsoring, and some jewelry!
Lower shows WILL drop your overall show average – its OK!!!
5. Have your jewelry with you everywhere you go! Especially a few trays of lower priced items to sell! If you are at school, the doctor, or wherever you can make it a show! If you don't want to re-order those pieces, pick some new ones! It can be a mystery hostess!
6. Generously offer to give portions of your profit to groups and organizations! (If someone loves the animal shelter let her do a You and 2 and give money to it! It doesn't have to be mission minded groups)
7. Use Melody Box Verbiage “I know you will think this is crazy but I'm booking ‘x’ more shows in October. I'm not asking you to do a show but what about 1 or 2 ladies coming to Starbucks Monday night and seeing our new holiday line?”
8. Don't just focus on past hostesses. Many hostesses that had a great show visualize that in their mind and they can't “see” a smaller you and two or something different. Many times they want to wait and do another “real” show. Ask customers and acquaintances for these smaller ideas!
9. Mystery Hostess shows! You can do these at your house! After you are set up you can do more than one in a day! Invite different groups at different times! (Ex: All neighbors are invited at 3:00 so tell them “this is exclusive for my neighbors”) Better results come from focusing on inviting 8-10 ladies personally versus sending out 80 invites for one big event.
10. Think of people that you know that own shops/stores/boutiques! Offer to come in and do a trunk show or “sale”!