



## Huge Profitable Holiday Parties Outline

Welcome everyone to “Huge Profitable Holiday Parties!” By the time we’re through with this webinar, it’s my hope and prayer that you’ll have loads of confidence, a clear concise action plan and that you’ll be ready to give your hostesses and guests an experience they’ll never forget!

During our webinar I will share several of my best practices that I coach and train a few thousand members in my coaching program that has taken their party experience from average to extraordinary. In fact you’ll learn how they’ve gone from struggling to keep parties on their calendar to hosting extraordinary parties that yield high sales and big profits. In the next sixty minutes you will learn my exact strategies on how to generate huge party sales so you can host less parties and sell more.

**Success Strategy #1: Theme parties and extraordinary invitations attract an extraordinary attendance!**

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**Success Strategy #2: “Create an Extraordinary 20 minute guest connection”**

Whether you book parties or not greatly depends on your ability to connect

- Have you designed a booking and recruiting environment?

- The first twenty minutes is all about the theme, food, beverages, music, ambiance, connection and fun!

### **8 Tips**

1. Design the 20 minute guest connection with your host during the host coaching (Stay curious, focus on the theme and ambiance)
2. 48 hour call (I can't wait to see you / who's coming / Let me help you)
3. Arrive early, set up your display and support your host
4. Ask the host if she'll introduce her guest to you and if you can serve them
5. First 20 minutes all about the guests (What will your guests notice, i.e., ambiance; Nordstroms)
6. Focus on the connection instead of marketing
  - How's your day
  - How do you know (hostess's name)
  - Can I get you something to drink
7. Self management (Others will create an opinion of you in 7 seconds)
8. Transition

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### **Success Strategy #3: Spoil your hostess**

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**Success Strategy #4: Use tools that affirm your customers interest level about purchasing, hosting and learning more about your business opportunity**

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**Success Strategy #5: Create your irresistible booking offer that WOW's your guests!**

**You have three objectives:** Move, touch and inspire them. What would engage your guests to want to host a friend's night out party?

Let's set this up. What's happened up until this point?

*You arrived early, set up a beautiful holiday display*

*You connected with your hostess before the guests arrive*

*You did the 20 minute guest connection*

*You did the On-time drawing*

*You acknowledged your hostess*

*You shared your story, your introduction and set up the party*

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**Success Strategy #6: Choose your ideal hostesses**

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**BONUS Tip:**