



“Coaching Hostesses to Rock Star Parties”

Study Guide

Welcome to “**Coaching Hostesses to Rock Star Parties.**” Success secrets on how to attract quality hostesses who host \$1,000, \$2,000 and \$3,000 parties!

So, I’m curious: *what were your reasons for registering for our webinar?* I know what I want for you—amazing hostesses who can’t wait to party with their friends and for you to have \$1,000, \$1,500 and \$2,000 parties! I know many of you listening have not yet achieved the results you’ve want and I remember those days. I wish I had more time to share all the struggles I went through but what I believe is all that is about to change. During our webinar training you will learn my exact strategies for achieving extremely high party sales and events without dealing with constant cancelations and rescheduled events.

First Success Key: Hostess Coach Instead of Hostess Lecture: engage others through the art of questions

If you really want success, begin looking at life through the lens of the person, team, or demographic you’re serving. When you do you amplify your creativity, you think about your approach and you focus on them instead of you.

If you’re getting cancellations or rescheduled parties, you’re probably too focused on your agenda when you’re setting the date, hostess coaching, and following up on your hostess. Remember, it’s really all about courting... meaning *dating* your host!

Second Success Key: Create a hostess coaching structure that's all about them (questions instead of information)

Come on, what do you really want from each party? Fun guests, an engaged hostess, an extraordinary theme party, two to three bookings, set dates within 30 days, hostess coaching dates and \$1,000 - \$3,000 parties. The secret to attracting that, is to make it all about your host.

There's a principle that I do my best to live by "The value we offer is always determined by the other person."

Here's the good news! Your hostess will lead you to so many extraordinary people if she notices extraordinary value. In fact, she'll most likely naturally promote you because she cares about you and wants others to experience what she experienced.

It all begins the moment you connect with your new host about her upcoming "Friends Night Out Party!" Whether it's a booking you get at a party, a virtual party or an outside booking you schedule over the phone.

Lead lines: (Write these down)

- *You're so fun! I want you for a hostess... what do you think?*
- *You love way too many items, let's host a party and get them free... what do you think?*

Or you're taking an order and you're saying ...

- *What are your favorite items? Or what are your favorite items on your wish list?*
- *Is that what you want to get tonight?*
- *Let's get it free! How about a wine tasting party or a Mexican Fiesta... what do you think?*

Tip #2: Incorporate several ways for your hostess to invite guests (No one way works anymore)

Ok, let's discuss the various ways your hostess can invite her guests.

How are guests invited to your hostess's party? The obvious are (verbal invite, text invite, Facebook invite, evite &, hard copy invitation through the mail)

Listen carefully! What you really want is for your hostess to take action within 48 hours of the time she schedules her party and contact with her friends or booking remorse will set in and you'll end up with a cancellation. Here's the antidote!

Tip #3: Create an initial hostess coaching structure that converts

This process will literally diminish cancellations and rescheduled parties

1. Acknowledge: *"Fantastic! I'm looking forward to spoiling you and your friends."*
2. Agreement: *"Janie, can you give me 5 minutes before you leave and we'll connect about your 'Friends Night Out' party."*
3. Interest: (people don't care how much you know until they know how much you care. Curiosity is interest in action) *"Janie, I'm curious, what were your reasons for deciding to host your own 'Friends Night Out' party?"*
4. Mission: *"My mission is that we turn your party into your special night with your friends and I want you to know I'm committed to your party whether there are 3 guests in attendance or 15. I can't wait to spoil you and your friends!"*

Third Success Key: Make a Friend and Diminish Booking Remorse

Triple 1 System

One day after scheduling a party send your host a heartfelt card expressing your gratitude. Shop for extraordinary cards! An extraordinary card say's everyone about the person sending the card.

One day after scheduling a party, make your "Morning after call," what's that about?

Remember your objective is to connect, connect and connect as well as diminish any reason your new host might have to cancel her party. Imagine this...you intentionally call your host the next day and leave a really authentic and engaging message. How about a message like this?

The second "1" is to coach the hostess within one week of the hostess coaching. We'll highlight that in a few.

The third "1" is to call your hostess one day prior to the party for "Last minute hostess coaching."
