



Lifeline Coaching & Education, Inc.

www.LifelineCoaches.com

5 Ways to Book Your Fall With Rock Star Hostesses *Live Webinar Transcript*

Welcome everyone to "5 Ways to Book Your Fall Solid With Rock Star Hostesses" Yes, during our webinar training you'll have the ideal strategies and campaign to beat your highest month ever and the reward is loads of confidence, guaranteed income and a plan to give your customers experiences that will blow them away!

SPECIAL OFFER. For a limited time, I'm offering you a specially priced 3 course opportunity at www.PowerfulProfitPackage.com

Although I am excited to coach and train you how to EXPLODE YOUR Fall, I'm more committed to coach you on what holds you back from reaching out to others and identify the fears that separate you from the success that you're so worthy of experiencing. Come on, what frustrates most of you is constantly having to reach out to people to generate sales, book live and virtual parties and bring in new partners. Get real, you're sick of it! It's a downer! What you really want is to learn how to get referrals and new customers and hostesses from your live and virtual events.

Looking back at my 20 years in the field, I really only followed up on warm or hot contacts because I solidified *so much business* from my events and was constantly getting referrals from customers and hostesses. I very rarely sold under \$7,500 a month and personally had 3 to 6 new people joining my business and you can experience this same success too. That's my focus when I coach thousands of our amazing members in our community. I train them how to create stellar parties and events and serve others to their greatest capacity that naturally engages others to want to host, give them referrals or join their company. Your intention is to create these WOW experiences that blow them away and engage them to you and what you have to offer.

I know many of you have not yet achieved the results you want in your business, or haven't yet realized that you can truly make this a career or create an incredible income stream that will change your life forever. I remember those days. I went through so many struggles before I finally figured it out, but the reality was that *I wasn't really committed yet*. I know deep down that I really *didn't believe* I could be successful at direct sales. And the truth is, *I wasn't consistently following through* or committed to learning what I needed to learn. *I*

didn't know how to courageously push through the fear, and what I really believe is all that is about to change for you. I have coached thousands of personal clients and members that have gone from struggling to building their rendition of an ideal business. Just decide, **THE TIME IS NOW! IT'S YOUR TURN!**

During our time together, you'll learn what really holds you back from taking action and how to break the barriers that separate success from flowing into your life. When you identify your core issues and break through them, you'll shift internally and that will create more abundance than you can ever imagine.

First Success Step: Decide what you want and create your "Who Will I Connect With" List

When you are hesitant, you become confused and indecisive, "*Should I?*" or how about "*if...?*" When you're confused and indecisive, you waffle--and then never really create any momentum.

Just decide right now that you're going for it. When you charge forward with confidence, you make things happen and when you waffle—well, it's like starting and stopping a train. It takes too long to rev up and build momentum.

Ok, what are you going for? Make a decision! What do you want to achieve during your 10 day Booking Campaign? Do you want virtual parties, live parties or one-on-one appointments or recurring orders? How many parties do you ideally want to schedule during September?

Everything in life begins with a roadmap, and your roadmap in this game is your "*Who do I want to connect with?*" list. This list is your ongoing list of everyone in your past who has expressed interest about hosting a live or virtual party, purchasing your product or joining your company. Basically anyone you want to share your product with, or would love to host a party for, or share your business with.

So obviously, the action begins with your well-thought-out list. In theory it appears to be an easy task, however, I believe in your mind the belief as to what you think others are thinking of you, or what you think others will do or not do and your assumptions, are the things that will ***keep you from following through*** with completing this important step. When you schedule time to create your 'Who do I want to connect with list' all these fears, assumptions and emotions will pop up. You'll notice the hostesses that rescheduled or cancelled or the people you never followed up on or the friends or acquaintances that you want to reach out to and you might feel stuck or question yourself.

Why do you suppose that this is so? It's very simple. You haven't figured out a strategy that will change your story. You see your story dictates your outcome. Whatever you believe you'll manifest. When you have a strategy that feels good, inspires hope and you have a roadmap that you believe will help you get what you want, **YOU'LL TAKE ACTION!** That's

when your story goes from 'It's so hard to book live and virtual parties' to 'This will be so much fun and I can see my calendar filling up with my ideal number of live and virtual parties!' We'll I have your strategy during this training.

What else might keep you from finishing your 'Who do I want to connect with list?' We'll we all hesitate take action when we're focused on the outcome and the result. With this strategy you want to get into a mindset to serve, connect and create experiences that light others up. Change your perspective. During our time together I will show you an authentic way and reaching out to the names on your 'Who do I want to connect with list' and connect, have fun and make them feel good!

If you want to break your state of mind and beliefs, just start asking yourself the right questions.

- Who have I connected with that loves my product?
- Who would I love to host a live or virtual party for?
- Who's someone I'd love to get to know better (*neighbors, friend of a friend, someone who you do business with, the fun Starbucks employee, the outgoing bank teller or your insurance agent*)?
- Who in my past has said, "I can't host a party right now but I will in the future?"
- Who would benefit or be talented with our business?
- Who have I supported recently that might want to return that generosity?

Get ready, aim and *then* fire. Action without thought can't be extraordinary and if you win this game, the thought you constantly want to evoke is, "what will make this extraordinary for them?"

If you and I were coaching right now, face to face, my request would be for you to email me your "top 50" list and to indicate your top 20, in order of whom you really want to connect with first.

In a moment, I will coach and train you on how to create connections unlike ever before and why you'll have many people reach out to you with phone calls, text messages and Facebook dialog. Stay with me! These are the same best practices I train to my community that has exploded their personal businesses!

I will coach and train you how to create a solid 10-day campaign to fill up your calendar with structure. Basically attract your ideal hostesses and customers.

It's simple! It's a 10-day commitment where you're intentionally reaching out to others in creative ways to make them feel important and throw out your irresistible offer. It's not 10 hours a day, 7 days a week, it's a time where you *stretch* yourself, commit to it, and rev up your game.

Some of you are thinking, "*What do I do? How do I prepare? Do I have enough time?*" During our time together, I'll share highlights of how to create an ideal campaign, but instead of overthinking it or feeling like you need every detail, why not just make the decision and roll with it.

This might be the reason why you're not accomplishing what you want--because you overthink everything and feel like you need to be really prepared and it's the story that you tell yourself that's preventing you from taking action. *It's your excuse and it's costing your success!* Successful people don't over think! That's how they've become confident and esteemed. They take action! *"Not perfect but good enough... I'll keep adjusting as I go!"*

Successful confident people know that they'll eventually figure it out through trial and error and their moment by moment experiences.

Some of you even avoid the preparation stage. Action sometimes is committing to a deadline date, deciding when you'll prepare your plan, and following through with it. Too many people wait to feel good and then take action, instead of taking action and feeling good.

Some of you are scared to set a goal, because deep down you're tired of not achieving your goals. It's not the goal that's the problem, it's your attachment to the goal that's the problem. Motive is a good thing. God gave you motive... we wake up with motive... you have motive with your children, spouse, your customers, and so on. So, motive is a good thing, however it must be good for you *and* good for them. It's the attachment to what you want, that immobilizes you and separates you from the success you desire.

Make the decision as to what you want, and step into what you can control. What's that? Your attitude, your thinking and the action steps that you can control, but most importantly, detach from the outcome or you'll appear needy, desperate and all about you. I'll give you a step by step plan in a moment, but for now, just **MAKE THE DECISION AS TO WHAT YOU WANT AND GO FOR IT!**

Most of the people in our industry prefer to wing it, instead of creating structure and building relationships. When you take the time to think about who you want to reach out to, continually add to your list and continue to come up with creative ways to touch them, **YOU ARE IN ACTION!**

I'd bet most of you don't have a well thought out list of customers, future hostesses and people that you want to share your business opportunity with. This is first step, first base and will prove whether or not you're a **WING** it entrepreneur or a **PLANNER** entrepreneur. Schedule time **RIGHT** now in your calendar to create your "*Who do I want to connect with?*" list! This is part of your pre-launch stage!

Second Success Step: Host your own live Celebration Party or/and “Virtual” Celebration Party

Listen carefully! Your #1 objective is to get others to call you back so that you can connect and create opportunities and the greatest way to get others to call you back is to simply schedule an incredible live, virtual party or both for those on your *“Who do I want connect with list.”*

As my training unfolds, you’ll realize that this is a very important part of your plan because if you have an activity to invite others to they’ll call you back and believe it or not, you might book more parties before your event than at your event, but If you don’t have anything to invite them to then you’ll most likely appear like a telemarketer. Stay with me, it will all make sense in a moment.

Let’s talk live party! What’s a celebration party? It’s simple; you’re the hostess and the rep. Your focus is to host a celebrative VIP party that’s so extraordinary that it attracts your ideal outcome.

It’s very similar to what you do for your hostesses except it’s a step above; an incredible theme, raffles, surprises, extraordinary environment, ambiance and incentives.

I have offered this training hundreds of times before I launch a live seminar and during the seminar I ask the audience who hosted their own VIP party from what they learned during the livecast? I usually have several of the participants raise their hands and then I call some of them up and I’m always amazed with the results they received from taking action and what they learned. Huge results!

I’ll explain more when it makes more sense. Stay with me!

Third Success Step: Decide on a theme, send extraordinary invitations and a certificate that catches their attention

Let’s talk live parties and virtual parties. Summer months are kind of going against the grain in our industry. Yes, experienced reps do well in summer but fall months are going with the grain months. Why not capitalize on it! Build your local community. Theme parties engage guests to want to attend? Why? They’re fun, relational and all about the experience.....

Who’s your audience? You must look at it through the lens of the guests you’re inviting? What will make it fun for them? Come on, what do we all want more of? More time to connect, more fun, more joy and more excitement.

Obviously with live parties you’ll focus on the local contacts on your "Who do I want to connect with list" to an incredible theme party.

- Wine and Cheese Tasting
- Mexican Fiesta
- Saturday Continental Breakfast
- Chocoholic
- Happy Hour
- Taste of Italy

Let's talk Facebook Parties. I have clients that are nailing Facebook Party themes: Superheros, Survival, Dancing with the Stars, Color Personalities, Saved by the Bell, Travel/Adventure and Disney. They model it after a dining experience (appetizers, main course and dessert). It's a big conversation and that's not our training today. It's about the blueprint but I have a surprise for you and it's a complete training on how to make your facebook parties fun and sell a whole lot of product through your facebook party model.

Where do we begin? Get ready, aim and then fire.

Where are we? It's time to create your *"Who do I want to connect with?"* list within the next 72 hours, schedule your VIP Celebration Live and or Virtual Party sometime in the middle of September, choose a theme, and then create an extraordinary invitation. Why the middle of September? Because I want you to have plenty of time to connect with the people on your list and with this program you'll actually get three times the number of hostesses during the time your connecting with people before your party than you'll get during your live or virtual party.

One of my success challenges is for you to host a fun, celebrative friend's night out party. The method behind this brilliance strategy is that you have many more opportunities to have a connecting conversation with them via phone if you invite them to something instead of marketing to them by asking them to directly book or buy from you. Design a fun party invitation that will engage your invited guests to want to hang out with you.

There are only two invitations that can be extraordinary. What do you think they are? Can a post card invitation be extraordinary? How about an evite... can that be extraordinary? Can a text or Facebook invitation be extraordinary? Not in my world. What do you do when you receive a wedding invitation or a birthday invitation?

Here's my request: Create an engaging theme party flier, purchase colored envelopes, semi-large confetti, add your company's postcard invitation and a few party stickers on the outside of the envelope. I have several tools I offer to my community. One of which is an incredible invitation flier, called a "Classified Ad" invitation insert.

Obviously we're talking about your Live Celebration Party. If you want to up your game, create a break-even offer and it will increase the number of conversations you'll have with those on your *"Who I want to Connect With?"* list, it will also increase your attendance for your Celebration Party and you'll have more orders and new hostesses if you follow my program.

The key to success in the market place and online is three words. "Catch Their Attention." You want to give them a reason to reach out to you and engage them.

If you really want OUTSTANDING RESULTS! Choose your top 20 – 30 on your 'Who do I want to connect with list' that you really want to attend your live or virtual party. If they're local, mail them a theme party invitation (classified ad), gift certificate (I'll tell you more about that in a moment), brochure/post card invite, confetti (that means fun) all in a handwritten card for you. Don't choose boring cards. Send cards with quotes. They say a lot about you.

Create an attractive gift certificate that reads, "My Gift to You Certificate!" Choose any item in our line at 25% off. It's simple, call or text and I'll take care of you!" Add your cell number and redeemable within 30 days at the bottom of the certificate. Basically you'll give them your commission percentage off any one item. If you make 30%, then you'll give them 25% off. If you make 40%, then you'll give them 35% off. You'll want to absorb the shipping and handling in the amount they pay you.

It's a breakeven offer that builds your clientele, gains trust and loyalty. What you really want is a reason for them to reach out to you.

Pick up 25 - 50 awesome inspirational cards ideal and send them to your top 25 - 50 on your "Who do I want to connect with list." (Great quotes, add cool confetti, authentic acknowledgement). Have fun with this. Your message on the card will share your appreciation for them and how grateful you are to them for supporting your business or the great service they've given you or the great friend they've been or awesome hair dresser they've been, or friendly neighbor or amazing hostesses they've been. You get the picture. And obviously the acknowledgement needs to be thought out and authentic.

Ok, now for your irresistible offer!

You'll want to create an engaging voicemail and conversation sharing the highlights of your Celebration Party. This is where you rev up your emotions and step into service. Come on! Imagine sending them a card, invitation and certificate. Do you think they might contact you first? Some definitely will. How about when you send them a text asking them if they received your card and that you'd love to connect? Do you think they'll say "*absolutely!*"? Yeah!

It's all in having a thought-out approach and not taking the mediocre approach.

Let me give you an example of what you might say when you get them on the phone:

"Janie, it's great to hear from you! How's life? (Pause and listen). She might say "Great!" and then you say. "Fantastic! What's making it great?" Most often they'll start telling you what's really happening after you say "Fantastic! What's making it great?" What you don't want is a casual surface conversation. Here's a quote that I live by... "Being listened to is so close to being loved most people can't tell the difference."

Stay in the moment, be curious and ask open ended questions. You'll feel great about yourself and make a greater connection if your focus is on them and how you make them feel. At one point you'll extend an invitation to your special guest to attend your VIP Celebration party and then extend an invitation to host their own Fall live or facebook party.

Janie, I want to extend a very special invitation for you to join me for my Taste of Italy Celebration Party. I'm hosting a very special party for my new friends that I've met through (XYZ company). You'll meet several amazing people and enjoy some great food, wine and good conversation! I can't wait to spoil you.

(Pause) How about hosting a friend's night out party or FB party for a few of your favorite friends? Our hosting plan right now is amazing. (Share your irresistible offer). Put it out there and then share your irresistible offer! Meaning what will you offer her for saying YES! She might say "Sounds good" or she might respond with "I just can't think about it right now! I have so much on my plate."

You say, "No worries! I so understand....join me for my Celebration Party. I have two dates to choose from (Give them both dates) I'd love to see you. Can you make one of those dates?"

If your guest can attend asked them *"Who's a friend that you love to party with?"* After they respond invite them to bring their friend along and offer to send an invitation to her guest. This can increase your attendance and double your opportunities.

This is the power of inviting instead of asking. When you invite someone to something fun. It elicits all sorts of opportunity through connection, fun experiences and questions.

Two of the greatest tools available to you that will set up a possible phone conversation are text messages and Facebook.

If you notice your guest is active on their Facebook page, write an extraordinary message on their Facebook wall. It's important that you acknowledge them, not market to them. An acknowledgement is about them not about you or your offer.

Fourth Success Step: Your pre-launch blueprint for booking your fall solid with rock star hostesses:

Listen carefully: your number one objective is to get others to call you back so that you can connect and create opportunities and the greatest way to get others to call you back is to simply schedule your own "Friends Night Out" live and virtual party.

Yes, you can create a ROCK STAR very unique theme FB party and I know we didn't dive into specifics but after you register for the Virtual Event you'll have access to my Silver VIP Program and you can hear an amazing training from our Social Media Coaches and trainers who by the way have built multi-million dollar businesses primarily on training their team how to make money on-line from home through extraordinary FB parties. You'll love this training!

Ok, back to my point as to why you want to host your own VIP Celebration Party, which you already know, but my job is to get you to see the value! You'll have many more opportunities to have connecting conversations with everyone on your *"Who I want to connect with?"* list. If you invite them to your VIP Celebration Party instead of marketing to them by asking them to directly book or buy from you, you'll end up with sales and booking at your Celebration Party and most likely twice the business during your phone conversation.

The irony is that if you don't schedule a party, you really don't have anything to invite them to that will warrant them to text you back, connect with you through Facebook or ultimately have a conversation with you.

SO SLOW DOWN, make your list and think about how you'll make the connection. Ask yourself, *"How would I want to be approached if I were them?"* and then leave an extraordinary connecting voice mail. When they return your call, invite them to your extraordinary Celebration Party and ask questions that elicit interest about hosting their own friend's night out party.

Part of my success blueprint that will guarantee your results, is setting yourself up to be your best before you pick up the phone, engage through social media or text. I call this step "The Power of Engagement." Meaning if you were running a marathon, or had a lead role in a play or were in an important tournament, you'd go through some process of gearing up mentally to be your best, wouldn't you?

I have 8 tips for you:

- Create your *"Who do I want to connect with?"* list at least 24 hours in advance of launching your campaign. This is an administrative task. It's boring for most of you. It's not fun, but you can make it fun. Schedule an hour before in the next 5 days, make your favorite beverage, put some soft music on, light a candle and get to work!
- Set your date for your Celebration Live and or Virtual Party!
- Schedule at least five, two-hour slots within your ten day campaign to connect with those on your *"Who do I want to connect with?"* list.
- Create an extraordinary invitation, pick up a box of inspirational cards, and design your certificate and then get them in the mail.
- Prepare your leading questions before you reach out to everyone on your *"Who do I want to connect with?"* list. You're looking for the connection during your conversation.
 - ✓ How's life?
 - ✓ How are you enjoying your (specific product)?
 - ✓ How much fun have you been having lately?
 - ✓ Are you getting ready for summers?
- Review your Study Guide and get clear about your moving pieces.
- Design an extraordinary environment to reach out to others via text, phone and Facebook. What kind of an environment might you design that would move, touch and inspire you to serve to your greatest capacity? Get intentional! Design an ideal environment and get yourself in the mindset to serve. Go for a walk before you reach out to others through Facebook, calls and text or pray or read inspiration or take a nap. What room in your home will give you a ZEN feeling?
- Commit to action, not emotion. Too many people wait to feel good and then take action instead of take action and feel good. When you are of integrity with your word, you'll feel better about yourself. When we feel better about ourselves we are attractive to others.

Fifth Success Step: The fortune is in the follow up

Let's circle back! BREAKEVEN OFFER (What you want is a conversation)

- Step 1, create your 'who do I want to connect with list!'
- Step 2, decide on your top 20.
- Step 3, create your ideal invitations.
- Step 4, send your top 20 an inspirational card with the invitation and certificate.
- Step 5, call them and leave a message via phone or messenger.
- Step 6, send them a text letting them know you just left them a fun message inviting them to a very special party.

- Step 7, add them in your calendar 5 days later and sent them a text asking them if they received your card and or invitation if they haven't reached out to you.

You might have realized through this experience that you're truly ready to commit to your business and show up and that it's time to take action and challenge through your fears. It's actually quite magical, because you realize "It's Time for me to take action and this commitment will keep me accountable to my vision." And what's ironic is we usually make the decision to move forward when we're in an amplified state of belief. A time when we believe in ourselves enough to say, "I'm know I have it in me and I know I need the help."

Let's step up your game and make the last 4 months of the year your best four months yet. I want to remind you to share your greatest takeaway on my Facebook community. It's Pay-It-Forward time at Lifeline and we have some amazing gifts to giveaway! Join our online community at www.lifelinecoaches.com/community

SPECIAL OFFER. For a limited time, I'm offering you a specially priced 3 course opportunity at www.PowerfulProfitPackage.com

Love and success,

Steve Q. Wiltshire, CEO
Lifeline Coaching & Education, Inc.

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