



CHANNEL YOUR INNER HOSTESS

Make a list of potential party guests – the more the better!

Set a specific date, time, and location. Make sure you allow adequate time for display setup.

Send invitations. Remember to make the delivery personal whenever possible (this includes emails, texts, and social media messages).

Encourage guests to invite friends to come with them: Invite to Invite!

Send periodic, personalized reminders one week prior to the party and the morning of the party.

A FEW PARTY PREP TIPS

Wear your newest pieces of jewelry to spur excitement.

GATHER YOUR SUPPLIES

Inventory! The more you stock, the more you sell. As a general rule, plan on a minimum of four to five pieces per party guest.

Sales bags (Item #B100), gift bags (Item #1111, #GB5, #1112), and gift boxes (Item #GB1, 1110, GB3, 1109) (We find that the pink bags are adequate unless you are doing a very special event or offering “gift wrapping”).

Yard sign (Item #S205)

Mirrors (Item #H145 or from a local store. Make sure that it is at an angle that is accessible for all heights)

Cash box and money to make change (We typically have about \$10 in change, mostly in quarters and dimes and about \$60 in cash – 2 10's, 5 5's, and 15 1's).

Apron (Item #H100) – allows you to move around the party and interact!

Business cards (www.paparazzitools.com)

Frequent buyer loyalty cards (Item # S1034, S1035, S1032. These go quickly, so if you are planning on doing a lot of live shows, I would stock up on these!)

Future clientele collection box and customer information slips (Item #H149) or individual sign-up sheets for customers interested in: Hosting a party, Being notified when you receive new inventory, and Becoming a Consultant.

Jewelry tool kit (Item #1105)

Your party calendar (big, open, and obvious so the customers can see it)

SET UP

Put yard sign in place

Display jewelry by color, then by accessory type.

Use complementary colors to really make the displays pop (*Try and avoid crazy patterns, animal prints, and color combinations, we want the jewelry to be the star of the show!*)

Display the Fashion Fix

Look the part! You should be wearing jewelry that you currently have in stock.

START THE PARTY

Welcome each guest as they arrive.

Introduce yourself, thank them for coming, and let them know that all of the accessories are just \$5.

Interact with the guests!

Wear an apron to free yourself from sitting in the corner with your cash box.

TIPS DURING THE PARTY

Invite guests to invite more friends on the spot.

Encourage them to post their new favorite pieces on social media.

Find a way to complement each person at the party.

Identify the "life of the party" and work with them to spur excitement throughout the party.

Be familiar with your inventory and color placement to allow quick upselling and style suggestions for shoppers.

Have a drawing from the customer information slips that have been submitted.

Pull out the "Hidden Box." (*Have certain pieces hidden away and at some point pull it out in reference to someone looking for an item that they didn't see and there will be a buying frenzy! What woman doesn't like exclusives and getting in on specials?!?*)

At checkout, make sure each guest gets your business card.

If you have created an online party to run alongside the home party, let the guest know they can shop online until the party closes.

Wrap purchases in tissue paper, sales bags, or the original sleeves they are delivered in to prevent tangling or damage (*We recommend buying little jewelry Ziploc bags from a craft store. You can get 100 for \$3-4 and they always have a 40% coupon online that will decrease the cost!*)

THANK YOU CARDS

Send a thank you card to the Hostess

Send thank you cards to each customer who left contact information

Don't forget to include your business card with each thank you card you send

FOLLOW - UP

Contact guests interested in hosting a party within 5 days.

Contact future clientele within 30 days, as you receive new inventory.

Replenish your inventory by replacing inventory that was sold

To determine how many pieces were sold, take your total sales and divide it by the sales price of one item. For example, if you made a total of \$200 and sold each piece for \$5, you sold 40 pieces (*or if you use Square, you can just look on the dashboard for a sales report!*)