

HOW TO DO A HOME PARTY

Parties, Parties, Parties!! Paparazzi started with a party!! Home parties are a great way to make money and show others what you do and what Paparazzi can do for them! They can see first hand, that everyone is having fun, shopping, and you making money! Why wouldn't they want to join with you?

When you arrive you want to map out and spread out! Walk up to the door and ask her if you can set up in her living room. Help her push the couches and tables out of the way. Continue to look into the kitchen and ask if you can use the kitchen table and bar space for your rings, bracelets, headbands, hair clips! Then you can set up quicker, knowing where to do so!

Pick out a couple pieces for you and the host to wear. Wearing the jewelry will give your guests different ideas on how to accessorize.

Greet each guest and inform them that everything is only \$5, hand them their shopping basket and let them shop! Pay attention to your guests by complementing their shoes, purse, etc. Get to know them a little bit. It is important to make them feel special. When it is time to book parties, you will already have a connection with them by doing this.



HOW TO UPSELL/MAKE THE MOST MONEY AT PARTIES!

THIS IS ORGANIZED INTO EACH letter of the word PARTY!

P stands for Party Plan!! Do you have parties on your calendar? You need to have a plan with parties scheduled to make money! Are you being consistent with your parties? The more consistent you are, the more money you will make. You will also have more opportunity to talk to your host and guests about joining! When I look at my own calendar and see how many parties I have scheduled for the month, it is job security to me! That is something I have been always been doing consistently. I keep the same schedule of how many parties I do per week. It

has helped me become the rank I am today!! How many do parties do you want per week? How many recruits do you want per month? How many people are you going to talk to at each party, including the host!

I had to do 3 to 4 parties a week to make ends meet and my goal for how many recruits per month was 2 to 3!



A IS FOR TAKING ACTION at your party! This for a Home party!

Greet everyone at the door and ask them if they have been to a paparazzi party! Hand them a shopping basket! If not, explain to them that they can shop and pick what they want and take it home with them today!

It is important to know how to talk to your guests. Break the ice by giving them a compliment on something you really like about them! If you can make a great connection with your guests, and get to know them, it is easier to talk to them about joining and booking a party!

The booking parties and joining your team starts here:

Your purse is so cute, where did you get it?

Your shoes are so cute, where did you get them?

I just got in the new mint green colors and look how cute it would go with your cute coral shirt...etc..

If they are looking at the headbands, teach them how to wear the headband!

Ask them open-ended questions when you are getting to know them and what they are shopping for!

It is proven the more you talk to your guests and help them shop, the easier it is to book parties with them and sign them up!

I have noticed that the more I am engaged in my parties and interacted with guests-the more sales, parties booked, and potential recruits I have! It is important to have that personal touch! Have fun with your guests!! Nothing better than having fun while working!



R is for REBOOK the host to do another party and other hosts that have hosted for you before who are attending your party, right at your party!

Offer incentives for rebooking!

For example, I had a party in Tooele and it was my fourth party I had done out there. Three of my hosts were guests and came to the last party. I offered them double hostess incentives for rebooking!

I got all of the past hosts to book, including the one at the party! I am usually so focused on booking parties with the guests, that I forget to ask past hosts to book.

Always remember to book right onto your calendar! Rebook by saying I am offering double booking rewards for rebooking tonight! We could do a spring or fall party with the brand new inventory coming out! You and your friends will have first pick at the new stuff! Which day works good for you?

T IS FOR THINKING OUTSIDE THE BOX TO INCREASE SALES!

In addition to having a party, have you thought about setting up your host with a basket party for the guests who didn't come. Have her take it to work, family functions, kids play dates, etc! She could keep earning free jewelry by doing this! This can add on anywhere from 100 to 150 dollars onto each party you do!



YARD SIGN!

Yard sign-Having a yard sign increases your sales! It is a second reminder that the party is happening! I have had guests say, I am sooo glad you put a yard sign up, I almost forgot it was today! Make it fun, put balloons on it. I have 3- I put at end of street two in the host yard!



S IS FOR SHOW THE CUSTOMER HOW TO ACCESSORIZE!

Wear the hippie headband! Ask if your customer has ever tried one on and that she should, you will show her how!

Layer the necklaces, use a simple long necklace and pair it with a simple short necklace!

I found this guide online to help layer our Paparazzi Jewelry!

How to Layer: Long Necklaces



Add a pop of color with another long, delicate necklace

The classic: Add a short necklace that matches the longer one

Create your own statement w/ several long necklaces

This is also where Fashion Fix comes into play! Everything already goes together, you just have to show how cute it is to your customers! If you are not on fashion fix, call customer service to get put on the list!

