

## **HOW TO PREPARE FOR A HOME PARTY**

### **Things you will need:**

**Jewelry Repair Kit:** You will receive a jewelry repair kit in your starter kit. It comes with needle nose pliers, earring backs, and jewelry pieces to repair jewelry. If there is a piece that is broken, repair it using your pliers and the replacement pieces. If you can't repair it, call customer service within three days of opening your package. You will get a replacement piece or credit in your account for the piece and shipping. Broken pieces don't happen often and are easy to fix!

**Additional Items to purchase/Get ready:**

**Yard Sign:** You can purchase it through your back office. I have used mine for events, home parties, etc. It is a big reminder that the party is happening and will remind your customers to come in and shop!

**Apron:** The apron is \$11.99 and you can purchase it through your back office. It has three pockets to keep change, phone, and sales bags in during your party.

**Frequent Buyer Loyalty Cards:** Reward your customers with a frequent buyer card! After 12 purchased items, the 13th is free! Comes in sets of 10 for \$1.00, in your back office.

**Cashbox:** A locking cashbox is a great way to store change for your customers. You can get them at Walmart for \$10.00. Or Cash Bag in the back office!

**How much change to have:** 1 roll of quarters, 1 roll of dimes and nickels, \$20 in fives, \$20 in tens, and \$20 in ones.

**Business Cards:** I have used vistaprint.com to create business cards. I have shopped around and found it is the cheapest price for business cards. Be sure to upload the Paparazzi logo which is under resources in your back office and include that on your card. Some things you also want to put on your cards are: your name, phone number, email, and replicated website. Your replicated website is [www.paparazziaccessories.com/your number here](http://www.paparazziaccessories.com/your number here). Be sure to include everything is just \$5.

**Table Cloth:** If you are planning to do home parties and events, I recommend you display your rings, bracelets, headbands, and hair clips on a card table or kitchen table during a party. A black tablecloth looks nice to cover the table, and makes your jewelry stand out. You can purchase at Walmart or Target for \$10.00.

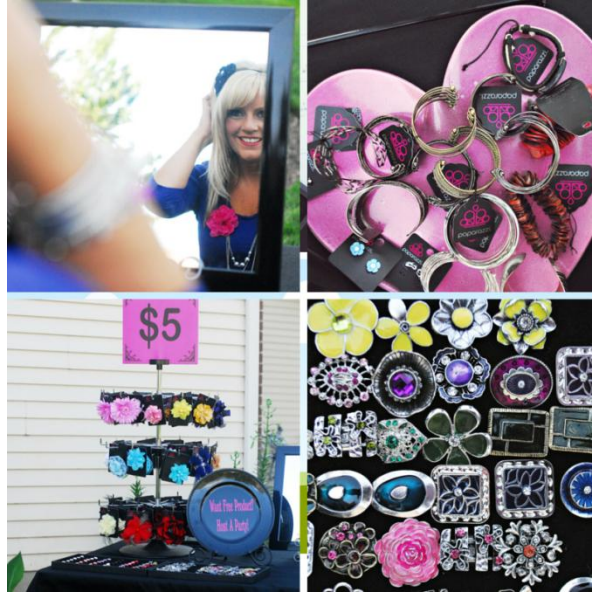


**\$5 Signs:** I recommended creating your own \$5 signs! This one in the picture was made at a copy shop. It is made out of corrugated plastic. You can also print out \$5 on pink cardstock and have it laminated at a copy shop. You attach it to your displays with Velcro, which is in the craft section at your local store.

**Mirror:** It is important to have mirrors displayed around your party. Customers like to try on jewelry and see how it looks. I purchased the one in the picture at target for \$5. I put it in an easel to dress it up and add height.

**Booking party vinyl signs:** It is important to visualize to your guests that you offer free jewelry for hosting a party. On this black charger plate, I have a Want Free Jewelry? Host a Party that is vinyl lettering on a black plate. I bought the charger plate from the dollar store.

**Hair Clip/ring display:** There are ring displays available to purchase in the back office which are shown in the photo. The hair clip display is available at [www.achievedisplay.com](http://www.achievedisplay.com). You can display your hair clips on a plate laying down, in a basket, or etc! It is fun to be creative!



Shopping Baskets: You need to purchase 10 shopping baskets for your customers. They come in handy while customers are shopping. They do buy more because they don't have to carry the jewelry around. You can purchase them at All A Dollar or Target.

Calendar: Calendars are an important part of your business. I recommend buying a large desktop calendar at Walmart or Office max. Having a full calendar of parties is like job security. The best place to put the calendar is on the table by your rings next to your cashbox and pink sales bags. You want to make a check out station.

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	32	33	34	35



Pens/Pencils to fill out calendar-when you book parties!

Square reader: Customers like to pay with debit/credit cards. Sign up for a square reader for free at [www.squareup.com](http://www.squareup.com) , which is a swiper you can attach onto your smart phone to accept credit cards. The fee is 2.75% per transaction, which is the cheapest I have found.

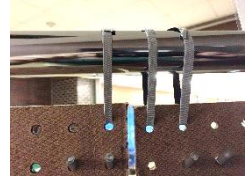
## **Step 2/How to build a display**

Displays: The best, light-weight, and most versatile display that I have found is a garment rack peg board display.

All the supplies you need can be bought from Walmart and your local hardware store. At Walmart, you will need to get: 1 Mainstays brand two tier garment rack for \$14.88, 1-2 Classic Gray color Krylon spray paint cans for \$3.86 each, gray Velcro zip ties for around \$5.50 (the black and gray reversible ones work fine too.

The zip ties will be cut in half the long ways to fit through the peg board), and 1 pack of s-hooks (type HI-75) for \$0.97. You will also need to get peg board; a whole sheet can be bought at Lowe's for \$15.98 and will cover one rack.

I use the display hooks that come in the starter kit. I use the foam that Paparazzi sends in our shipments in between each pegboard piece standing in a large bin if I transport them. I also recommend using aquarium air tubing to put on the back of the hooks to lock them in so they cannot be pulled out or the grommets now available in the back office!!



### Step 3/How to set your jewelry

There is not a right or wrong display to have. There are a lot of ways you can display your jewelry. Just be sure to colorize your jewelry. Block your jewelry out by color.

For example, you need to put all the blacks, your silvers, whites, and grays together on one board. Put all the black necklaces, black earrings, & black bracelets together.

I do the earth tone colors on my second board. Yellow, orange, citrus kit, reds, brass, copper, and browns. On my third board I put pink, blue, green, and purple together. You can use the ring box for your rings from the back office, or just the ones it comes in.

Put all the headbands together by color.

I use the spinner rack from achieve display.com to hold my hairclips. Be sure to put the clips together by color.



How much inventory to have:

It is proven that the more jewelry you have, the more you will sell, and in turn the more money you will make! Start with 100 pieces! You can build your jewelry from 100 pieces!! If that is all you have, it is ok! Be proud! I recommend having 300 to 500 pieces. This helps when doing multiple parties per week!

#### **Step 4 Invitations**

INVITATIONS ARE THE MOST IMPORTANT STEP IN HAVING A SUCCESSFUL PARTY! I can't stress enough that your party success depends on how many guests you deliver an invitations to. Be sure to over invite because on 1/3 of the people you invite will actually come!

If you are doing a launch party, you need to hand out all 100 invitations one week prior to the party! Staple an elastic to the corner of one, so you can easily place them on the door knobs of those you want to come to your party. You can also use non sticky tape-like paint tape and tape them on doors of who you want to come also!!

On the guests you are comfortable with, ring the door bell and hand them the invite!! Let them know you are excited for your party and are excited to have them come!!!

If you have a host doing a party, call her a week before the party and let her know that you will mail or deliver the invitations to her! This is the most important step in a successful party! You need to coach her to hand out all 100 invitations! You need to tell her to have her kids help her hand them out by taping them to the door, or hand delivering them. You need to be specific on who to invite and how many. Tell her to invite 30 to 40 neighbors, 10 friends, 10 family members, 20 contacts known through her children, 5 co-workers, 5 spouses co-workers! The

more time you spend on telling her who to invite and how, the more successful your party will be! Offer her an incentive for handing out all invitations!

*You're Invited!*

*Everything \$5*

**Paparazzi Accessories Party!**

Host: \_\_\_\_\_

When: \_\_\_\_\_

Time: \_\_\_\_\_

Open House! Come & stay or just drop by!

Where: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Consultant: \_\_\_\_\_ # \_\_\_\_\_

Cell \_\_\_\_\_

Drawings for great Prizes!  
1 entry to every guest as you arrive!  
Earn extra entries when you:  
*Bring a shirt to accessorize!*  
Book a Party!  
**Bring a friend!**  
**First 3 people to arrive!**  
Every purchase over \$20  
New Inventory! Choose from over 500 pieces!

**Step 5 CALL, TEXT, EMAIL, CREATE A FACEBOOK EVENT FOR YOUR UPCOMING PARTY**

You should hold your parties for two hours/open house style. It is enough time for customers to shop and go!

Call or have the host call guests and remind them the party date and time and that you are excited to party with them and hope they can come!

Text message your guests or have your host message this: Hi! I am so excited for our party! It is Friday April 29 at 6:00 to 8:00 pm! It is an open house, so you can come shop anytime between 6 and 8! I have new jewelry too! I am so excited! See you soon!!

You can send picture of jewelry in your text too!!

Email guests the same message!

Create a facebook event ONLY IN ADDITION TO HAND DELIVERED INVITATIONS! Don't just do a facebook event for a sole invite, it is not a formal way of inviting someone!



## **Step 6 PAPARAZZI PARTY HOSTESS INFORMATION PACKET**



You need to email, hand deliver this to your host along with invitations!!

### Invitations:

- Plan on 1/3 of the people you invite to actually come. So invite a ton of people!
- Send out invitations about a week prior to the party date. Hand delivering is more personal and produces the best results!
- Make a Facebook event and/or email guests to come.
- The day or two before (and the day of the party) email, remind on Facebook and/or call your guests to remind them of your party!
- Send a fun reminder text to your contacts the morning of your party!

### Your Rewards:

- 1 FREE item just for hosting!
- 1 FREE item for having your party on the original set date.
- 1 FREE item for every 10 items sold at your party AND 1 free for every party booked at your party!
- If you refer someone and they sign up as a Consultant you will receive 3 FREE items!

### My Display:

- I will have 3 pegboard displays. I will bring one small table if needed, or if you have a coffee table, buffet, kitchen table etc. then I can set up on them as well.
- You can offer refreshments to your guests. But keep it simple. Usually people just come, shop, leave.



- I accept cash & checks and credit cards!
- I will try and be there 30 minutes before to set up.
- Please have some kind of soft music playing in the background. Music sets the mood and helps your guests feel happy, especially during the holidays!

If you have any questions, please call me

Thanks again for hosting a party! I can't wait!

Sincerely,

Independent Consultant #

Name and number here

### **GET HOST EXCITED FOR PARTY!**

If you are brand new to paparazzi, you need to set two launch parties to start. Hold them the same week, one in the middle of the week and one on the weekend. If you have a host doing a party, you need to call her 1-2 weeks before the actual party and confirm that it is still on and get her excited! Tell her all the new fun colors you have to show her! If you have the fashion fix, get her excited about the amazing fashion fix matching pieces you will be bringing! The more you are excited, the more she is excited, resulting in a lot of party attendance!

**HOSTESS**  
● ● ● ● ● *with the* ● ● ● ● ●  
**MOSTESS**