

Would you like to be able to schedule and have a party in just a couple days from today?

I know you are thinking, “Ilene, who will want to have a party right away?” Let me paint a picture for you. If you wanted to go shopping and invite a friend to go with you, would you call a friend and say, “Hi, I am going shopping on Tuesday, November 20th. Would you like to go with me?” Or would you call a friend and say, “I am going to go shopping on Thursday night. Would you like to go with me?”

I have found that the best parties are the ones booked in close. The hostess was enthusiastic, invited the guests right away. She did not put off doing what needed to be done. Her guests did not have time to forget. People generally know more about what they are doing in a few days versus in 2 weeks.

Here are some words to help you paint a picture for potential hostesses. In fact, maybe you can book an evening party and a daytime office event this week as well. Start dialing and smiling. Call everyone and say, “Hi Jennifer, this is Ilene. I am calling you today because I really want you to know how much I appreciate you as one of my customers. There are a couple things that I am offering all of my customers. One of the things Jennifer I love to do is help others start home-based businesses too. This time a year is a great time to more or less job test – see if this is something you would enjoy doing. Have you ever thought about doing something alongside your family and other activities to earn some extra income?” If they say; no I am not interested. Then say, the other goal I have in helping my customers this to enjoy stress free shopping. I have some time this Thursday where I would love to stop by for just a little quick visit and show you some gift suggestions for special people in your life. Would you like to get some unexpected shopping time this week and gifts checked off your list?” If they say yes, then say, “Can you think of some other people who might enjoy that idea too? I can be in and out of your home in an hour. I bet there are people who spend that amount of time just looking for a parking space and waiting in line at the stores to make a purchase. What do you think? Would you like to be one of my stop and shop hostesses?”

Don’t prejudge. Just start dialing. Ask everyone. Believe that there is someone out there eager and ready to hear from you. Think of it as if you are playing hide and go seek. You are basically saying, “Ready or not here I come”. You start looking everywhere, having a good time looking. Are you ready to do the same thing? I want to encourage you to be ready to look for all your customers to show your appreciation and commitment to being there for them this holiday season if they would like your help in getting an early start on holiday shopping.

Also, you can call some receptionists at offices and share you would love to help their co-workers this holiday season. Let them know that you know at this time of year everyone is worrying about when they will get their shopping completed. Offer to come in during lunch one day this week and bring some gift suggestions. Let them know that they would also be participating in a community service project because you will be donating gifts to a shelter, the Red Cross or a special organization based on the sales at all the doctors offices , law firms, real estate offices, etc.

You can book these quick to be held events. The key is to start sharing with everyone, people you know and people you do not know. Become an “equal opportunity” sharer today. Again, keep in mind you have something to share that everyone might like to know more about. It is your job to share to find them. “Come out, come out wherever you are!