



Host Coaching

10 Contact Times

1. At the show, when you meet and book new hosts.
2. Thank you for Scheduling Message - The next day a letter/text/email should be sent – thanking your new host for scheduling their show.
3. Guest List Call - 3-4 days later, a phone call/text/email should be placed touching base and letting them know that you received their guest list and are working on their invitations (or give them instructions on how to add them to the virtual party). If they are sending the invitations themselves, ask how they are coming on the invitation list and if they need any assistance.
4. Invitations Message - A letter/email should be sent stating that their invitations have been sent (if you are mailing them). If they are mailing them, the letter should say something like, “By now your invitations should be in the mail”. Both versions of the letter/email should say: “Please don’t expect every guest to call you. They will need a personal call or message from you reminding them of the show.”
5. Booster call – 3-4 days before the show – asking how many guests they have heard from, reminding them not to expect every single guest to call and RSVP but to call/message everyone with a personal invitation, as that will boost attendance. Ask or remind people to bring a friend to the show.
6. Day of the Show Call - Call on the day of the show to ask for directions. At that time, reassure your host by telling them not to worry about those who are not able to come; instead, focus on those who are coming, and remind each of them to bring a friend along with them. Ask how their outside orders are coming, and do they have anyone who is interested in a booking?
7. The Show – arrive a half hour early to set up and meet guests.
8. Close the Show. Have them select their host reward items, and share the income opportunity with them again.
9. Send a “Thank You for Having a Show” letter/email – saying it was a pleasure to have them as a host, along with information on how the product will be shipped, and have copies of the receipts (if applicable).
10. 10-14 days after the product is received – place a follow up call/message/email to your host to ensure that their show was received and delivered. Ask how everyone is enjoying the products. Any customer service issues should be handled at this time.