

HOW TO SCHEDULE YOUR FIRST EVENTS

Call Your Friends & Family and use this exact verbiage!

"Hey _____! It's _____, Is this a good time to talk? I'll only keep you a minute. _____, I wanted to let you know about a new adventure I'm really excited about! I am starting a new business to help make some extra money (*Tell the reason you are doing Premier here*). I am now an Accessory Stylist with Premier Designs. I am super excited and want to give you an opportunity to learn more about what I am doing and gain valuable help for your busy life! I'm currently learning all these exciting style services to help the modern day busy woman. I am offering complimentary closet consultation services for my friends to get my business started. This will be part of a really FUN Style Workshop that will help you simplify your life and elevate your style! I will show you how to easily pull together outfits, shop smarter right from your own closet, and finish off your Style with great accessories! I just need 2 friends to take advantage of this in my first week of business. (*Then you move to filling your 2nd week, 3rd week, 4th week, etc.*). It's a game changer for you and I'll get to practice on someone I know! Haha! You will earn FREE Jewelry for helping me out, and it will be a fun new style experience for you and your friends, as well! I'll help simplify your lives and elevate your style using the great outfits that we have pulled from your closet! The average Style Partner gets \$100-\$300 in free jewelry to complete her wardrobe! What do you think? (Pause; let her answer).

If they say YES ...

GET A DATE!! If she will not commit immediately, at least have her give you a tentative date. (Why? People are busy. If you don't have them commit to a date and time while they are excited and willing to help, they will forget about it later. Plus they are more apt to change their mind and you might not ever get them on the phone again. Seize the moment!)

PLAN B – If they say NO ...

Ask if they would be willing to pass the catalog around or send them to your personal website, and see if friends might want to order. You will still get them the same hostess perks of free jewelry if they will help you out. (Why? This will at least give you new business and new contacts, and we will work to eventually flip this catalog event into an actual style show. Note: You will want to get them an Event packet immediately and allow 10 to 14 days for them to work on it. Again, you must keep the excitement going by keeping up with her weekly!) Or, you can see if she would be willing to host a Facebook Live event where she and her guests see you in a live video in a Facebook event, and everyone shops from their own homes!

ALWAYS DO THIS ...

Whether you schedule a service or not, offer this: Give her \$25 in free jewelry for anyone she personally gets to schedule a service with you in the next 30 days (Why? She may know others who would need the services you offer. That \$25 is a great incentive to get them on the phone and, essentially, working for you! That is called NETWORKING! It works!)