

Training: How to invite to a home party

30 days from Party: Gather names and addresses

From 30 days to the day before the party Initial Contact: you can invite up until the last minute but this should not be your regular program for getting people to your party.

To arrive 2 weeks to 10 days before Party Mail Invitations

The two days before the party: Confirm:

Details:

Gather names and addresses:

Decide who you want to invite to your party and make sure you have names, have or can get addresses, and telephone numbers. Try www.athand.com to find addresses and telephone numbers. Start writing out envelopes if you cannot do it on a computer or start marking who you want to print envelopes for so that you can run them when you are ready to send out invitations. Invite at least three times as many people as you want to be there.

Who to Invite:

- Your preferred customers: service of your company, keeps them on JP, tell them they can bring a friend, they may upgrade
- Distributors: ask them to bring a couple of people, showcases the home presentation and makes them more comfortable with setting a date for their own party
- Prospects for the product: friends, relatives, organizations, girls nite out, Moms of young children, people you do business with
- Prospects for the business: showcases home party for them, shows people truly are interested in JP and health, shows them exactly how you do the business

Initial Contact:

Call or talk in person to people, don't use email. Ask if they have the date of your party open. If so, let them know you are having a healthy lifestyle party and you will be sending them an invitation with a tape they will want to listen to before the party. Do not send 15 minute tape. Ask for their address if necessary. Calling approximately 30 to 20 days ahead means almost everyone will have the date available. You may also set two dates so that someone who is not available for the first date may be available for the second date. Do not go into a lot of detail on this contact. If they cannot make the party ask if they would like to receive a tape that explains the CONCEPT BEHIND WHAT WE ARE DOING. Send them a tape and follow up.

Do all of your calls with a smile on your face. Stand up if you are having trouble projecting your enthusiasm.

This does not have to take a lot of time. Don't let the pile of people to call build up until it's right before your deadline to mail the invitations and you have to ALL your contacts in one or two nights.

If you start at least 30 days out and just schedule yourself (on your calendar – in permanent ink) for 20 minutes at a time. Divide your prospective invitees into different times of the day. Example: people you can reach in the morning, in the afternoon, those you can reach in the evening. Saturday morning from 9:30 to 10:30 is a great time to call almost anyone.

Make three lists:

1. Those who have the date open and you will be sending invitations to
2. Those who do not have the date open but who you will be sending a tape to
3. Those you will be inviting to the next party

The third list will include the second list and those who cannot come and don't want a tape right now.

Often someone you invite says they would like a friend or relative to come but they are not available that date, that person would go on your list for the next party.

Don't make the only object of this part of the process to get people to your party. This is a wonderful opportunity to open a dialog with people. We often sell Juice Plus to several people who did not come to the party just because the initial contact created a dialog.

Mail Invitations:

Mail invitations, with tape, to arrive between two weeks and 10 days before the party. If you have slow mail in your area, take this into account. If you do not have an invitation, ask your upline or any distributor who is doing home parties.

Getting the addresses on the envelopes:

By hand: as you get a “yes, they have the date available” from people, address the envelope by hand, put in your HOME PARTY file with your lists

By machine: use NSA’s instructions for making labels from your emailed genealogy

Use your database

Do not wait until the last minute to do this, especially if you are doing it by hand.

There is an advantage to writing the addresses on the envelopes in that no one will throw away a piece of mail that is hand addressed. Looking TOO professional makes you look like junk mail.

To make computer generated envelopes have more “openability”.

Use a handwriting like font. If for Children’s presentation, use child like font

Put a post it note with Word on the envelope. “Here’s the invite we talked about”

“Can’t wait to see you”

“Can’t wait to share this with you”

and sign your name to the post it.

Or

write a short hand written note on back of envelope

Confirm:

Call and confirm with all those to whom you sent invitations.

Be happy – be enthusiastic – you can't wait to see them! You are SURE they will be there!

No “you're not coming to my party are you?”

Do this the two days before your party. Leave a message if you have to, better to talk to the person. Email does not count and does not work!

You may have someone who cannot come. Ask if they would like any more info on JP, would they like to start on JP now, put on list for next party.

Note: you may, of course, invite people until the last minute to your party but do not substitute a last minute phone call or a casual conversation for the methods described above.

After the party's over

Send a thank you to everyone who came and to your presenter if you didn't do the talking yourself.

Presenters: send a congratulations and thanks to the distributor who put on the party