

100 ways to Date a Party! WOW! YOU  
CAN FILL YOUR DATEBOOK!

### **Over 100 Ways to Get Datings**

Send a catalog or call a co-worker that has moved.

Send a catalog or call another direct sales consultant for whom you've attended a party.  
If necessary, exchange parties and/or catalogs.

Place a catalog in the teachers lounge at your children's school.

Place a catalog in the employee lounge or lunchroom where you work.

Ask your husband to place one at his place of employment.

Do the same with other friends and relatives.

**Hold an Open house- DO IT THIS WEEKEND WITH THE NEW  
MARCH MADNESS OFFERS!!**

**Set up a booth at the school fair or craft show- LOOK FOR ONE  
THIS WEEK!**

Include a business card and/or coupons & a flyer when you pay your bills.

Advertise in the local community newspaper. Most allow free classified ads.

Advertise in your alumni newsletter.

Advertise in your children's school programs and/or those of nearby schools.

Give a catalog to the receptionist at your doctor, dentist, or lawyers office.

Call past hostesses

Put catalogs in your neighbors doors.

Ask each of your friends-it's amazing what they will do for you if you tell them you need their help.

Advertise in your church bulletin.

Take samples and/or catalogs to every social meeting or function.

**Host an office party or lunchtime show at the workplace of one of your friends or relatives.  
DO IT THIS WEEK! IT'S MARCH MADNESS TIME!**

Host a demonstration immediately before or after a PTA/PTO meeting.

Host your own demonstration.

**If you are new to your business, host a grand opening party.**

Contact the local Welcome Wagon regarding having your business card inserted in their packets.

Set up a display at a craft fair.

**Talk to ANY ORGANIZATION OR school about having a fundraiser.**

Hold a Mother's Day shopping open-house for all the men you know, or from your neighborhood.

Wear your name tag or an "ask me" button

Cold calling from the local phone book.

Random mailings to local addresses. Postcards are inexpensive!

Mention hostess benefits repeatedly during a demonstration.

At the beginning of your party, mention your hostess' personal goal for that evening.

Share the upcoming week or months specials to encourage datings.

At the end of the party, be sure to mention how much your hostess earned by having her party to each and every guest.

Encourage regular customers to date parties every 3 or 6 months. Date ahead. You can always call to remind

her the month before.

**Encourage your hostess to book again 2-3 months from the date of her party to hold her EXCLUSIVE BIRTHDAY MONTH SPOT!**

Hold a monthly tea or brunch for all the hostesses you've had that month.

Encourage relatives to date a demonstration.

Call your Realtor to see if they would pass your card to new neighbors  
OR PURCHASE MARCH MADNESS OFFERS AS THEIR "CLOSING"  
GIFTS FOR NEW HOMEOWNERS!!!

Start a monthly newsletter or email mailing to promote upcoming specials.

Visit businesses to offer corporate gift shopping services.

Have your beautician keep some products and catalogs on display at her station.

Encourage current and past hostesses to refer their friends to you.

Offer a bridal registry.

Offer other bridal services such as bridal showers, teas, etc.

Promote at Bridal Shows.

Post a free ad at your local grocery store.

Post a free ad at your local library.

Use and promote your products constantly.

Give a catalog to the mailman or any serviceman to pass on to his wife.

Contact local Women's Club to see if they'd be interested in a free presentation.

Donate products for raffle to organizations holding functions.

Call every person in your phonebook. If they don't book a party, they may know someone who will. Even men know women who may be interested.

Follow up on every canceled party or hostess who never scheduled.

Call everyone who said "maybe".

As products go on sale, contact customers who have ordered them previously

Suggest a party near the holidays, even to hostesses who had parties in September or October. Maybe would love to have the opportunity to shop from home for gifts.

Talk to everyone---the cashier at the market, the bank teller, the postal clerk, the dry cleaner, etc.

Contact Ladies Auxiliary groups of fire departments and/or veterans groups.

Talk to the church or fire department about setting up a display during BINGO!

Offer a Christmas registry to every customer throughout the year.  
Contact their husbands in November, with their wish list.

Visit all the assisted living residences in your area and speak with their activity director.

Contact the local senior citizen groups. They often have functions.

Leave a handful of cards with the following. Ask them to pass them on to their potential brides.

Caterers  
Bridal Shops  
Beauty Shops  
Tux Shops  
Gift Shops  
Bakeries

Offer a gift registry to potential brides, new moms, new homeowners.  
Give them cards to include in their shower or wedding invitations or announcements.

Visit local restaurants after the lunch rush and speak to the waitresses.

Offer catalog parties to hostesses not willing to have a show at their home.

Offer online parties to those same hostesses.

Pass out cards to the moms while passing out Halloween candy to the kids.

Watch the local paper for charitable groups who are having functions, see if you can set up a display or make a donation.

While walking or jogging, stop and talk to the neighbors or stop by the local playground to chat with the moms.

Visit daycare centers; ask them to offer your card to parents dropping off their kids.

Take advantage of the advertising of others (call them about their ads and offer your services).

Post flyers in apartment buildings (check with the owner first--in my buildings, it is illegal to solicit).

Leave catalogs in an auto repair shop. Women go there too (there's nothing worse than having to read boring car magazines).

Wear your name badge when you're shopping (be sure you're dressed appropriately--don't advertise in sweats and a ripped T-shirt). Try the grocery store, bank, department store (it's fun to watch a guests face when you tell them you DON'T work in that store), etc.

Approach bake-sales with your fundraiser idea. Most bake sales are held to make money for SOMETHING, why not save them from having to bake a lot and then take a lot back home? It would be good business sense to purchase some baked goods while you're there.

Let your bank know what your deposit is for. Give the teller a catalog.

Hang a flyer inside a bathroom stall. (Captive audience.)

Use bumper stickers. People read them (you can also use a license plate frame-check personalizing shops at the mall).

Make a goal to give away a set amount of business cards each day!

Hand out a business card with ALL transactions each day (you may want to ask for one of theirs in return).

Free lunch drawings! Drop in your card (Kinko's copies has a "free color copies" drawing each month).

Free drawings--host one of your own. Ask a local store or restaurant to sponsor your drawing.

Magnetize your business cards. Stick them to your car door, the backs of restroom doors, etc.

Use your card as a bookmark in a library book. Leave it in the book when you return it to the library (gives me a new reason to renew my library card)!

Look for bulletin boards and leave a flyer and business cards (try grocery or discount stores, the Laundromat, the library...).

Hang a sign in your car window .

Car wash fund raisers. Stop in, let them wash your car and offer your fund raising services.

Corporate gift giving. Offer your products to the professional services you use regularly (dentists, doctors, etc.)

Go door to door in your neighborhood (hand out catalogs, your business card ). Don't forget to get their name, address and phone number so you can contact them!

Fast food restaurants--where the mom's are! Take your kids and your catalogs and strike up conversations over lunch. ]

Former business associates. Have a get-together party!

Former customers--have you been in another direct sales business? Contact your previous customers to let them know about your services.

Go to garage sales. Ask them to pass out flyers for you. Give them an incentive to help you.

Homeowners or Condo Associations. Put an ad in their paper.

Cross-promotions with other businesses. Florists, bridal shops, interior decorators, etc. (You scratch my back, I'll scratch yours!)

**The telephone is your friend, use it. Make at least 5 calls per day for datings and recruits. Do this faithfully and assure yourself of a full date book.**

Prospect List. Every consultant should keep a lead box containing a basic prospect list beginning with everyone you know. Remember, even if you do not consider the person a potential hostess or recruit, she can be a source for referrals or a future hostess.

A walk-in or open house. To acquaint neighbors and your community with your product, send invitations to friends, neighbors and acquaintances. Give brochures to the newspaper person; put notices up in the supermarkets. Advertise that there will be refreshments and a chance to see your product.

Mystery hostess party. The consultant has a party in her own home and awards the hostess credits to the guests. The credits can be divided up or given in different ways. For instance, name goes in for each \$25 bought.

Trade shows, fairs, expos, events. Check local activities and reserve well in advance. Consult your up-line on methods and set ups.

Couples party. A fun way to have a party for couples.

Delivery day special. Offer the hostess, at the time of the party delivery, a special gift from you when she picks up a booking or two as she delivers her guests items.

Offer the hostess an additional gift when she re-dates herself within 3 months. You may want to offer her an extra incentive for holding 3 parties within a year.

Offer your customers, friends and family incentives for taking 5 brochures to their place of work and getting a certain amount of orders. Offer a free product of their choice to people who take the brochure home, share it with friends and family and get 5 additional orders resulting in a certain amount of dollar.

TALK TO ANYONE & EVERYONE YOU COME ACROSS.

Make the phone your new best friend