

Hostess Coaching Checklist – Home Party

Name: _____

Address: _____

Phone: _____ Email: _____

Preferred Contact Method: _____

Where did you connect: ☐ Party ☐ Vendor Event ☐ Online ☐ Referral-From whom: _____

Date of Party: _____ Time: _____

Initial Contact

Date: _____

Give her a Hostess Packet immediately upon booking her party. Include: (Send electronic copy even if you mail it too)

- Hostess Thank You Letter
- Hostess Flyer to share with guests
- 20-40 Invitations to mail/hand out
- Include any monthly specials for the hostess or for her to share with guests

Contact #2

Date: _____ (24-48 hours after setting the booking date)

- Face-to-face or phone call meeting is preferred – Thank her for booking, build enthusiasm and affirm your commitment to her success
- Confirm the party date and time
- Review the hostess packet with her and help the Hostess begin to make her list of guests
- Help her understand the importance of personalizing all invitations, whether for an online party, home party, office party, etc. AND over-inviting
- Review Hostess Rewards (10% of sales or 1 free piece for every 10 sold)

Contact #3

Date: _____ (10 days prior to party)

- Confirm she mailed invitations and/or handed out invites/flyers since your last contact.
- Send private message/email with script for her to send individually to each of her guests.
- Have “website party” setup for hostess and make sure she know how to assist her guests in placing orders.
- Remind her that “no” doesn’t mean “no order” and encourage her to have guests order through her party setup on the website.

Contact #4

Date: _____ (7 days prior to party)

- Help hostess build her wishlist of what she “WILL” earn for FREE! (not what she’s “hoping” for)
- Side-note: you may want to order some pieces for the hostess at this time.
- Tell her how much needs to be sold to reach her goal and get all her pieces for FREE. (get her invested emotionally with the excitement of all the free pieces she’ll get.)
- Have her encourage guests to “bring a friend” (maybe offer a drawing for those that bring friends)

Contact #5

Date: _____ (2 days prior to party)

- Review how the party will work (arrival time, setup, checkout details, length of party time)
- Ask if she wants guests to just shop & socialize or if she wants party games & a “structured time”
- Get an idea what types of jewelry the guests would like best & an estimate of how many guests have RSVP’d.

Contact #6

Date: _____ (Day before the party)

- Confirm Party – arrival time....BE EXCITED!!!
- Send hostess script to send to each party guest to remind them of the party by email, PM or text

Contact Day of Party

Time: _____

- Arrive on-time...refer to the Paparazzi Party Checklist for more info.
- HAVE FUN!!!

