

MAXXING OUT YOUR GUEST ATTENDANCE!

It's a skill to master & will make a BIG difference in how fast you move up the career path!

- 1) Send flier/postcard 3 weeks in advance notifying them of the event.... Kind of a “save the date” notice. (if you didn't do this, don't sweat it—go on and follow the next steps anyway)
- 2) Follow-up with a phone call within at least 1 week after the postcard arrives. **THIS IS CRUCIAL.** Failure to contact them PERSONALLY by phone (not just text) with at least a phone message hearing your excited voice is crucial. I say something like this:

“Hi, this is Dawn. Do you have a minute? GREAT! I wanted to give you a special invitation to our Monday, March 15 “Beauty at its Best” night. Did you get my postcard? Great! Is there any reason why you wouldn't come? “

One of the things I've discovered is that if I just send out text messages or postcards, my attendance is REALLY LOW if that's all I do. It helps to notify customers and evoke INTEREST, but the PERSONAL CONTACT of a phone call seals COMMITMENT. A lot of times new consultants could choose to get discouraged if they send out 40 invitations and expect all their friends to come. Of course they're your friends, but remember they are busy and may already have other obligations or quite frankly just not be excited about coming to a MK event because they're not sold on “what's in it for them”. Your phone call increases their awareness of why they'd WANT to come, it increases their excitement and desire to attend, AND it shows you care. Even the best of intentions can get overlooked by people who don't run their lives with a datebook & priorities like we are taught.

- 3) To the ones who said they would be there, follow-up 24-48 hours in advance of the event THANKING THEM FOR COMING and reminding them that you would be willing to swing by and give them a ride. Also remind that WHAT IS IN IT FOR THEM WHEN THEY COME (i.e. item at half price, free lipstick, trash-it opportunities, etc.)

Suggested Script: “I'm so excited you're coming tomorrow night to our “Beauty and the Feast” night (or whatever it is). I'll have your free lipstick waiting. Did you need me to pick you up? OK, see you at 6:30!”

May I remind you that it is not wise to call and say, “Hi. I just wanted to make sure you are still coming....” It implies you are not really expecting them and gives them a quick chance to give you an excuse. Expect the BEST and be EXCITED about their attendance—it will make them think twice about missing it. People so like to live up to our positive expectations.

- 4) Don't forget to invite LAST MINUTE prospects. A quick run-through of calls of extra people who came to mind or who you just ran into would be GREAT! Sometimes it's the calls at the last minute that get them there & its fun to be spontaneous! Somebody popped into my mind

before a Glamour Night as I was walking out the door at 5:00 (to prepare for the 6:30 event). I decided to take a chance and call and said,

“Hi, this is Dawn. Do you have a minute? I was just heading out the door to our Glamour Night and you came to mind. I realized I had not been able to reach you before so I decided to take a chance and call at the last minute to see if you could join us. I really think you’d love it..... It starts at 6:30 and you get _____ for coming. Is there any reason why you couldn’t hop over?”

She DID come and actually signed her agreement and became a star. Don’t think that EVERYBODY has to plan far in advance to participate. Follow through on your gut instincts to CALL. Don’t assume she needs more advance notice—find out for sure. She may surprise you!

- 5) Go to the event with a positive attitude even if some of your guests call to cancel or don’t show. It’s always a number’s game and “life does happen”. Be HAPPY about WHO comes, not who doesn’t come.

- 6) The next day, follow-up with those confirmed guests who didn’t show to say,

“I am so sorry I didn’t see you last night—I know something important must have come up. Is there any reason why you wouldn’t be my special guest for our next Monday Night Live.....”

- 7) DEFINITELY call the guests who attended the event WITHIN 24-48 hours to follow-up on their recruiting decision. I usually say something like this:

“Hi, this is Dawn. Do you have a minute? Great! I’m just calling back like I promised to thank you for coming last night. It meant so much to have you there and everyone was impressed with you. Now that you’ve been able to hear more about MK, is there any reason why you wouldn’t want to give it a try? I’d so love to work with you.....”

Remember, it’s a NUMBERS GAME. If I wanted 2 guests with me at EVERY event, I had to make it a POINT to invite 10 and follow through on all these steps to average 2 to come!

Do whatever it takes to make it happen. Don’t fool yourself into thinking you can say, “Well I invited 20 and nobody showed. I’m just not good at this”, OR nobody really wants to come, OR whatever lame excuse comes to mind. Take responsibility for your ACTIONS & FOLLOW-THROUGH. If you’ve done EVERYTHING RIGHT with the RIGHT ATTITUDE, then GUARD your attitude after those few events where nobody comes and realize you sometimes just need to bounce back and get over it. After all, the averages say you’ll be swamped with a ton of guests next time! Embrace the growth & journey!