Copyright ©2008 by Lynsey Jones

First Edition

All rights reserved. This book may not be reproduced in whole or in part, or transmitted in any form, or by any means electronic, mechanical, photocopying, recording, or other, without written permission from the author, except by a reviewer who may quote brief passages in a review.

For information write:
Party Plan Divas, Inc
585 Bobwhite Place
Pensacola, FL 32514
U.S.A.
1.850.791.6545

E-mail: partyplandivas@gmail.com
Website: http://PartyPlanDivas.com
Welcome!

Hello! And Welcome to The Diva Success System©!! This system is helping Party Plan Consultants nationwide to be more organized, more productive, and more successful both in their business and at home! The Diva Success System will show you how to **Work Smarter, Not Harder.** Full of tips, tricks, and training, The Diva Success System is the first all-in-one training system for any Party Plan Consultant!

Before getting started with The Diva Success System, there are a few supplies you need to work with the System.

Email Address – It is a good idea to have an email address specifically for your business. There are many free email services available. You want an email address that is easy to remember, and that tells a bit about your business.

Website – A Website with a shopping cart can bring in consistent revenue with little work on your part.

Business Checking Account – There are many perks to having a Business Account. Check with your banks to compare account options. Some banks require a business license for a business account, where some will open a “DBA” account where you can still put your business name on the checks. You want a separate account from your personal accounts for tax reasons and organization.

Office Supplies – A computer, color printer, file cabinet or box with file folders, index cards and a storage box with numerical and alphabetical dividers, binders with numerical and alphabetical tabs.

Party Supplies – Calculator, money box, pens.

Presentation Table Supplies – Table, table cloth, risers, decorations,

Demo Case – Suit cases, baskets, tool boxes, and hat boxes are great ways to carry your presentation items. Choose which one works best for you based on your product. Make sure it is pretty, organized and CLEAN!

Lapboards - We will talk more about lapboards in our training, but these are great for comfort of your guests (something to write on!), they are also a great way to stay organized, plant seeds for parties, sales, and the business opportunity. See The Party Preparation Section for details on Lapboards.
WEEK 1

Welcome to your first week of The Diva Success System! This week we are going to focus on building the Foundation for a very stable, successful business. This week we will learn the basic practices and tools that will be used in every aspect of The Diva Success System.

1) Order Business Cards – Each month you will want to order a new set of business cards. By using The Diva Success System, you will see how important these little cards are to your business. You can order cards in sets of 250 from www.VistaPrint.com. Self-made business cards, no matter how great your printer is, can not compare to professionally made business cards. With companies like www.VistaPrint.com there is no reason not to order business cards. They will look much better, and you will be respected as a business owner, not just someone who works at home. *You do not want to put your home address on your business cards. You would hate for someone to mistake you as a retail store and knock on your door! Instead, put a short line about your business and what it offers. See the Marketing Your Business section for samples on PartyPlanDivas.com for examples of business cards for booking, recruiting, and more!

2) Order Rubber Stamper – This will save time and money, since you will want absolutely everything to have your information on it. You can get a rubber stamp kit at your local office supply store and make it yourself, or order one online. Your company may also have an agreement with a printing company to use your logo – check with your upline. Make sure it is big enough to be easily read, but small enough to be stamped on the back of catalogs, brochures, order forms, flyers, etc. You will want your name, company name, your title (optional) your phone number and website address.

3) Develop Your Work Schedule – You will want to design your “office hours” early. One of the greatest things about our industry is truly the ability to make your own hours. Remember that you get out what you put in – so design your schedule around your life and family, but also your goals. It will make it easier for you to have a schedule, and your clients will know early on what to expect from you. Be sure to include your family in this process! They are the most important! Each month you will want to first write out birthdays, holidays, anniversaries, ball games, graduations, etc in your calendar. The Diva Success System Planner will
have some of the dates included – it is up to you to add your personal ones. Remember, this System is all about balance!

4) **Presentation Table** - No matter what your product is, an attractive presentation table is crucial. You can find many table accessories to add height, color, and variety to your table. You can also have a “theme” table at different times of the year. This is a great way to add suggestion – for instance, a Tropical table may make your guests think of upcoming vacations! A Holiday table will make your guests think about their shopping list, and where better to buy a unique gift for their loved one? See Party Preparation section for more ideas on Theme Tables.

5) **Study Your Products** – Knowledge is key! (AND PROFITS!) Knowing your products inside and out will help you feel more confident and also help you service your clients, both by being able to answer their questions, but also to make recommendations. Study both the ingredients and benefits. Your product catalog is a great place to start.

**Start Promoting Your Business**

1) **Do NOT Sit At Home!!** – The Party Plan industry is a Numbers Game! The more people you talk to – the more business you will have! It is true you can build a business sitting at home in front of a computer – just like it is true you can build a house with just a hammer. See the point? Getting out and talking to people is both fun and rewarding. Check your local newspaper for local events or clubs. Take your children to the park and talk to other moms. Join a gym – you will love the results in your health just as much as the results from talking to other members about your business. Check out the Marketing Your Business section for hundreds of ideas for getting your name out there!

2) **Attitude and Appearance** – It is so true what is said about first impressions! We have created a checklist for getting yourself “Ready For Business”. (See Organization Section) When you look like a business owner, you will feel like a business owner. Body language and tone of voice are also very important. Remember these people are inviting you into their living rooms and giving their money to you. Class, honesty, integrity, and being personable are essential elements to building your business.
3) Car Signs or Magnets – Making your car a moving billboard can produce massive results – and is great for tax time! You can find companies to print magnets for your doors. Local sign and graphic stores can also design vinyl lettering to be installed on your windows. They are permanent, but very easy to read. Make sure you can read it easily from far away. White lettering usually shows up best. Be sure to have your contact number and website as well.

4) Logo Wear – Wearing your “flair” is a great way to promote your business without saying a word. You can design your own logo wear at www.CafePress.com, or your company may offer your own logo items. Wearing clothes or buttons that spark curiosity are a great ice-breaker for talking to people. If you saw someone wearing a shirt that said – “Free Trip To Hawaii – Ask Me How!” Would you hesitate asking how? Other websites such as www.ExpressYourselfOnline.com and www.TheBooster.com carry fantastic buttons you can wear on your clothes, purse, tote bags – anywhere! Sparkling pins are also catchy – check out www.GlitzEtAl.com for hundreds of pins, charms, and other jewelry.

5) Always Have Business Cards – Set the goal to hand out 5 business cards each day. When you are out think of all the people you come into contact with: Waitresses, bank tellers, gas station attendants, retail clerks – anybody! Check out the Marketing Your Business Section for details on how to make your business cards worth their weight in gold!

6) Make Your FRANKS list – This is a list of people you already know. Whether you know them by name or not, sit and brainstorm all of the people you know. It is estimated that each person knows 250 people – you just need to remember them all. The FRANKS list (Friends, Relatives, Acquaintances, Neighbors, Kids, and Spouse) will help you remember everyone. You will find the list in the Marketing Your Business Section.

A Mobile Office
Keeping a Mobile Office in your vehicle is a must-have. In this Office you will keep everything you need to book parties, make contacts, recruit, etc. Do not over think this – you want this to be easy, organized, and portable. If you fill it too full, you will never carry it around.
Your Mobile Office can be carried in a portable file box that can be purchased from any office supply store. Many have a place for pens and accessories right in the top! That is very convenient so you are never searching for a pen. You will need the following:

- File Box
- Hanging File Folders
- 1/3 Cut File Folders
- Pens, Highlighters, Markers
- Hostess Packets (see Hostess Coaching Section)
- Recruit Packets (See Recruiting Section)
- Tear Tab Flyers (See Gardening/Marketing Section)
- Business Cards
- Catalogs
- Order Form
- Calculator
- Samples, Gardening Materials (See Gardening/Marketing Section)

Make sure that everything in your Mobile Office has your name on it – you never know when you will quickly need to grab a catalog to give to a waitress or someone in a parking lot who sees your car signs. Having it readily available, with your information, and in good shape (no tattered edges or creases) is another way to make a great first impression.

Remember, marketing opportunities present themselves when you least expect it. When you are organized and prepared, you will not panic when the opportunity arises. Be sure to keep your Mobile Office stocked and ready at all times!

Start Gardening

No, we do not mean digging in the dirt – this is planting seeds for your business to other women in business. (See Marketing Section for detailed ideas for Gardening your specific product) Put together some little Gardening Bags or Baskets and get ready to go out canvassing. Dress professionally, including an award-winning smile, and get ready to talk to everyone.
Your Gardening packet should include –

- Benefits of hostessing a party
- New Catalogs
- Your current specials or incentives
- Information on the business opportunity
- Product samples (if possible)
- Several business cards
- Chocolates or hard candies

You can even have a theme for Gardening – get flower bags and put a Hawaiian lei with it for Summer time. Or a holiday bag and small trinket ornament for Holidays. Let your theme match your specials. The Gardening Bags should look like little gifts – after all, you ARE giving a gift!

When you walk into a business, you simply say “Hi, May I please speak to the Manager? Hi My name is________________ and I am a local (your company) Consultant expanding my business in your area. Would it be alright for me to leave you with a bag of information and goodies for you and your employees?” People love getting free stuff. It is easy to do, and can be fun – pair up with a buddy and see how many bags you can get out in a certain time.

Think of Gardening truly as planting seeds – the more seeds you plant, the more blooms you will have. Also remember it takes some time for plants to grow – it may be a week or two before you get any response. Do not stop Planting just because you didn’t get any calls the next day – persistence and consistency is the trick to successful Gardening!

Congratulations! Week 1 is Complete!!!
WEEK 2

Let The Party Begin…

Welcome to Week 2 of The Diva Success System! This week we are going to focus on getting a terrific party presentation! When your presentation is fantastic, everything else about your business will follow suit. When your guests have a great time at the party, they are going to spend more, book more parties, because they want to enjoy you again, and they may see just how easy this business is to do! Your #1 goal this week is to get comfortable in your fun filled party presentation! Even if you have been doing parties for years, this is a good time to critique your presentation, or even change it up.

Most party plan companies provide a training video or audio of a live party presentation. If not, consider “shadowing” another consultant in your area. This is where you simply go with her, help her pack and unpack, but mainly just watch her presentation. Taking notes is also recommended. No matter how much reading you do, the best training truly comes from going to a live presentation.

When getting started on your personal presentation, there are a few things to keep in mind:

**Fun** – As stated before, no matter what your product is, you want a party that is upbeat and fun. Finding the right balance of humor and seriousness can be trick, that’s where your friends and family will come in. Doing a presentation for a few close friends and then getting their honest feedback can be a great way to tweak your presentation. The more fun a party is, the more your guests will want to book a party themselves.

**Educational** – People love to learn! When a guest has an “ah-ha” moment or gets a new idea (recipe, technique, etc) at your party, she is going to tell her friends – which turns into referrals for you!

**Classy and Considerate** – You are a business owner, so regardless of your product, you must keep your presentation classy and comfortable for everyone. When you are talking to a room full of people you do not know, you must be very careful not to offend anyone. You need to make sure you do not say anything that
is gender specific, class specific, or social status specific. Everything needs to be able to include anyone- no matter what walk of life he or she comes from.

**Time** – An average adult’s attention span is about 30 minutes. This does not mean you need to cram your entire presentation into 30 minutes – but it does mean you need to take a break if your presentation is longer than that. Breaks are great to get a chance to talk to your guests, get part of your presentation packed up and also when you reconvene, it is a great time to play a Booking or Recruiting Game (See Party Games Section).

**Table Appearance** – First and foremost if you are showing a consumable product (such as skin care lotions or food ingredients) make sure that your products are clean and full at all times. Half empty bottles look used and ragged. You want everything looking brand new. Make sure your table is not cluttered – you want it to look and BE organized. Theme tables are fun, but do not go overboard. See Party Preparation Table for details on Theme Tables.

**Getting your Clients Involved**

One of the benefits to the Party Plan Industry is that you are able to build relationships and really work with your clients on a one-on-one basis. Getting your clients involved will take a little bit of work on your part, but soon you will have business partners for life.

There are three main ways for a customer to be involved in your business. The first is as a CLIENT – as a client, your customer knows she is going to get the best product, the best customer service, and the best experience from you. She will receive special offers, get notified of new products or specials, and feel free to call on you for all of her buying needs.

The second way to be involved is as a HOSTESS. Your customer can earn special rewards by hostessing a party for you. She will have the opportunity to purchase “hostess only” items, earn free and discounted products, and be your “Diva of the Night.” She is your business partner for the evening.

And the third way to be involved is as a CONSULTANT. By becoming a Consultant, your customer will be able to learn from you how to create a successful
and profitable business. By joining your team she will be able to have the best training, the best support, and her own clientele.

You will want to touch on these options at least 3 times during your party presentation. A sample for this would be:

“ I want to tell you about those three little boxes at the top of your order form, those are the 3 ways to be involved with ______________ Parties. The first way is as a client, everything that you order tonight is done confidentially in another ordering room after I have finished my presentation and packed up. If you want to come running out here and compare notes with your friends, that’s fine by me, but as far as I am concerned, what HAPPENS in the ordering room STAYS in the ordering room! □ I accept cash, checks, Visa and MasterCard, and your orders will be delivered _________________. Now, I also have monthly specials and discounts on a mailing list which I do predominately by email, so please make sure you put a valid email address and mark that box if you would like to hear of my upcoming specials.”

The next way to be involved with ______________ Parties is as a hostess like (name) has done tonight. As we are going through tonight’s presentation, you will want to put a little dot, dash, or check next to the items you are interested in. By the time I finish, you may not remember the difference with some of the items, so with a dot dash or check, we can decide in the ordering room which you would like to order tonight. If by the end of the night you have more dots dashes or checks than your check book is going to allow, you may want to consider hosting your own _______________ Party, and earn those items for free. As a Hostess you will receive _______ % total party sales in free merchandise, plus I have a terrific hostess program exclusive to my hostesses only. The third way to be involved with ______________ Parties is as a consultant. I know no one in this room came here for a career change, but it is possible someone is looking for a part time job, or maybe even just some extra money for the holidays. The demand is high for parties in our area, and I am looking to add 2 girls to my team this week to help me. There is an amazing deal going on right now to help you get off to a great start. If you, or even someone you know, might be interested, please talk to me in the ordering room, and I will send you home with some info tonight.”
Developing Your “I” Story

Developing Your “I” story is a very easy, fun, yet very IMPORTANT part of your Presentation. It allows your guests to learn a little bit about you, shows an ease of success, and is a very important part of recruiting!

Here are some tips to keep in mind while you are developing your personal “I” story:

Be relatable – Since parties are a great place for recruiting, you should be relatable to your audience. You never know who might be sitting thinking to herself “wow, if she can do this, so can I…”

Gain trust – In our industry, people are a little apprehensive about our parties, and our consultants. With your “I” story you are going to tell a little about yourself, which is going to gain the trust of your customers.

Don’t Just Stick On One Feature Of The Business Opportunity – Your innate desire to “stay home with the kids” may not appeal to the single college student struggling to pay her tuition. Make sure to touch on the key aspects of income potential, time out of the house, the friendships, the feeling of helping other women, etc.

Be sure to include what made YOUR COMPANY special – What makes yours stand out from the other direct sales companies? Never bad mouth another company – simply highlight the things that Your Company offers that you can not get anywhere else.

Add some humor! Since the “I” story should be in the beginning of your presentation, this is a fantastic opportunity to get the whole party relaxed. To get them laughing before you ever pick up the first product really sets the tone for how the whole party will go.

Make it flow into your presentation – Like you are telling a story. As we know, being duplicable is KEY in recruiting from parties. Every woman can tell a good story, or recount the way something happened EXACTLY. The “I” Story is just the same.
KISS IT – Keep It Short and Sweet! The “I” Story should only last 2-3 minutes. You do not want to bore them right off the bat, you just want to give them enough information about you and your success with the business for them to want more!

PRACTICE IT – Many new consultants, and even some seasoned ones, get nervous before a party. Many consultants find that if they can just get through the first few minutes of the presentation, the rest runs smoothly. Which is why the “I” story should be in the first 5 minutes. Memorize your “I” Story to the letter, that way your nervousness will be gone by the time you have finished and are on your way to the rest of the presentation.

What if you are not a huge success yet? First, realize this RIGHT NOW – if you are a Party Plan Consultant, you are already successful - even if this is your very first party. You are successful because you were smart enough and bold enough to see the opportunity before you, and you grabbed it! You are already a success! What “clicked” in you about this business? Share what made you decide this was the business for you.

Hosting An Open House

An Open House is a great way to announce your new business and book your first parties. An Open House is also terrific for Holidays, New Product Launches, etc. This is where you invite literally everyone you can think of, that you are comfortable inviting to your home that is. Offering specials for booking a party from that Open House is recommended. Here are some other tips and ideas:

Balloons – To stir up excitement and energy about your new business! Put balloons outside and inside, they just signify PARTY!

Raffle Tickets – You can raffle small items of each hour, or do a drawing at the end of the event for something larger. Give raffle tickets for whatever you would like: being on time, testing a product, placing an order, booking a party, bringing a friend, etc.

Mystery Hostess – To boost sales at your Open House you can offer a “Mystery Hostess Party” This means at the end of the Open House you will draw
someone’s name from all of the orders to be the “Mystery Hostess” and receive the Hostess Rewards from the total sales of the Open House.

At your Open House you will not be conducting an actual party – you want to entice your guests to book their own. Instead have “stations” with your different product groups. You can even have a few “Tester” products set out. If you are representing a food company, prepare some of the dishes for your snacks. Present the dish close to the utensils used to prepare it. A small sign that says “We can prepare this at YOUR party – Book Now!” will help bookings without you having to say a word! The same can be done for Stamping or Crafting Companies – have a few samples made up with the components set out beside it.

An Open House should be fun, but keep it to business – you are there for a reason. Do not let your Open House turn into a social party!

Quick Tips for an Open House:

Do not go overboard on the food – unless you are representing a Food Company, you do not want people coming there to eat. Orderves and pitchers of tea and lemonade are more than enough.

Alcohol can be served if you choose, but in moderation. A “Wine & Cheese” Open House is great for a fine dining feel. Be careful again to not let your Open House turn into a Social Gathering.

Open Houses are great for playing booking games. See the Games section for more ideas on Games for your Open House.
I’ve Got Bookings! Now What?!

The MOST important part of your business is now beginning: **Hostess Coaching**! It is said that 80% of the party happens before you ever walk through the door! Hostess Coaching will make or break your party. Think of your hostess as your business partner for the evening. You know you will be doing your part, but she may not know exactly what you expect from her. Keeping in good contact and communication with your hostess will ensure a more successful party. Start her with a good foundation – the Hostess Packet! Examples of what to put into your Hostess Packet can be found in the Hostess Coaching section of PartyPlanDivas.com. Your Hostess Packet can be designed specifically for your own personal business, setting you apart from the other Consultants in your area. It should contain:

- A Hostess Letter Thanking her for booking and with a little information on the party and any rules or stipulations you have
- Your Hostess Program outlining what she will receive as a hostess and how she can earn the MOST for her time
- Two sets of catalogs
- Outside order forms – with directions on how to fill them out
- Information on Theme Parties (See Party Success)
- A Guest list with a self addressed stamped envelope for returning
- A game (optional) like Hostess Scavenger Hunt or Party Squares
- Business Opportunity Information

You should have contact with your hostess a **minimum** of 4 times before your party. (A schedule has been designed for you and can be found in the Hostess Coaching Section.) The first is when you book the party – whether by phone, email, or in person. The second is a follow up to make sure the date still works, and to go over the hostess packet. The third is to check on outside orders, guest list, etc. And the fourth just to confirm everything and get a head count so you know how many guests to prepare for.

Those 4 contacts will make all the difference in your party, plus the hostess will see just how easy your job is, and that may interest her in your business opportunity. Always remember that your hostess is your #1 prospect for recruiting. The more duplicable you are, the easier she will see your job really is!
Your Hostess is the “Queen of the Party” while you are there. Make sure to shower her with thanks and recognition! The better you make HER feel, the more she will tell people who great you are!


The Ultimate Party Pack Includes:

- Hostess Folder with Hostess Worksheets I & II Printed on the insides
- Hostess Letter
- Hostess Program
- Party Squares Sheet
- Tale of Two Hostesses
- Guest List
- Postcard: Thank You For Booking
- Postcard: Watching For Your Guest List
- Postcard: Party Reminder/Party Squares
- Postcard: Thank You Hostess

CONGRATULATIONS WEEK 2 IS COMPLETE!
WEEK 3

Building Your Diva Empire

This week we focus on Recruiting and building Your Diva Empire. Personal Sales are incredibly important, but Building your team is where you build your Residual Income! Think of your business like rowing a boat. One ore is parties and sales, and the other ore is building your team. You must row with both ores to move forward, just like you must equally work both aspects of your business to move forward.

Recruiting can be incredibly intimidating as a new Consultant. However, if you change your way of thinking on Recruiting, you will see how fun and rewarding it will be, plus your efforts will be highly rewarded.

Think of Recruiting as simply sharing. You have an incredible gift in business, and you can and should share that gift with everyone you meet. Here are a couple Recruiting Basics:

Share The Opportunity With Everyone – Just like with Parties and Hostesses, you can not prejudge for potential Recruits. You should share the opportunity with everyone you meet. When you see a waitress working hard to satisfy table after table of people, it would be selfish not to share with her a way to make more money, in less time, while having a lot more fun! When talking to other mothers at the park, it is selfish not to tell her how she too can feel good about staying home with her children, yet still make a substantial impact on the household income. The possibilities are endless.

Be Duplicable – The easier you make this business, the easier you will recruit people to join your business. Being organized, prepared, and relaxed will show others how they can do this business.

Follow up – When someone starts asking about the business and giving the “Green Light”, make sure to follow up with her within 24 hours. Like party leads, recruit leads go cold quickly.
Offer the Kick Off Party © - The Kick Off Party is what Lynsey attributes to her Secret To Success! She made it to the top leadership level in just less than 1 year by using Kick Off Parties to build her team, and also teaching her new recruits to do the same.

Getting a Green Light

Parties are the lifeline of your business – this is where you will be most likely to find your new clients, your next hostesses, and your new business partners. At your party you want to always be listening for Green Lights: comments, questions, or statements that are meant to ask for more information about the business. Some examples of Green Lights –

“How much money do you make doing this?”
“How many parties do you do a week?”
“I need a fun job like yours.”
“How did you learn to do parties so well?”
“How did you get into doing this?”
“What does it cost to start?”
“How does your family feel about you doing this?”
“Where do you find parties?”

The Kick Off Party

The Kick Off Party is a simple and effective way to add members to your team. When a Guest gives you a Green Light about the business, you simply say

“Terrific – lets schedule you a Kick Off Party! It works just like you are a Hostess, except instead of getting XX% in free product (or whatever your hostess program allows) we can put that money towards your Consultant Kit. Any parties that book from your party are your first parties. Anyone who is interested in the business is going to be your first partner, and of course all of the clients from that night are yours! So we can bring your initial cost down and start you with business right from the start! What works best for you – a weekend of a weekday? ” Then continue with your regular Booking Script. It is your enthusiasm and excitement about the Kick Off Party that is going to sell it to your customer.
At the Kick Off Party, when you are introducing yourself and going over the Three Ways To Be Involved, you will want to announce that your Hostess is joining the business and that tonight is her Kick Off Party – meaning all sales, parties, etc will be going for her. You are just there to party. This will let everyone know that by placing orders, booking parties, etc, that they are helping their friend with her business.

When the party is over, sit down with the Hostess and figure up the party totals and decide the discount from her kit. Get online and order her starter kit, and place the party order under her account. If you can not place the order right away, just be sure to get her kit ordered and on its way. You will also want to take a few minutes to show her a bit of the Company Website, and also get her signed up to your team Facebook Group. (See Leadership Basics for details on Team Facebook Groups.) Give your new Consultant her own Diva Success System to ensure her a great start! Make a date to get together again when her Consultant Kit arrives!

Encourage her until her kit arrives to begin the Week 1 Diva Success Training and participate in all Conference Calls or Online Training your company provides. We will cover more of what you will do as a Leader in our Leadership Basics! Keeping in close touch with your team and keeping them motivated is critical to your success and the success of your team members.

Leadership Basics 101

You do not have to wait until you “know everything” before you begin Sponsoring a team – in fact, you SHOULDN’T! If you have a potential Consultant at your very first party – do not hesitate to start building your team! You can learn TOGETHER! Here is a “Top 10” list for the first 10 things to do with your New Recruit.

1. Get her signed up! - A No-brainer, right? Make sure to get her Consultant Number and Password, you may need this information to give to her later. Start a file for her.

2. Schedule 6 Week Coaching Calls – The 6 Weeks to Success Coaching Calls can be found in The Diva Shoppe at www.partyplandivas.com. Each packet has the complete call schedule, forms, homework, and training you will need for
each new consultant. Get her started on the right track by beginning these calls on her first week as a new Consultant.

3. YahooGroup or Facebook Group – Yahoo has provided an amazing free service called YahooGroups! You can access them at www.groups.yahoo.com. Yahoogroups are an open discussion forum that also has features such as photos, files, databases, and links for you to use and share with your team. Facebook groups are a great alternative as well! See more on Facebook groups in the Leadership section of Party Plan Divas.

4. Help Choose Business Name – If your company allows, you want to choose a Business Name right away. A Business Name should be easily remembered and tell a little bit about your product or industry. If your company allows, you can also purchase a domain name for forwarding to give your business its own .com! Branding your business is incredibly important for Customer Loyalty – they may not remember your name, but if you have a cute catchy business name, they will remember that and be able to find you in the future!

5. Help Set Up Website – Setting up a shopping cart for easy online shopping from the beginning! Show her how to set up online specials, create a mailing list, etc.

6. Order Business Cards, Stamp, etc – Just like you did in Week 1 of The Diva Success System, show your new recruit how to use www.VistaPrint.com for all of her business cards and other marketing materials. Make sure to sign her up for the weekly specials!

7. Help With First Order – Help your new Recruit with her first order. Make sure if your company has a minimum first order that you meet those requirements. Make sure she understands how to group products together for discounts (if offered by your company), how the shipping structure works, minimum orders, etc.

8. Explain Any Beginning Business Incentives Your Company Offers – Help her set her first 3 month goals either around your company’s suggested program, or by designing your own. Many companies have a “Fast Track For Success” style program for getting her business started with a bang! If you had a Kick Off Party for her, explain how to use her first parties to reach these goals.
9. The Diva Success 90 Day Action Plan – In order to help her achieve her goals – you have to know where she wants to go! The Diva Success System 90 Day Action Plan is a simple fill in the blank document you can do together over a cup of coffee. Pay very close attention to your new recruit during this process! Also – it will tell you how involved she wants you to be!

10. Take Her To A Party If Possible – If your new Recruit is local, see about taking her to one of your next parties. Shadowing is the best training for parties, as every party will have its own “personality”. Showing her “hands on” training will do more than anything you tell her.

11. LISTEN, and STAY POSITIVE – Attitude is contagious – whether good or bad! There is no such thing as a “Party Emergency”, and a negative attitude is the #1 thing that will discourage a new Recruit. DO NOT be her reason for failure. This business has its ups and downs – what you focus on will be what you receive more of!!

Meeting Ideas

Whether you have a team of two or two hundred, holding monthly meetings is a great way to keep your team motivated, organized, and informed! Set up a recurring date that is easy to remember (i.e., the first Monday of every month) and also “same time, same place” means a lot! Of course with just a few people you can meet in your living room, but as your team grows, you will want to find another venue! Talk to local restaurants about them allowing you to use a banquet room if everyone dines there. Many local restaurants will welcome the business!!

Topics

Do not over think your meetings!! Keep them short, simple, and educational! If you meet monthly, you will need 12 meeting topics. Here are some of our suggestions:

- Booking Parties – Both from parties, and without
- Hostess Coaching – imperative to parties – stress the importance
Booths, Fair, & Expos – Teach them how to get the most from these events
Customer Care – Implementing The Diva Success Care System
Taxes – Dreaded Taxes – keep it simple
Canvassing or Marketing – Getting your name out
What is a Party Consultant? – What are the characteristics of a successful party consultant?
Seasonal Party Ideas – Theme parties, Holiday parties, and boosting sales from them
Product Knowledge – Talk about ingredients, benefits, uses, etc
Recruiting – Green Lights, Kick Off Parties
Internet Marketing – Boosting online sales
Goal Setting – It is never too soon to start setting goals! Do it yourself with your team, and share!!

Each of these topics can be taken right from The Diva Success System! Design your schedule to fit your needs and the needs of your team! Ask team members to be involved too! We start all of our meetings with 3 consultants doing 3 party demos each!! It is a great way to get your team involved!

Want to take all of the guess work out of creating your team’s meetings? The Diva Success System Leadership Manual is a Complete Training System with 12 Months of Meetings, Training, Handouts, Team Building Games, and more! This manual of over 75 pages will truly take all of the work out of creating the training you need for your monthly team meetings. You simply copy as many as you need, run your numbers for recognition, and you are ready to go. Visit www.PartyPlanDivas.com to order!

Creating a Brag Book

A very powerful Recruiting Tool is your own personal Brag Book. This does not need to be elaborate – a simple 3 ring binder will do. Your Brag Book will tell a story about how “Becoming A Consultant Can Change Your Life!” In this Brag Book you should include:

Your Monthly Bonus checks – I have my first one, and then one from exactly one year later – it is over seven times larger than the first one!
Any recognition you have received – from the company, from your sponsor, from ANYONE who has given you a pat on the back!

Any awards you have won

Pictures of any events you have been involved in – Expos, Convention, Regional Trainings, etc. I have my bus pass from my very first Convention in Las Vegas!

Team pictures – Carry a camera everywhere, and when you meet with your team, get someone to take a snapshot!

Who you work for – Nope, not your sponsor – Your FAMILY! Share pictures of any trips you have taken thanks to your business, or simply just spending time with the ones you love – being your own boss is GREAT! I even have a picture of my Chihuahua!

The Brag Book can be left out while you are taking orders so everyone can flip through. It is also a great way to keep you motivated – even when you get down, flipping through your Brag Book can remind you why you do this business, and how lucky we all really are to have this gift!!!

See The Diva Success System Website for pictures and examples of the Diva Success Sisters Brag Books!

CONGRATULATIONS, Week 3 is COMPLETE!!!
WEEK 4

Implementing The Diva Success System

Congratulations on making it to the Final Week of The Diva Success System. This week we are going to take everything we have learned, and everything you will find in this manual, and put it into a schedule that works for you and your life. This week is when we will start to use the Diva Success System Planner to stay organized and always know what is next. This week gets very detailed; however you will want to tweak it to fit your personal schedule. Keep the main points a focus, and work around them!!

Daily

Several years ago my local newspaper ran an article about the FlyLady™. (www.flylady.net) I immediately ran to my computer to check it out! Immediately I was hooked! The FlyLady™ System is an amazing tool for organizing your home, literally down to the hour. It was then that I had the thought “Wow, if only I could be this organized in business…”

The FlyLady™ starts with three simple steps. Get dressed all the way to shoes, keep your kitchen sink shiny, and take time to love yourself. In a matter of days, doing just those three things I began to feel the energy in my home shifting. It was amazing. It inspired me to do more, and before I knew it, I had a perfectly clean home that I felt terrific in. I realized I must do this with my business.

So here are my three simple first steps you should get in the habit of doing every day

1 - Get ready for business, all the way to hairspray. Why? Well, the first one is because I truly believe what the FlyLady™ says about getting dressed to shoes – you get more accomplished, you feel better, and you aren’t caught off guard with a quick guest or quick errand needing to be run. In our case, we always need to look presentable and professional, so get ready all the way to hairspray.
2 - Talk to three new people and get their information. The Second rule is expanding on your business, talking to three new people each and every day alone will grow your business. By doing this step every day, you will have a constant flow of new business.

3 - Send out 1 note of gratitude or recognition. This step is about feeling good inside yourself. Gratitude is a wonderful emotion! And what you bring about, comes about. Each day take a moment to write a note to a hostess, or a team member, or maybe your sponsor. A quick note in the mail will brighten someone’s day, and you will feel terrific for sending it.

The Five Petals of Success

Think of The Diva Daisy! Make it a goal that each day you complete one of the petals of your Diva Daisy! The Diva Success System Planner has a place for you to keep track! If you pick one petal each day every week, you are going to see amazing results in your business. The Diva Daisy keeps it simple!
Weekly

Having a weekly system will help you stay motivated and organized! When you wake up each morning and know what you have to do today, you are immediately relieved of the “what now?” stress!! Here is a typical schedule… rotate days as needed for your party dates!!

- Monday – Make Bank Deposits, Process Credit Cards, File Weekend Paperwork, Place Weekend Orders, Participate In Team Conference Call
- Tuesday – Team Coaching, Place Order, Gardening
- Wednesday – Follow Up With Hostesses That Booked Over The Weekend, Secure Dates, Begin Hostess Coaching
- Thursday – Team Coaching, Receive, Bag, and Deliver Orders, Post Office
- Friday – Prepare For Weekend Parties, PARTY!
- Saturday – PARTY!
- Sunday – Family Day! 1st Sunday – Team Meeting

With this schedule, each Friday begins a new week of parties. By the time Thursday rolls around again, you are completing that week of parties and on to the next. You are able to schedule your life around this schedule without letting your business take over.

You can also share this schedule with your friends and family. If you have prepared on Friday for the parties on the weekend, you have all day free on Saturday for kid’s birthday parties or lunch with girlfriends. Your spouse knows he can watch Monday Night Football because you will be on a Conference Call!

If your parties fall on weekdays, simply shift the schedule around to the days of the week that your parties are on. The point of this schedule is to know exactly what needs to get done in the way of business each day.

Monthly

Staying on top of these things will help you tremendously when it comes to Tax Time! Also, by doing these things one day each month, you will always be prepared for the next month!!

- 1st Day Of The Month – Product Returns, Order Business Supplies and Promotions, Team Recognition For Prior Month
5th Day Of The Month – Prepare 20 Hostess Packets, 20 Recruit Packets, Gardening Preparation

10th Day Of The Month – Prepare 20 Hostess Gifts, Prizes For Party Games, Thank You Gifts, Promotional Gifts, etc


20th Day Of The Month – Email Blast To Customers – Specials For the Next Month, Booking Incentives For Next Month

Last Day Of The Month – Tax Paperwork, End Of The Month Filed, RELAX! Get Ready For Another Month Of Success!!

Some of these days may fall on a weekend or a day you don’t have scheduled to work. That is fine – shift it over as needed, just make sure you spend 6 days doing those 6 things above! If you stay on top of those things, you will always be prepared, and never fall behind and find yourself scrambling to get a hostess gift together as you are walking out the door to go to her party!!!

Your goal is to use all of what you make also. Meaning if you make 20 Hostess Packets on Day 5, by Day 5 of next month, you want to be out of them! The goal is not to continue to stock pile them!! Our theory is: one party a week you are maintaining a business, two parties a week and you are building a business – the Power of Two!! But at most that is 10 parties in one month – true, but always have extras to mail out, book farther out, and there will always be cancellations and reschedules.

Now you have everything broken down into months, weeks, and days. With this System you are going to find you will have more time, more excitement, and more energy to put into truly building your business. Planning your work is done for you – now it is up to you to work your plan!!
About Party Plan Divas

At Party Plan Divas we are changing the face of the Home Party Plan Industry by offering fresh, new, "no gimmick" training to Party Plan Consultants of 2010! Lynsey Jones brings over 13 years of REAL experience at every level of the Party Plan Industry - from Customer to Hostess to Executive National Team Leader.

Through "no fluff" Conference Calls, Webinars, Training Libraries, Videos, and Radio Shows, and more, The Party Plan Coach is helping thousands of Home Party Plan Consultants worldwide to book more parties, sell more product, and recruit more team members - without having to badger their friends and family, or rack up their credit cards!! This is not the "same old training" that keeps getting repackaged over and over - this is NEW, REAL, SYSTEM style training that will help any Party Plan Consultant to succeed.

What our members are saying:

"Party Plan Divas is one of the best sites for the direct selling professional. There is no other site like it out there."
Tamara Jones

"Party Plan Divas has been such an uplifting site and the resources available to us are fantastic! The weekly information that is shared in our calls and then made available for the Success Sister Chapters is remarkable. Everyone truly can benefit from this amazing site."
Debbie Wells
Tacoma, WA

"After my sponsor left the business, I felt lost. Party Plan Divas gave me the support and 'sisterhood' that I needed to have the confidence to succeed! The one on one coaching from Lynsey made me feel like I truly belong."
Katherine Waggoner
Minneapolis, MN

"It is a complete SYSTEM - I know exactly what I need to do each and every day to move my business forward. It has taken the "craziness" out of my business, and made everything run much more smoothly."
Angela Barnes
Sacramento, California