

Bloom Basics- How to Book Parties

Our Mission

jBloom is a company specializing in the personalization of jewelry, investing into the lives of women and their families. jBloom proactively nurtures and celebrates its Designers, equipping them to make a difference in their lives and the lives of others.

How do we fulfill that mission?

Why do we do parties?

1. Income
2. Connection
3. Change Lives
4. Build and Sustain your Business

How do we book parties?

Step 1: Set a Party Goal

- How much _____ would you like to earn in the next 90 days?
- How many BLOOM90 _____ would you like to earn?
- If you're out of the BLOOM90 period, what other _____ or _____ are currently being offered?
- If you could take away your fear of _____ and your fear of not knowing _____ people, how many parties would you hold in the next 90 days?

Now, set a goal based on what works for you!

Remember, it takes _____ to _____ parties to really get into your groove. So, consider making that your _____ in the next _____ days so you are fully trained and have built your momentum.

Step 2: Block out dates on your calendar!!

- What activities and events are already planned?
- Which ones are a priority?
- According to your schedule and your family, what days/time are best for you to hold parties?
- Block out dates and times in the next _____ days when you are available to hold parties.
- If you plan to hold _____ to _____ parties/month, try to block out _____ or more dates each month when you can be available in order to accommodate potential hostess's schedules.

Helpful tips:

- Use a paper calendar:
- Highlight dates/times available:
- Be consistent on your days/times each week:
- If you have a changing weekly schedule:
- Use "party times" to work if you don't have a party:

Here's the deal...creating a work _____ keeps you from feeling _____ or feeling like you are working _____ . Chances are...you are NOT working all the time...you are working in your _____ time which means you probably aren't being as productive as you could be. Be _____ with your time...it pays off _____ and _____!

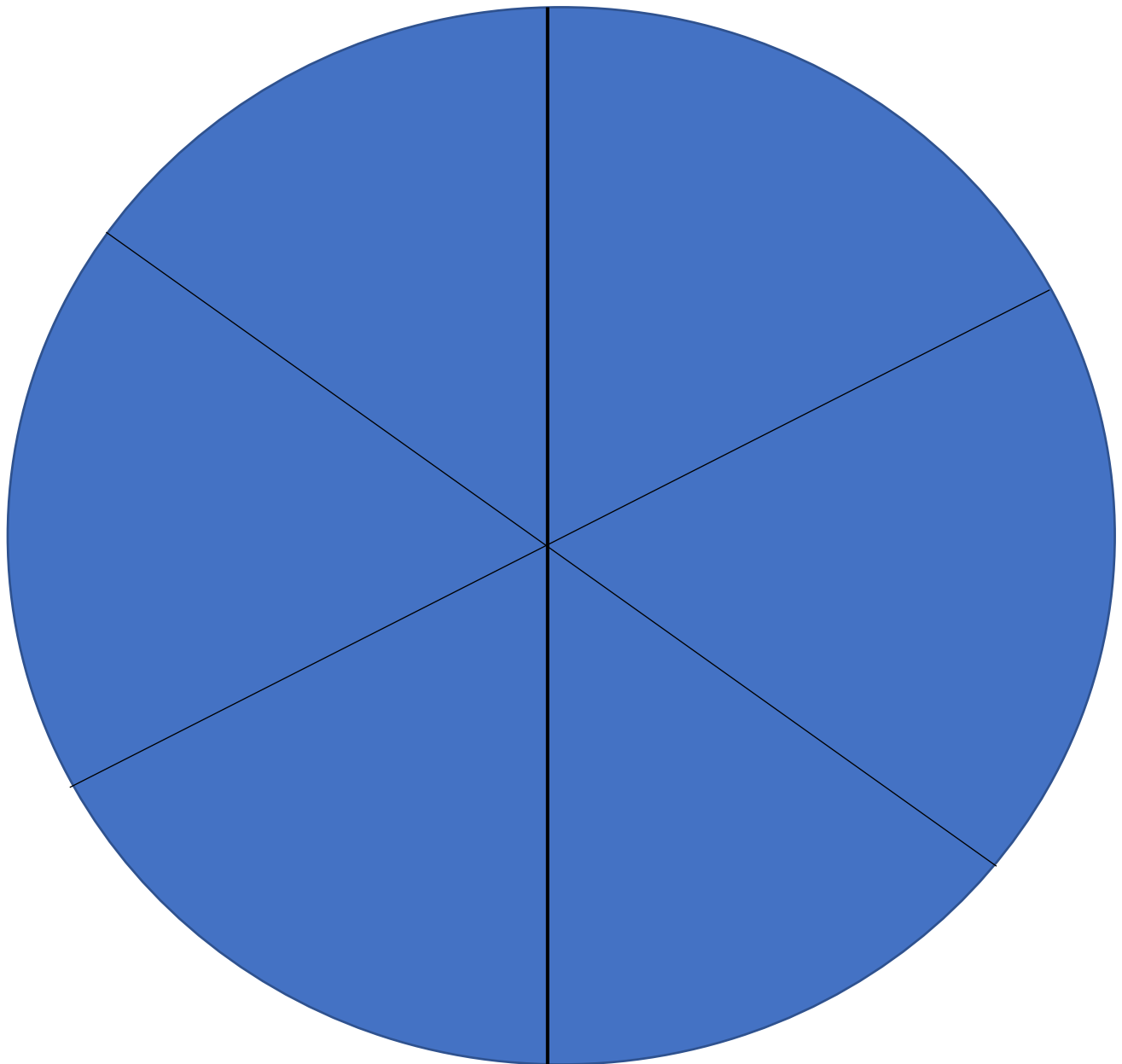
Step 3: Identify Hostesses

If you haven't yet hosted a _____ or if you've been a Designer for a while and you haven't hosted in _____ or longer, then you have your first booking- YOU!!

The BEST place to host is in your _____.

If you are NOT able to host in your home, ask a friend to ____-_____ with you in her home and share the hostess _____. There are also alternative options such as a local _____ with a back room, a _____ fellowship hall, or a _____ pavilion. Many places provide meeting areas at _____ or with a _____ purchase of refreshments.

Let's think of some additional hostesses. We are going to do a brainstorming activity:



Think about _____ areas of your life where you have contact with people.
Here are some examples:

- Neighbors
 - High school/college friends
 - Church
 - Family
 - Work
 - Social Club- bunko, playgroup, MOPS, bible study, book club, dinner club
 - Kid's sporting events
 - Label each of the wedges (pie pieces) with one area of life.
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- Now, take focus on ONE wedge.
 - Set a timer for 90 seconds.
 - In the next 90 seconds, write down the names of absolutely _____ who comes to your mind.
 - Next...look at each name. Think about that person. How would hosting a jBloom party benefit that person? (Is there budget tight? Could they benefit from earning free jewelry? Do they LOVE being the center of attention? Do they love style and jewelry? Are they affiliated with an organization that needs silent auction items? Do they need some TLC due to a difficult situation in their life right now?)
 - If you CAN see a benefit to that person hosting, write their name on the back of your paper along with the reason.
 - If you CANNOT see a benefit to that person hosting, ask yourself who is affiliated with that person? Would they benefit hosting a party? If so, add their name to the back of your paper.
 - Continue to work through each of the wedges, 1-2 minutes at a time, making your list on the back of your paper...and adding paper as needed.
 - If you have additional areas of life with people, make a new circle...and keep going!!

Step 4: Ask

It takes about _____ NO's to get _____ YES! Most of us give up between NO #_____ and #_____.

Don't be discouraged! Every single _____ takes you closer to a _____!

NO can mean _____ or it can mean _____ . So, when you receive a NO, be sure to ask a follow up question: Might you be interested in hosting sometime in the _____?

NOs can feel uncomfortable, but don't take them _____.

When it comes to the ASK, there are some great techniques that keep you from feeling like you are begging for business or being _____. After all, you don't really want a hostess who doesn't want to host!! We aren't in the business of _____ people into doing _____! We are simply in the business of offering a _____ or a _____ to someone's _____ or _____. When you work your business thinking of _____ first, you have a _____ for life! And, you'll receive lots of _____!

How many people will you need to ask to reach your goal?

parties you want to book in the next 30 days = _____ x 10 = _____ people
parties you want to book for days 31-60 = _____ x 10 = _____ people
parties you want to book for days 61-90 = _____ x 10 = _____ people

For example: If you have a goal of 5 parties/month and you already have 2 parties booked for this month, you need 3 additional parties. $3 \times 10 = 30$ people

If I connect with _____ people a day for the next _____ days, I have it covered!

Then, you need to ask 50 people (on average) to book 5 parties for the following month. Here's the great news...and one reason why parties are so valuable! The _____ place to book a party is _____. If you hold 4-5 parties this month, you will be in front of 40-50 people simply AT your parties! So, you can cover those 40-50 asks WHILE you are selling, sharing stories, and building relationships with your guests at each party. This will maximize your _____ and minimize your _____ by using those parties to _____ you month over month.

What does it mean to personally connect?

Booking a party is different for _____. You are offering a solution to each _____ need.

So, what does this personal connection or personal invitation look like?

Reach out with a _____, a personal text, a _____, a walk down the street, a quick _____ to _____.

Formula for a Personal Invitation:

1. Introduce and Connect
2. Here is what I know about you...
3. jBloom can help....
4. Would you like to know more?
5. Who do you know?

Examples:

#1: Hi Kim. It's Allison Lime from book club! (LISTEN) I was thinking about you this week and wanted to reach out. I remember you mentioning how much you love book club b/c you just love connecting with other women. I know that's a highlight of my month as well! (LISTEN) I'm not sure if you know, but I am a jBloom Designer and we are all about a girls' night out! Have you heard of jBloom? (LISTEN) We bring the girls' night out to your home for 2 hours of fun and fashion with unique personalized jewelry created to tell your own story! We sip wine or coffee, try on jewelry, and chat. It's a ton of fun! Does that sound like something you and your friends might be interested in doing? Would you like to know more?

If she says YES:

If she says NO:

#2: Hi Sally. It's Allison Lime from down the street! (LISTEN) I was thinking about you this week and wanted to reach out. You are always so stylish and you have the cutest jewelry! You always look so great!! I also remember you mentioning that you were pretty strapped this year with having 2 kids in college and another playing select soccer! (LISTEN) I'm not sure if you know, but I am a jBloom Designer, and I got to thinking that maybe I could help you get some new pieces to add to your collection for FREE this year...and you have some fun with your girlfriends at the same time! Have you heard of jBloom? (LISTEN) We offer a great shopping solution for women who are tired of braving the malls and wearing the same old designs out there. We bring personalized, unique jewelry into your home where your friends can enjoy a cup of hot coffee or a glass of wine, try on jewelry, share stories, and shop from the comfort of your home. And, you earn free and ½ priced jewelry through our amazing hostess rewards program. What do you think? Would you be interesting in learning more?

#3: Hi Laura. It's Allison Lime. I'm Turner's mom from basketball. (LISTEN) I was thinking about what you shared with me at the game last week...about how you are involved with the CASA fundraising event that's coming up next month. (LISTEN) I'm not sure if you know this, but I am a jBloom Designer. Have you heard of jBloom? (LISTEN) We offer a line of personalized, unique jewelry created to tell your own story. I'm sure you've seen me wearing my bracelet with the little engraved basketball and Turner's number on it? That's just one of our many products! (LISTEN) Anyway, I got to thinking about how I could help support your CASA event. Would you be interested in co-hosting a jBloom party with me? I could invite my best customers and you could invite your friends and CASA advocates for a girls' night out. We could snack on some simple hors d'oeuvres, try on jewelry and share stories! Then, we could use the hostess rewards to build a really nice basket for the CASA silent auction to help raise money for your event. What do you think?

Step 5: Get a DATE!

What to do when you get a YES:

If she isn't able to provide a date, use the "PENCIL YOU IN" method:

If you PENCIL IT IN, you have a much _____ chance of holding that party and/or at least _____ it. If you don't get a date on the calendar immediately, you have a ____/____ chance of making it happen.

One more example:

Okay, there you have it!! You are ready to fill your calendar and _____,
_____, _____!!

Let's review:

1. Set a _____ and _____ your goal!
2. Block out _____ on your _____.
3. Build a list of potential _____.
4. Identify _____ and _____.
5. Reach out _____!
6. Ask by offering a _____!
7. If they say yes, _____!
8. If they say no, ask about a _____ party and ask for a _____!

Most importantly:

So, get out there and fill your calendar! You are READY...