

CHECKLIST:

Partner with your Host!

HOST COACHING - 1ST CONTACT: This will usually happen right at the moment she agrees on a date, either at a spa bar, over the phone or online. If it's scheduled by phone or online, you'll want to meet with her in person or drop the host packet in the mail asap.

Items to include in your Host Packet (if live party):

- Thank You for being your Host
- Invitations (Unless it is online)
- 2-3 catalogs
- 5 Outside Order Forms
- Customer Special
- Host Special

1ST CONTACT

- Set the time and date
- Review the Host Program Chart (in the back of your catalog) and help her set goals
- Help her build a Guest List - aiming for 25-30 people from different circles of influence
- Encourage 3 invitations/reminders - phone call, e-vite and night-before text or call
- Explain how to collect outside orders
- Plan the Spa Bar details
- Invite her to think about joining your team

2ND CONTACT – 48 hours later (this could be done in a simple video you send to hosts!)

- Confirm she has personally invited 30-40 people
- Answer any questions she has
- Encourage her to start her wishlist
 - o *Tip: As she builds her wishlist, you can set a goal of what she will want her spa sales to be to earn the most free and half-priced items.*

3RD CONTACT – Midway between initial booking and spa bar date

- Touch bases to answer any questions and build your partnership relationship
- Provide Facebook graphics/reminder text ideas
- Encourage her to collect outside orders
 - o *Tip: Offer an incentive to have her collect 3 - 5 outside orders before her Spa Bar.*

4TH CONTACT – 24 - 48 hours before class

- Get an expected attendance count (for supplies)
- Reminder for her to remind guests (personally by messenger/text/phone)
- Checklist of preparation – confirm address, any special directions, etc
 - o *Tip: Remind the host to keep refreshments light. Get an implied commitment from guests by having the host ask their preference such as do they prefer coffee or tea? Regular soda or diet soda? When the guest makes a choice, they feel more committed to attending the spa bar and this increases attendance.*

SPA TIME!

- Be early
- Be confident
- Have fun!