

# SUN-SATIONAL SUMMER BUSINESS OPPORTUNITIES:



Business opportunities are everywhere—whether you’re doing in-person Jordan Parties or online Jordan Parties during the summer months. Take a look at some of the ideas below. You literally can have a Business on the GO!

- 1. Jordan Pop-Ups:** What’s a Pop Up? It’s an opportunity for you to share your favorite JE products, literally anywhere. Always keep a bag of products, samples and catalogs in a bag in your car so you’re ready to “Pop-Up” into business at any time! These are great to supplement your party calendar alongside in-home parties and/or online parties. They offer a solution for a busy time of year and they cater to people who haven’t been able to commit to a party.
- 2. Little League Baseball Games:** Pack up your favorite JE products (Or the Core 4 Starter System) for a pre-game tailgate party with other little league parents. Chances are you haven’t seen them since last Summer, so you’ll have lots of new products to show them.
- 3. Coffee Break:** In between kids’ activities, ask the other parents to join you for 15-20 minutes over coffee and do a quick demo with the Core 4 Starter System products or showcase the Makeup Look Book.
- 4. Craft Shows and Vendor Events:** Summer fairs and festivals are everywhere. Look outside your community too for Vendor Event where you can meet new people and expand your circle.
- 5. Beach/Pool:** Pack your beach bag with catalogs and favorite products you and your family use in the sun-- so you’ll have plenty to share with people sitting around you.
- 6. Vacation:** Be sure to take catalogs, samples and recruiting packets with you on your summer vacation. You never know who you’ll meet.
- 7. Camping:** Why not offer to have a Party Night for all the moms at the campground?
- 8. Family Reunion:** Everyone will love seeing what’s new! Ask a family member to have a few relatives over and share your favorite JE products plus a few must-haves. It’s a great opportunity to sell products AND grow your team.
- 9. Summer-themed Parties:** This is a great time to add some fun into your parties by marketing them to summer. Flip flops by the pool anyone?
- 10. Summer Gift-Giving:** Remind your customers to be prepared for upcoming summertime gift occasions: birthdays, bridal showers, weddings, back-to-school (college), etc. NOW is a great time to provide customer service!