



Summertime Show Tips . . .



1. When hostess coaching, instruct your hostess on the importance of keeping the home cool. Your guests will be reluctant to try on or purchase pieces if they are feeling too warm and sticky. (Remind your hostess that once her living area is filled with 10-12 ladies, the temperature will rise about 10 degrees. It's easier to turn the air off, than to try and cool the room down once everyone is there.)



2. For refreshments suggest fresh fruit, lemonade, and iced tea. Avoid coffee, as again, this will make your guests too warm.



3. Remember, weekend and afternoon shows are the hottest times of the day. Many guests could cancel at the last minute due to the sudden urge to head for the pool, or to the beach with the kids!



4. Discourage suggestions from your future hostesses to have a combination Premier/Pool party.



5. Encourage "bringing a friend!" Sometimes it is a challenge to get people together in the summer with the weather being so warm and people going on trips. Offer special gift drawings for bringing guests to the show to increase the turnout or 10% off their order for each guest up to three.

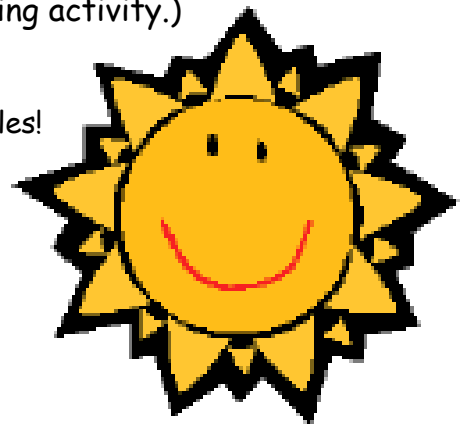


What makes Summer a great time for a show?

(Tell this BEFORE you explain your booking activity.)

"I love summertime shows because. . ."

1. Everyone's more relaxed - no school, no homework, no schedules!
2. It's easier to get babysitters.
3. Daylight savings time means they stay "out" longer (i.e., shop longer and buy more!)
4. Teachers enjoy coming.
5. My summer modeling ideas are geared toward the summer.
6. I will have some of my samples on sale.
7. The luau theme is so cute and great for a girl's night out!



SUMMER IS A GREAT TIME FOR A SHOW!!