



“You and 2” Show

Gina Rikimaru, a Jeweler in CA, recently developed a unique home show idea called a
“You and 2” Show

Her goal was to add shows to her calendar, build consistency in her business, simplify and achieve Celebration 2005. To gain commitment by hostesses who were reluctant to do a “show”, she started promoting an event where a hostess could invite a “*few friends*” over for a personal fashion consultation and still earn some free jewelry.

Here are some tips on how Gina runs a “YOU and 2” show:

- Sit around a coffee table with the guests as you go through the presentation. This creates a relaxed setting.
- Begin with the “Lipstick Personality Quiz” or other fun ice breaker. Have the guests take the “Fashion Personality Quiz” to determine their fashion personality: Classic, Romantic, Dramatic or Natural. (See the following pages for “quiz & descriptions.”)
- Suggest each guest bring several outfits with them to the show. Gina works with each individual to help them accessorize based on their personal style.
- Include 4 trays of jewelry to show around the coffee table, one tray to represent each of the 4 fashion personalities. Don’t forget to include some interesting accessorizing tips!
- Keep it simple and casual. If you have a lot of samples, no need to do a full display. Have all of your samples *available* in case someone asks to see a specific piece.
- Instead of passing out folders, you can simply hand out a guest survey/registration card for each guest to complete and a customer order form.
- Include information about your business throughout the presentation.

What we’ve found is that the “You & 2” idea provides a simplified option for the guests who feel they’re “too busy for a show” or “don’t know enough people to invite”. This concept takes the pressure off, especially if the show they’re attending is a big one. I’ve personally also had several ladies book 2 weeks out because the “You & 2 sounds so easy & requires less preparation.

I hope this idea helps you book more shows on your calendar! Keep in mind that this option may produce lower retail than an average show, but the idea is that it encourages bookings. Once they book, you can ask if they’d like to invite more ladies to earn more free jewelry!

