

Planning Your Perfectly Posh Launch Party

Remember: Be creative and flexible with your Perfectly Posh Launch Party. This Checklist and the Planning Guide are merely suggestions. Host the Posh Party that's right for YOU!

It's time to plan your Perfectly Posh Launch Party! You're about to kick off your Purely Pampering business and show it off to all of your friends, family, and neighbors. We've outlined some things for you to consider as you plan for this first exciting step.

Think of everyone you know. All of your friends, family, neighbors, co-workers: they are all part of your network and will be excited to see your new business. Start writing everyone you can think of to share Posh with. After you've spent some time on your list, put it away for a day or so, and then come back to it and see if you missed anyone. To help, there's a potential guest list you can print and brainstorm on.

Now, look at your calendar. Select a date and time that will work for as many people on your list as possible. Ideal times are evenings and Saturdays. Choose a date that is soon after you receive your Starter Kit so you can get your business started right away. Now is also a great time to highlight all of the dates on your calendar when you could host additional Posh Parties. You'll want to show these at your launch party so that your guests will know when they can book a party of THEIR own.

Address and deliver your invitations. It's best to deliver invitations to as many people as you can so that you have the chance to introduce them to Perfectly Posh. Carry a catalog or two so that you can show off your pampering products. Encourage everyone to hang their invitation up in their kitchen or office where they'll see it often. Ideally, they'll receive it about a week before your party. Following up with an email invitation, and opening your party online for those who aren't able to attend will also help you maximize the number of people you're able to introduce Posh to! Keep a few invitations with you everywhere you go right up until your party time in case you meet someone else you'd like to invite.

Follow up one or two days before your party with a quick voicemail, text message, or email. People are busy. Take a few minutes to remind them to join you, and to bring a friend. Remind them also if the party is available online so they have the chance to shop and see your business even if they can't attend.

Plan your display. Consider and practice how you'll set up your product:

- What room will you be in?
- Where will you set up a display?
- Where will you take orders?
- How will you allow guests to participate in pampering while they're there?
- Will you serve light refreshments?
- Can your guests easily access products to smell and touch them?
- Where will catalogs be displayed and made available? Will you talk about the catalog?
- What signs and other information will you display?
- How will you encourage guests to book a Posh Party of their own? How will you showcase Party Perks?
- How will you talk about your products? What are your favorites that you want to talk about?
- Will you have a presentation? What will you say?
- How will you address the opportunity of joining Perfectly Posh?
- How will you help guests know about and take advantage of the Buy 5, Get the 6th FREE promotion?

PoshPortal.com can be a great resource for signs, guides, and other tools to help you make sure your guests can learn all about your business. To access these helps for your launch party: visit the site, log in (you will need to create an account if you haven't already), then click on "Downloads".

When the day arrives, be sure your display is ready in advance of your start time so that you are ready to receive your guests. Smile, relax, and have a good time. Don't worry if you can't answer every question you get. If she's close and available, your Sponsor may want to attend to assist you.

"Cash and Carry" Inventory. It's always great when you can have inventory on hand for a customer to purchase and take home "right now". If your business budget allows for it, it's a perfectly acceptable business practice at Perfectly Posh however; you are never required to keep an inventory on hand, and can effectively share your business and the variety of quality pampering products that you offer from our Starter Kit and small replenishment orders. Perfectly Posh wants to see you succeed with a minimal investment in your business.



Keep a notepad handy and write down questions you need to look up for guests. Offer to follow up with the answer when you've had a chance to research it. It's always great to have an excuse to follow up. And remember, your passion for your pampering products is the best thing you can share with others.

Be helpful. Offer information, and ask lots of questions. Find out what interests and needs your guests have. Be sure order forms are filled out completely and legibly so that if you have questions, you can be in contact. Don't be shy about offering pampering suggestions, and letting them experience a variety of products and fragrances.

As guests leave, be sure they take a business card or other item with them with your contact information so that they can be in touch with you about more Posh pampering. Perfectly Posh makes a great gift, and it's a great way to indulge inexpensively so be sure your information is readily available.

Place your Posh Party order promptly. If she can, your Sponsor can be there to help you with your first party order entry. You should never keep any party open for longer than two weeks. It can take up to 10 business days for your Posh party orders to ship. Inform all of your customers of the potential lead time. Often orders will ship more quickly, but don't set an expectation that you may not be able to keep. You'll be a hero if their order arrives early.

Anytime you can, have the entire Posh Party order shipped to you. This will give you the opportunity to label each item with your contact information for reorder ease, add a thank you note to order form, and the chance to follow up with your guests. Making these relationships last will be valuable to keeping your business busy! Nearly every business is sustained by customer loyalty. It's never too early to start taking great care of your customers.

Record the date and contact information of each guest in your phone, computer, or planner so that you can follow up with her in the future when you have new products, a sale, special event, or think that she might need a gift for a holiday or special occasion. Always keep track of your customers so that you can take care of them in the future.

Deliver your party orders as soon as you can. As soon as your party order arrives, pretty up your guests items with a simple thank you, and make sure it's easy for them to see your contact information. Deliver everything promptly. It's a great opportunity for you to follow up from with your launch party. You can divide and deliver a Hostess her guests items, along with her rewards on future bookings. Offer to follow up with each customer to see how they enjoyed their pampering products, and potentially share new product samples with them in the future. Here's your chance to let your customer service shine.

Congratulations! You've just planned your Posh Launch Party. We hope you have a great time sharing your new business, and that your launch is a success. Don't forget to take a minute and pamper yourself with Perfectly Posh once you've wrapped it up! Indulging is one of the best parts of your new business and will make you a Perfectly Posh expert oh so quickly.



Launch Party Check List

Remember: Be creative and flexible with your Perfectly Posh Launch Party. This Checklist and the Planning Guide are merely suggestions. Host the Posh Party that's right for YOU!

Build your Guest List

Select your Launch Party Dates

Date of your Posh Launch Party:		Dates of your Online Launch Party:	Open:
			Close:

Invite your Guests

Select one (approx 1 week prior):

postcard invitations

email

Party reminders (1 to 2 days before):

email

phone call

text message

Things to Know Before Your Party

Sales tax rate in your area	
To whom checks should be made out	
Your open dates for bookings	
Basic Product Information (download from www.poshportal.com)	
<input type="checkbox"/> Download "Did You Know" or	
<input type="checkbox"/> Product Ingredient Sheet	
<input type="checkbox"/> Product Fragrance Reference	

Supplies you might need:

Basic Supplies

- notepad
 - pens
 - calculator
 - cash and carry sacks
 - wishlists
 - booking incentive ideas
- _____

Marketing Materials

- business cards
 - order forms
 - catalogs
 - teambuilding sign
 - Party Perks sign
 - Buy 5, Get 6th FREE Sign
- additional signs:
- _____
- _____
- _____

Display Supplies

Pampering Products

Products to demonstrate

Demonstration supplies (ie paper towels, etc)

Planning Questions

What room will you be in?
Where you will you set up a display?
Where will you take orders?
Will you serve light refreshments? (if yes, keep it simple!)
How will you allow guests to participate in pampering while they're there?
Can your guests easily access products to smell and touch them?
Where will catalogs be displayed and made available? Will you talk about the catalog?
Will you have a presentation? What will you say?
How will you talk about your products? What are your favorites that you want to talk about?
How will you address the opportunity of joining Perfectly Posh?
What signs and other information will you display?
How will you encourage guests to book a Posh Party of their own? How will you showcase Party Perks?
How will you help guests know about and take advantage of the Buy 5, Get the 6th FREE promotion?

Customer Service & Follow Up

- Sold product labeled with your contact information for easy reorder
- thank you given/sent to each guest / customer (note cards, handwritten, email)
- guests and customers contact information recorded for future reference
(Virtual Office, spreadsheet, phone, or planner, etc)

