

## Open House - *Start a Tradition*

- Invitations - be cute and get their attention. Postcards are great, inexpensive and easy to read! Add a map. Be sure to call them 2 - 3 days prior!!
- Date - remember working women and at-home moms. Pick a couple of back up dates to have "Back by Popular Demand" Open Houses in December and to schedule those who can't attend the first Open House.
- Check inventory - order two weeks before. I do sell a lot of regular line items like lip gloss, nail colors and Shower gels plus Basic Skin Care.
- Limit your pre-packed gifts to 3 or 4 samples, plus lots of wrapped stocking-stuffers under \$10. Offer customized packaging and gift-wrapping free! Set out inventory like a store.
- Combine Open Houses with several other Consultants who may also have small client bases or ask a great client to help.
- Have one area just for mini-makeovers. Filled with blush, eye color, lip samples and mirrors.
- Refreshments - VERY SIMPLE and store-bought. Nuts, cookies, chocolates and hot apple cider. Women will mingle where the food is so spread it throughout the Open House.
- Holiday Music is a MUST. Holiday decorations - only how you normally decorate your home. Too much can overpower the products.
- Small Thank You gifts - use sec 1 items like retractable powder brush, blending brush or nail file tied to a candy cane.
- Have an area to fill out sales tickets and book January appointments.
- Place recruiting info at front door and give guests a basket to shop with.
- Label items with table tents and items should be visibly priced.
- Burn candles (non-scented or a MK fragrance).
- Offer gift with purchase, not discounts.
- Package old or "classic" items to move them. Avoid "Christmas " gift wrapping so you can re-use for Valentine's Day.
- Put business cards in all packages.
- Offer MC/VISA and a playroom for small children on the invitation
- Call those who didn't attend the day after - leave Open House set up for 2 - 3 more days for drop-ins.  
Relax and Enjoy. Use the time between guests by phoning out-of-town clients and reminding those who haven't shown up.