

# Step into Success Presents The Success Express!



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## Bookings Are The Backbone Of The Business! by Kathy Towne



We are in show business! Our success is determined by our ability to book and conduct shows. Let's face it, without bookings, we have no business. Fortunately for all of us, bookings are everywhere! We work in a "Golden Rule" business - the more we give away to our hostesses, the more we earn. It's as simple as that!

There are three main sources of bookings:

1. At your shows
2. On the phone and
3. Creative bookings

If you consistently use all three sources for booking shows, your datebook will always be full.

### At your shows

Do your job while you're at work! It's much easier to obtain bookings at the show than it is to try to obtain them later. Give yourself a goal of obtaining at least three or more bookings from every show. One to replace; one to grow; and one for insurance against cancellations. How do you do this? Ask everyone! Offer the opportunity to get free products to every single person at your show. When you shoot for the moon, you'll land among the stars!

### Over the phone

Keep a list of past hostesses, customers who may have a show later, friends, relatives, neighbors, co-workers and other people you do business or activities with. Use your door prize or customer information slips to call those who attended past shows. Make calls consistently each week to fill in show dates that were postponed and to generate extra business.

### Creative bookings

Creative bookings are literally everywhere and can generate new and fresh booking chains for you. Let everyone know what it is you do, and create your own "commercial" about your business.

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When you're going about your daily activities, talk to everyone!  
Always be ready to book... have business cards, a catalog or  
brochure handy, and always know your next two available dates!



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