

PURE ROMANCE

Empower. Educate. Entertain.

THE ENVELOPE BOOKING GAME

Using the Envelope Booking Game is a fun way to fill your calendar with bookings. Instead of just asking each guest when they would like to book their own party, you can present the booking opportunities using a fun game.

Materials Needed for the Game:

Approximately 25 coloured envelopes. Make sure they are smaller than the envelopes you use for your Hostess Packets and a different color.

25 "Gift" Notes to Include in Each Coloured Envelope. Use index cards to create "Gift" notes. On each Gift Note write the special prize the customer will receive. Some envelopes should say, "Book a Party and Get a Free Gift." The other envelopes can include other notes, like "Get a Free Gift," "Receive A Free Great Head Sample," or "Receive 10% off your order." You can be as creative as you want with your gift notes. One out of every four envelopes should say, "Book a Party and Get a Free Gift."

Six Hostess Packets. In each Hostess Packet include an index card that says, "Redeemable for a free gift at your party." You can state the specific gift that you will award or just say free gift so you can change it based on what you have available. The Mini Nights of Passion works well for gifts.

Open Date Card. Prepare your Open Date Card before the party by writing down the days and times you want to book parties. These will be the dates guests can choose from. Don't forget about days that you might want to double book and hold two parties in the same day.

Mystery Gift Bag or Gift Box. Create a Mystery Gift Bag or Box to display on your demo table. The gift needs to look desirable so everyone will want one. You will display this gift when you're playing the game and will award the gift to anyone who agrees to upgrade their envelope and book a party right away. The gift should be awarded when the booked party takes place.

How to Play the Game

After the guests are seated, pass out the materials you would normally give to each guest (a catalogue, pen, order form, etc.). After they have these items, say, "I have some very special envelopes. I'm going to come around and give each of you one. Please do not open them, and place the envelope in a safe place so you don't lose them. I will share with you the little secret that is in each envelope a little later."

Most women love learning about secrets and will want to know what is in the envelope.

About midway through your demonstration say to the guests:

"If you're looking at your catalogue and notice that you have a ton of products circled... you may be wondering how you're going to get them all tonight? Ladies, I have good news... you won't have to worry how you're going to pay for them all because you can get many of your favourite items absolutely free by booking your own Pure Romance party."

After your demonstration is complete and you have packed away your demos, pull out your six Hostess Packets, the Open Date Card and the Mystery Gift or Gift Box. Place the Gift Box on your demo table for everyone to see.

Now say to the guests, "OK, ladies! Everyone grab your special envelopes, but doooooon't open them yet!"

You must completely over-dramatize this entire dialogue to build their anticipation.

PURE ROMANCE

Empower. Educate. Entertain.

"Now, in each envelope there is a special offer. A note inside may entitle you to a free gift, or your note may be to receive a free gift when you book a party, some may even include a discount that you can use this evening. You have three options:

- 1. You can open your envelope and get what is inside.*
- 2. You can pass the envelope back to me.*
- 3. Or, if you've had a blast this evening and are ready to book your own party right now, you can upgrade your envelope. When you upgrade and book a party... you will receive this Mystery Gift at your party. Remember, if you decide to open the envelope you have in your hand, you must agree to do what's inside. Book a party to get a gift or get the automatic gift that is inside. So, I'm going to come around to each of you to make your choice."*

Go over to the first person and say, *"Would you like to keep your envelope and get what's inside, pass it back to me or upgrade?"*

If she passes the envelope back to you, simply say, "OK," like it's no big deal.

If she upgrades her envelope, take the small envelope from her and give her a Hostess Packet and the Open Date Card so she can pick her date. Remind her in front of everyone that she will get the Mystery Gift when her party takes place.

If the guest decides to gamble by opening the envelope, and her note says she will get a free gift or discount, explain that she will get her free gift in the Ordering Room.

If the guest decides to gamble and her note says she will "Book a Party to Get a Free Gift," give her a Hostess Packet and the Open Date Card so she can pick her party date.

When you are working with the new Hostesses in the Ordering Room, be sure to begin Hostess coaching by explaining that she should call her friends the next day to invite them to her party. Explain that the invitations will act as a reminder of the party date. Also explain that she should encourage everyone to bring friends so she can earn even more free product.

The extra bookings you will have are well worth the investment in gifts for this game. Most guests will have a blast, and you will have many extra bookings at the end of the party!

