

Everybody is doing parties these days!

They work because they

- are a fun and inspiring get-together of friends.
- have no pressure to buy or become a hostess.
- are an opportunity to take home some true values!

Whether you are hosting your own party, or are being hosted by someone else, here are some helpful tips to make your party a success and hopefully answer some question you may have.



 *Living Books*

 *Living Books*

Box 142, Borden SK, S0K 0N0  
(306) 997-2226  
[livingbooks@sasktel.net](mailto:livingbooks@sasktel.net)

# Home Party Program

**Information  
for Reps & Distributors**



[www.LivingBooks.ca](http://www.LivingBooks.ca)



# Before You Begin

## Things Your Host Has to Know

- Clearly communicate what you expect from your host. Be sure to be in contact with them the week of the party. Decide on the date and time of the party. Be clear about what time you will be showing up and what time the other guests will be showing up.
- Let your host know what kind of space or set up you will need at their house. Also decide what kind of atmosphere you would like and let the host know if they should prepare refreshments and snacks for the guests.
- Help your host get excited about Living Books products by providing her a catalogue to browse before the party
- Those who cannot attend the party can send in orders. Extra catalogues can be ordered to hand out for this purpose.

## Here's What Your Host Will Get:

- One product of her choice from the catalogue at 50% off.
- 10% of the total sales in free product.
- If there is a new party booking, she will get a \$10 gift certificate to be used at that party only.

## Tips for a Terrific Turn-Out

**-Get your host to invite their friends. Remember that not everyone you invite can come so invite double or triple the amount of people you actually want.**

**-Decide with your host what kind of invitations you want to use: paper, internet, posters, etc. You will need to decide if you supply them for your host or if they will need to prepare that side of the party themselves.**

**-Encourage your host to do a follow up with the people they have invited to ensure people have the right information and to encourage them to come.**

# Running the Party

## A Warm Welcome

- A warm welcome is a good way to break the ice and start the party. Begin by introducing yourself and thanking people for coming. This may seem obvious, but acknowledgment and a thank you can go a long way with building good relationships.
- It can be helpful to let the group know how you know the host. This will help them to feel connected and welcome at the party since many of the guest may not know you personally.
- The guest will appreciate a rundown of how the night will go and how purchasing of product happens. This will look different for each person, but some people will want to take books home right away and others will be happy to order and wait. Each way has their advantages.
- Once people have a sense of how the night will look, you can then introduce your product and explain how you have set up.
- Plan a fun activity to bridge from your sales pitch to that awkward moment when people feel obligated to buy. Whether this is a spa night, coffee tasting, a word search, watching book trailers online, or a discussion about favorite books will depend on your personality.
- It is very helpful to have some items available for people to look at, purchase, and take home that night. Pick a few items that you like, and are excited about promoting, and have them at every party you do.



# Getting Down to Business



## What to Do With Orders

- Get your customers to fill out their orders. Living Books has Sales Slips designed for you to use at your parties.
- Taxes can be intimidating. Although you pay GST on the product you order from us, unless you are registered to collect it, you can't. You *can* however collect a surcharge to recoup your GST cost. Just check off that box on the Sales Slip. PST varies province by province. We recommend that you familiarize yourself with your area's laws before your party.
- Sit down with your host and calculate her host gifts. Note that all product given away or sold at 50% off to your host can be purchased from Living Books at 50% discount. Just let us know that it is for a host gift.
- It can be useful to compile all of the important information from your event in one place. We have a Party Recording Envelope available for this purpose. You may also prefer to use an electronic spreadsheet.
- Place your compiled order with Living Books to fill all your customers orders.
- Delivery: Typically, the entire order is shipped to you, you deliver it to your host, and she ensures customers get their product. You may want to charge a shipping fee to each customer. You may also want to consider having your customers' orders drop-shipped directly to the host or each customer from the warehouse. We charge the actual shipping cost, plus a \$2 drop-ship fee for this service.