



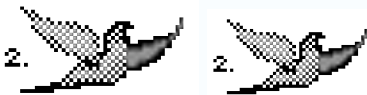
A partridge in a pear tree

Turn in your Catalog Show by December 10<sup>th</sup>  
to be included in the drawing!



Four calling  
birds

Turn in your Catalog Show by December 10<sup>th</sup>  
to be included in the drawing!



Two turtle doves

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Five golden rings

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Three french hens

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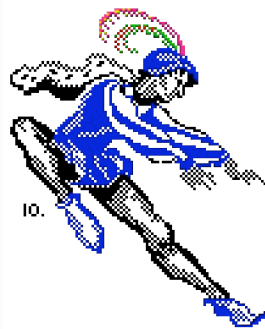
Six geese a-laying

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to be included in the drawing!



### Seven swans a-swimming

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### Ten lords a-leaping

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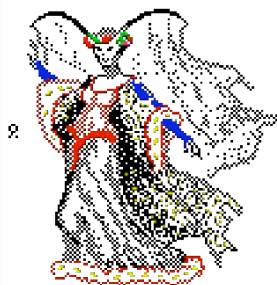
### Eight maids a-milking

Turn in your Catalog Show by December 10<sup>th</sup>  
to be included in the drawing!



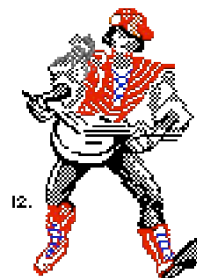
### Eleven pipers piping

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### Nine ladies dancing

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to be included in the drawing!



### Twelve drummers drumming

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to be included in the drawing!

Read the following idea to have a huge catalog business in December!

## The Twelve Days of Christmas Catalog Show Concept

(This is a tweaked version of an idea that originally came from Director Becky Cottle)

1. To my mind, this concept is not something that lends itself to a lot of paperwork, therefore I don't have any registration type forms, or notes to the participants on paper. Because you'll need to have one on one coaching time, I don't have anything written to give people.
2. The time to sign people up for this idea is NOW! But, use it as a last resort. Go for the cooking show booking, then the current catalog show, and if a customer doesn't go for anything else that you offer, try this. "Oh! Would you like to participate in my Twelve Days of Christmas Catalog Show Incentive?"
3. When they say yes, here are the words. "It's really fun! I call you in November to give you the particulars, but here is the concept. A couple of days before Thanksgiving, I send you a catalog packet. Who would you like to be? Twelve ladies dancing? Eight maids a milking?"
  - a. It's important that they pick a role. There is a high drop out rate on group catalog shows and I've found that if they have a role, there is less dropping out. Can't have a twelve days of Christmas without a partridge in a pear tree, right?
4. Start setting up your catalog shows right now. You can create twelve packets and when someone joins on, then you add the person's information on a planning sheet of paper - numbered 1 through 12 - and set it aside. I love that you can plan this in advance.
5. At the beginning of November, call all the participants and get them excited about the concept again, and begin to coach them about all the methods of collecting outside orders.
6. A few days before Thanksgiving, send out the catalog show packets and be sure to list the closing date. I usually give them two weeks, closing the first weekend in December.
7. If you'd like to encourage a little friendly competition, ask permission of all participants to put their first names on an e-mail loop and let them know that there will be tips and ideas from each of the others listed there about three or four times. This keeps their interest up and allows you to keep the spirit of competition going to keep them motivated.
8. Decide in advance what the prize is and what the contest involves. I've done: most orders taken, highest sales, most outside bookings, most e-mail orders, whatever it is that you think will excite the hosts and raise the highest sales.
9. You need to coach these folks carefully so that you have exciting progress to report. Check in with them and ask them how the orders are coming, then on the e-mail loop post progress by saying things like, "Julie has \$300 in orders because she gave her mother a catalog and order forms and her Mom put the book out in the break room at work! Or, "Gretchen has already collected \$250 in orders by using my website. She e-mailed family and friends who aren't in the area and her orders are coming in via the website where the virtual catalog is located." You get the idea.
10. Remember to emphasize that they will also be reaping all the benefits of a regular catalog show. Keep going back to the free stuff - gifts for family and friends, gifts for themselves, a discount for a full year.
11. When you close out the shows, (I usually do it all over one weekend) send the group an e-mail to let them know who won, and then total up the amount of freebies each received together. For example: "Congratulations on participating in this year's Twelve Days of Christmas Catalog Challenge! Rachel won the large stainless steel bowl by finding 4 January and February shows. She'll be able to order the special host bonus at all those shows, and that's an added benefit for her! By the way, as a group of twelve, you collectively earned \$1,800 worth of free Pampered Chef Products, 17 half price orders and massive discounts! All of you will be receiving 10% off for a full year, AND many of you will be enjoying future host bonuses! Way to go!" Then you want to throw in a booking line for future business and a recruiting line as well.
12. When you close out the shows, be sure to prebook next year's contest at the same time. Again, go for the regular booking and then try to lock in for the contest next year. Sometimes you can get them to book for the spring catalog and then count on them again for next December.

When all is organized for your first 12 Days group, start your second! Who wouldn't want to have 24 catalog shows coming in for December sales?!

Good luck!

Written by Fran Lynggaard Hansen, Executive Director

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