

Improving PWS Results

Presented by Julie Kozikowski with Joe Faraci

Websites are passive. It's only by drawing people to them and making it easy and enjoyable for them to interact with the website that it becomes successful.

Place links to your website in the body of your Enewsletters.

Once the show is set up, send an email explaining how to use evites. Here's Julie's wording:

Here's how to use evites to make your show more successful.

Go to my website [your website address]

Click "For our hosts" on the top part of the page

Enter your code "XYXY"

Select Your Guest List box

Enter the first name, last name, e-mail address and phone number if you choose for the people you wish to invite.

After each name click "add this guest"

When done entering all the names click on the white boxes before the names of those you wish to send the invitation to (this may be everyone or you may wish to do them in select groups or one by one depending on how much you want to personalize your message. You personalize the message after you select who will be in the group, so just keep that in mind when selecting the names for each grouping).

After you've checked the white boxes—from the toggle menu right above select the type of postcard you wish to send. The first one is usually "e-invitation". (Later you can go back and send thank you for your order; sorry you can't make it but would you like to place an order; etc.)

After you select the type of postcard it automatically brings you to the next screen where you can add a personal message to everyone in that group that you selected (it can be generic or very specific).

Click send now and you're set.

The best thing is once you've entered those e-mail addresses the system automatically sends a reminder 48 hours before your show and you don't have to do a thing!

Consider using a thank you email instead of MACs. This is the wording she uses. Adjust it to fit you. Make sure you change it appropriately for those who placed outside orders and/or those who live too far away for you to do a show for them.

I wanted to say thanks for attending Susie's Pampered Chef show on Thursday night. I hope you had a nice time and perhaps learned something new. It was a pleasure to spend the evening with you. When

your order arrives, should you have any questions, problems or concerns, please do not hesitate to give me a call or drop me an e-mail. I want you to love your new products as much as I enjoy using them in my kitchen.

If you know of someone that would like to order something or if you would like to add something onto your order, Susie's show will be open through Sunday, March 26th. Feel free to contact Susie or myself with any additions. You can also go to [website address] and enter Susie Host as the host's name for her to get credit.

I would love to be able to work with you in the future. Remember the Pampered Chef offers a bridal registry, fund-raising opportunities, gift certificates, a job possibility, catalog shows and of course, our cooking shows! How about a chocoholic show, a Mexican margarita show, baked potato bar or even a wine tasting show for a fun night out with your friends? You could also have a fund-raiser show for your favorite charity or organization. The options are endless! If you book your show before Sunday, March 16th and hold your show before September 15, 2008, Susie can pick something at 60% off from your show when you hold it. Just let her know that you are interested and we'll pencil you in for a date.

Be sure to visit by website and get the recipes that I prepared at Susie's house under the calendar section. While you are there, you'll want to check out the new outlet center and be sure to bookmark my site as one of your favorites. Then you can easily check back periodically to see new products and specials. The "retired" products on the outlet center change every 4-6 weeks and these products can only be sold through a consultant's website. [website address]. Check it out. I'll keep you updated by my newsletter as well.

And remember you can place orders anytime at [website address] and have the products direct shipped to your home. Perfect to restock seasonings, rubs, bread mix, gifts for birthdays, a house warming, holidays and/or another occasion that pops up. Of course, you are always welcome to call me if it is easier!

Thanks again. And have a great week!

Put labels on the back of the Wedding Registry cards saying:

If you would rather order by phone, call my consultant
[Consultant Contact Information]

Consider setting up all shows on the website as both cooking and catalog shows. This way the host can send out-of-town friends and family evites from the catalog show. They will be more likely to order that way.

When sending Customer Connections emails, select the customers first.

If you're placing an order online for a customer, there is a "Log in as guest" box to check. If you don't do this, the system will (or at the very least, may) change your contact information to that of the customer.

Be sure to email your suggestions/requests to techsupport@pamperedchef. com. They make changes based on what they hear from us. Warning: don't ask to be able to get a hit count (the service is too cumbersome) or to be able to see who has visited your website (that's a violation of privacy).