

Here's how my Walk through the Catalog Show (no-cooking demo) works:

I bring a recipe already prepared and ready to serve. I bring lots of products. As I am setting up, I choose what to put on my table and around the room, depending on the layout and how much space I have. I usually find someplace away from my table for the spices, vanilla, oil, and the cookbooks.

As people arrive I tell them that they'll be eating first. If they ask about it, I tell them that I've discovered if I let them talk and fill their tummies they pay more attention to me. (I say it with a smile, but it's the truth.) I tell them we'll get started about 15 minutes after the stated start time. (So, if they were told the party started at 7 p.m., I'll say, "We'll be getting started at about 7:15, so help yourself to something yummy.")

As everyone is beginning to gather I tell them that there are 3 rules at my shows.

1. You WILL have fun. To help enforce this rule, I pick a cheerleader. I give her a pom pom. I explain that it is her job to cheer whenever I say something brilliant, which will be frequently. And, don't worry. I'll point out the brilliant moments if she doesn't recognize them.

2. This is a No Negativity Zone! I appoint a Negativity Cop. She gets a toy police car with a working siren or, sometimes, an ahoogah horn. I explain that having a product that doesn't work well for you isn't negative. That's a problem we need to solve. However, saying, "That's a piece of junk, and I wouldn't have it in my house!" is negative.

3. I will be doing commercials. Now, I know that at home when a commercial comes on, that's the time you go to the kitchen for a snack or use the bathroom. Not here. My commercials contain the most important information I will give you all evening. You will cheer when I announce my commercial, and you will listen.

I thank my host for inviting me into her home. I ask everyone to introduce themselves, tell how they know the host, and describe her in one word. I then tell them that, since I now know a bit about them I will share my own story. I share a very short version of how I went from playing their role at the show to the one I play now.

Next, I thank the host again and give her my gifts. I have a SB that I pass around with a pen for each person to write a note to the host. I stress that they should, "Keep it nice, and keep it clean." I also usually give the host something small like an I-Slice or Mini-Whipper.

I go through the guest kit with them:

Survey slip. I have them fill out only their name, address, and phone. I tell them that they don't know the answers to the other questions, yet. I threaten to take their pens away if they try to work ahead.

Guest Special

Wish list (Currently this is simply a blank yellow sheet of paper. I explain that they will write down any product they like. They don't have to buy it--ever. We aren't shopping until the end of the party.)

Anything else (Well-Stocked Kitchen, Going! Going! Gone! flier, etc.)

Then we get out the catalog. I explain how to play the "Have it! Love it! Got a Question! Game." I have Hershey Kisses in my apron pockets. When I mention an item, the first person to yell, "Have it! Love it!" and explain to everyone why they love it gets a kiss. I also toss kisses to anyone who asks a question about a product or about the business. At the end of the catalog, the person with the most kisses (or empty wrappers) gets a prize.

Then I simply go through the catalog page by page, drawing attention to one or two products on each page. I group like things together. Cookware, SA, and stoneware are each treated as one group. We play the "Have it! Love it! Got a Question! Game" as we go.

Throughout my copy of the catalog, I have sticky notes reminding me of different things I want to point out.

I also have my commercial cards in my catalog. I affix them to the page with removable double-stick tape. Right now I'm doing two commercials. As they become set in my memory, I'll add a couple more. The commercial card has a question on it. I take the card and hold it up in front of one of the guests, with the question facing her. As I hand her the card, I say, "Susie, did you have a question?"

Once she reads the question I say, "I'm SO GLAD you ASKED!" Then I answer the question. Currently my two questions are, "What benefits do I get from scheduling a night out with my friends?" and "Why do you love your job?"

I do the whole commercial question thing really big and over the top, but get serious when I do the answer. When I finish answering, I announce, "End of commercial! Didn't Susie do a wonderful job? Let's give her a hand."

At the end of the catalog, I have them count up their kisses and finish filling out their survey slips. I hand out order forms as I collect the survey slips. I tell them if they don't want to order, they can just leave the order form with their kits.

I do the door prizes (pretty, wrapped packages in the large square Woven Selections). I thank everyone, tell them where they can find me if they have any questions or would like to place an order. I also encourage them to get seconds of the food.

The "demo" time is usually right about an hour. It really depends on how large the crowd is and how much they want to share.

This suits *my* personality and most of *my* crowds very well. It's not for everyone, and I'm sure there are people who really prefer the classic cooking demo.

For me, the key is that it's interactive, so guests feel involved. Also, if I've never met you, you have no

reason to trust what I say about the products. If your friend tells you it's the best thing they ever bought, you'll believe her.

Since I started doing the walk through the catalog, I've had several people say they really like it. Most people comment that the show is fun. Since I added the rules and the commercials, the response has been overwhelming. Seriously. One woman at my last show told me that she goes to lots of parties, not just PC, and this was the most fun she had ever had at one. While I'd like to believe that I deserve a bit of the credit for that, I think the show style itself is what they're responding to. It's different.

Since you are cooking the recipe, do you still give your hosts the \$20 credit for ingredients?

My hosts get the full host benefits. I provide the ingredients and take them as a tax deduction. This is easier for me, and since I'm doing the same recipe at several shows I save money buying in larger quantities.

At any point, do you tell them how you prepared the recipe?

I tell them where they can find the recipe and that it's posted on my website. If necessary, I'm glad to mail a copy to anyone who wants it. If someone has a question about how it's prepared, I answer that.

What kind of door prizes do you use?

I just use the normal door prizes we can get with a supply order. I just put mine in cellophane bags and tie them with pretty ribbons. People ooh and aah over them. I also include one "Free Shipping" coupon.

You were clear with you commercial questions, but would you mind posting your answers? I mean, I realize the gist of what they'll be, but wondered if you "perked it up" a bit as well? Also, do you talk about other things, like Round up, Fund-raisers, Catalog shows, HWC, etc.? Sometimes, I think there's just so much to cover, I wonder how to "fit it all in"! The commercial approach is certainly clever and entertaining. Also, do you mention recruiting and booking type commercials at least 3 times throughout your show, or how do you fit that in??

I do touch on the bookings and recruiting thing a couple of other times during the party. I just throw in one-liners here and there; nothing specific.

In answer to the booking commercial question I say, "I'm SOOOOOO glad you asked! Of course, you already know that you'll get free and discounted products. That's a given. What you'll also get is the easiest party you'll ever throw. When you invite people over, you have to decide what to feed them. No problem. I'm bringing the food. You also need to figure out how to entertain them. Again, no problem. I'm the entertainment. Seriously, I'll do everything in my power to make this the easiest thing you ever do. End of commercial. Didn't _____ do an excellent job in helping with the commercial?"
[Applause.]

To the recruiting commercial question I say, "I'm SOOOOOO glad you asked! What I really love about my job is that it's helping me to make my dreams come true. [I pull a magic wand out of the Tool

Turnabout.] Everyone has dreams. Whether yours is to travel, to stay home with your children, to pay off your bills, or to get away from your children, [pause for chuckling] The Pampered Chef can help. I'd love a chance to share some more information with you about this wonderful opportunity, so I'll be talking to each of you about that later. End of commercial. Didn't _____ do an excellent job in helping with the commercial?" [Applause.]

Round Up I mention when we get to that page in the catalog.

The other types of shows I touch on by saying at toward the end of the demo, "There are lots of different services I offer--wedding showers, fundraisers, and more."

Catalog shows I mention when I mention the specials by saying, "And, that's [the host special] available whether you have me in your home like _____ has, or simply share the catalogs and collect orders in a catalog party."