

In the know with Jo – Promoting to Director in the next 3 months

There were over 500+ people on the call.

Let your Director know you are taking calls. Set-up weekly calls with Director. You need to be willing to work for it!!!!

Make a list of 20 reasons – why you want to promote to Director.

3 secrets to promoting:

1. ENOUGH shows to have enough leads. Need to have 6 – 8 shows per month. Need to book June, July and August by the end of May. Also, you need to have a goal of recruiting half of your hosts.
2. FOCUS – What am I willing to give up to make this happen (TV, extracurricular activities, etc.)? Share with your family and director.
3. Intentional about generating leads. Make asking and inviting a habit.
 - A. Personal Contacts
 1. Go back and create a new list of 100. List 25 today.
 2. How to keep track of leads – Make a Future Business box:
 - a. Use a shoe box, decorate it.
 - b. Put month tabs in the box with 5 index cards (one for each week of the month) behind each tab. Put all of your door prize slips in the box. As you make contact write a brief description of the conversation on the back of the slip. If contact wants you to follow-up with them at a certain time, put the slip in the appropriate month and behind the correct index card.
 - B. Cooking Shows – Use the 4 step system
 1. Tell your story.
 - a. What was your situation before PC?
 - b. What appealed to you about PC?
 - c. What were your concerns about joining PC?
 - d. How is life better now with PC?
 - e. What are you looking forward to now with PC?
 - f. Know your story, practice it so you own it. Use a why/dream bad to help communicate it.
 2. Infomercial
 - a. Paint a picture and be energetic. Example: If you were to do one show a week, you could earn \$300 - \$400 a month. If you did two shows a week you could earn \$600 - \$1000 a month.
 3. Ticket or Ask me/Pass me game
 - a. Ticket game. Set time for 3-4 minutes and let everyone know that this is their time to ask any questions regarding the earning opportunity. For each question they ask they will earn a ticket, the more questions, the more tickets. When

timer goes off, draw a ticket and give a prize (Season's best).

b. Ask me/Pass me game – Take index cards and write information regarding the earning opportunity on them and have guests read them through out the shows. Example: Did you know that you could earn \$90 for a \$470 cooking show?

4. Full –Service Checkout ~ 4 pile system. When you are working with each guest you will ask them if they would like any of the following as you move your hand over each pile. At the same time you are asking them if they want a, b, c, or d, you are nodding your head yes.

- a. Recipe card
- b. Opportunity brochure
- c. Host packets with your next two dates available
- d. Wedding registry information

C. Referrals