

Ideas for Informing

The Your Life, Your Way Opportunity brochure

After you share your story, give a Your Life, Your Way brochure to each guest and encourage them to read about other people who are part of The Pampered Chef®. Point out the Opportunity Call as well!

You might say: *"You've heard about my experience with The Pampered Chef®, and there are lots of other Consultants with stories of their own. In fact, I recently learned that about half of all North Americans have thought about owning their own business. If that describes you, or someone you know, I hope you'll take a look at this brochure, because it shows a few other people who did just that with The Pampered Chef®. If you're at all curious, I'd be happy to give you more information."*

Plant Seeds throughout the Show

Choose several places throughout your Show to weave in a recruiting message. You want to help people imagine how a Pampered Chef® business could make their lives better. It's easy to do this in your Show opening and closing, as you teach cooking techniques, and when you demonstrate particular products.

Here are some idea-starters:

In your opening: *"I'm guessing that you didn't come to the Show looking for a business opportunity, and neither had I. And I also don't know what's on your mind today. For example,*

- I don't know which of you would love to take a family vacation without having to put it on your credit card.*
- I don't know who might have a kid going off to college and would like them to graduate without student loan debt.*
- I don't know who's wondering how secure their retirement finances will be.*
- I don't know who needs some more fun in their work.*

What I do know is that this business has been the answer to those and so much more. So I invite you to take advantage of the same opportunity that someone offered me. And that's simply the opportunity to sit down and see whether this could be an answer for you."

With a product: *"I love showing people tools, like the Garlic Press, that make cooking easier and more enjoyable. If you think I enjoy what I do, you're right! I love being my own boss. If you've ever thought about having a business of your own, I'd love to talk with you."*

"The Utility Knife comes in our business starter kit. I'm so impressed that the kit includes products from all our major collections - that really helps new Consultants to start their businesses strong, because they have such a good mix of products to demonstrate."

As you demonstrate a cooking technique: *"One of the things I love about being a Pampered Chef® Consultant is that I've learned so much that I use every day at home and when I entertain. It's been great, because I certainly didn't know that much about cooking before!"*

The Drawing Slip

Take time to walk guests through each item on the drawing slip. Ask them to check a box if they simply want to know a little more, even if they're not sure whether they'd like to host, become a Consultant, refer someone to the Wedding Registry, etc.

Here are some approaches to walking guests through the drawing slip:

- *"We can enjoy tonight's recipe again, or I'm also offering (_____). If you're thinking that you would definitely like to host your own Show – or even if you're a 'maybe' – please check this box."*
- *"Checking this box means 'I'm curious about the business opportunity and I'd like to learn more.' You may not be sure, and that's just fine. I remember I wasn't sure either, but I'm very glad I decided to find out more."*
- *"Please check the Wedding Registry box if you know someone who's engaged now or getting engaged soon. Our online registry is very convenient, and the couple can receive up to \$200 in free products! I can give you more details if you're interested."*
- *"If anything else catches your eye – fund-raisers, gift certificates – check those boxes so that I remember to provide the information you need."*

The "Why" Bag

The "why" bag is a group of three to five items that represent what you appreciate about being a Pampered Chef® Consultant. You can keep the items in a bag, box, basket ... or perhaps a Pampered Chef® product! As you take each item out, share with your guests what it represents and why it is important to you. Visuals like this are great attention-getters, and they can also help you remember the key points you want to make.

Here are some idea-starters: *"These are a few things that remind me how having a Pampered Chef® business has made my life better"*.

- **A family photo:** *"My family is better off because of my business. The money really helps, but what means just as much is the flexibility I have to be with my kids when they need it most."*
- **A credit card:** *"One of my first business goals was to pay off a credit card I'd had since college. It felt so wonderful to be free of that debt at last."*
- **A rubber band:** *"Can you guess what this stands for? Flexibility! I love the fact that I can work when I want, instead of on someone else's schedule."*
- **A note or card from your Director:** *"I've never had a job before where I was recognized and supported for my efforts like I have been with The Pampered Chef®. Everyone shares their ideas and provides lots of encouragement to one another."*
- **A luggage tag:** *"This luggage tag is from the very first trip I earned with The Pampered Chef®. (OR - this is keeping me focused on the trip I'm working toward.) The Pampered Chef® is known in our industry for the amazing travel experiences we can earn!"*

The "Ask Me Anything" Game

Take about two to three minutes during the Show for people to ask questions about your business. You can encourage questions by giving a small product to the first person who asks a question. Then the product is passed to the next person who asks and so on until the time is up. At that point, the product belongs to whoever is holding it!

Here's an idea-starter: *"Some of you may have been involved in a direct sales business yourself, or you know someone who was. A lot of people are curious about my Pampered Chef® business, so I'd like to take just a couple minutes when you can ask me whatever you'd like to know. Let's make it fun - I'll set the Clock/Timer for about 2 minutes, and we'll pass this (product) to whoever asks a question. When the timer rings, the (product) belongs to whoever is holding it!"*

You want to answer their questions and keep it fun. Here are some ways you can respond to the most common questions.

How long have you been a Consultant?

"I dreamed of being a Pampered Chef® Consultant since I was 5 years old! (Laugh) Actually, I never imagined I could have my own business until I joined The Pampered Chef® ___ (weeks, months, years) ago."

How much money do you make?

"I don't know about you, but if I get to ask MYSELF for a raise instead of asking a 'boss,' it's a whole lot easier to get a YES! As a Pampered Chef® Consultant, I choose my own income by deciding how many Cooking Shows I want to do. On an average Show, new Consultants earn about \$80 for being out just a few hours. So you might want to ask yourself what you'd do with an extra \$400-\$500 a month."

How much does it cost to get started?

"A lot less than you might imagine. Our starter kit is \$155, and it's worth more than \$500. You can see the products it includes on the back of the catalog. But what you don't see there is everything else that comes along with it, like the amazing training on our Web site that covered everything I needed to know about."

How many Consultants are there in the area?

"I honestly don't know. What I do know is that at lots of Shows, about half the people have never been to a Pampered Chef® Show before. That tells me that we need more Consultants!"

Do you need to know how to cook?

"Obviously not, because I was the queen of frozen pizza before I discovered The Pampered Chef®. The recipes are so fun and easy - you saw that from tonight's Show. My motto is: If you can read ... you can cook!"