

# WHO TO INVITE, WHAT TO SAY, AND THE 6-SHOW SYSTEM TO START

Created by: Robin House, Executive Director

## WHO TO INVITE TO HOST A SHOW USING THE FRANKS LIST:

Complete your F.R.A.N.K.S. list and write down 3 names per FRANK category. Do not prejudge, analyze, or over-think the names. Just write down the first 3 names per category to come to mind.

- ✓ 3 **F**riends.
- ✓ 3 **R**elatives.
- ✓ 3 **A**cquaintances (people who you don't know all that well, such as friends' friends, bank teller, doctor receptionist, dental hygienist, etc.).
- ✓ 3 **N**eighbors (include current neighbors, past neighbors who have moved away from you, and past neighbors from whom you have moved away).
- ✓ 3 **K**ids' contacts (people you know through your children).
- ✓ 3 **S**ocial contacts (people you know through social clubs, civic organizations, church, gym, work, hairdresser, etc.).

Now you have 18 leads to talk to you!! Do this again and then again – creating 3 FRANKS lists and you now have 54 leads to talk to about the business, about a cooking show, and about a catalog show!

## WHAT TO SAY TO SCHEDULE YOUR SHOWS:

“Hi Suzy, this is Robin. I don't know if you have heard, but I've started my own Pampered Chef business, and I'm sooo excited! I'm amazed at just how many free products our hosts receive from hosting a Cooking Show! I would love for you to receive all these free products for your kitchen! May I do a show for you? I have February 19, 23, 24, and 27 still available. Which one looks good for you?”

## 6-SHOW SYSTEM:

The 6-Show System is a fun and easy plan to generate six shows in 30 days or less!

### SHOW 1 AND 2 = GRAND OPENING “OR” SHOW

YOU are the host. Create your guest list AS BIG AS POSSIBLE inviting everyone from every walk of life! Pick 2 dates within the same week. The key is that they are close together and within the same week. Might be Tuesday/Thursday, might be Thursday/Saturday...you choose. Then, on your invitations, announce your GRAND OPENING SHOW and put the two dates using OR....Tuesday, \_\_\_ date OR Thursday, \_\_\_ date.

The two shows are exactly the same ~ same recipe and show. When your friends RSVP, they pick the date that works best for them. They don't come to both. The idea is that with one set of invitations, you will complete two shows. You will count them as Show 1 and Show 2, you get practice two times right away, you will receive the free products for hosting TWO shows, and you will receive the commission for TWO shows ~ all done with one set of invitations and without ever leaving your own home! Hosting this way, you automatically have 2 of your first 4 booked!

### SHOW 3 = CLOSE FRIEND OR FAMILY

Invite a close friend or family member to host. This part is easy, as your good friends and family will be happy to help you. Just be specific on a show date.

### SHOW 4 = ACQUAINTANCE

Invite an acquaintance....maybe your hairdresser, manicurist, parent of child's friends, etc...someone you know but not so well. The reason to do this is because at this show, chances are that most of the attendees will be people you don't know. Then bookings from this show would get you in new circles and with new groups of people.

### SHOW 5 = OUT-OF-TOWN CATALOG SHOW

Ask a friend or family member who is out of town or out of state to host a catalog show. Simply mail them catalogs and they gather orders. All products are shipped directly to the host, so if they are out of town, that's ok because no deliveries by you! Remember, a show counts as a show with a minimum of only \$150 in orders (before shipping and tax).

### SHOW 6 = LOCAL CATALOG SHOW

Invite a local friend or family member who can't host a Cooking Show to pass the catalogs for a catalog show. He/she will earn the 60% off host special with \$150 in guest sales and will earn more discounts and free products with more orders!