

PRETEND HOSTESS

When you have finished your presentation, it's time to show your guests how beneficial it would be to have their own show. Here is what I say for Pretend Hostess:

"At the beginning of the show, I asked you to keep a wish list of the books you liked. By now, there's a good chance your wish list is growing beyond your budget - and you haven't even looked at our full catalog! So, if that is the case, you should strongly consider hosting your own home show... Our program is extremely generous - let me show you how generous it is..."

"For an average show, you earn about \$70 in free books. Since our average book price is about \$7.95, that's about 9 books." (*Pile up 9 books.*) **"However, since I'm a new Usborne consultant, if you have a show with me, I can offer you DOUBLE that amount!"** * (*Pile up 9 more books.*) "OK, this is a huge amount of free books - but that's not all..."

For each booking from your show, you'll get an extra \$20 worth of books at 75% off"
- (*Pile up about 8 more books*)

"AND - at your third booking, you'll get any book in the catalog for free!" (*Pile on the biggest book you have – a large Internet Linked Encyclopedia is great for this!*)

"And in addition to all these books, you'll also earn \$100 in books at Half-price."
(note: I don't usually stack up the half-price books)

"So as you can see, we really do have a fantastic hostess program. People usually can't believe the number of free books they can get for hosting an Usborne show."
(*if the previous hostess is there and she got a lot of free books, ask her how many she got*).

"And when you date your show with me tonight, you'll also be helping out _____, (say current hostess' name) because she'll earn the extra booking credit. So, if you find yourself with a long wish list- do consider hosting your own home show and getting those books for FREE!!"

HINTS & VARIATIONS

Instead of piling the books up on the floor or table, select one of the guests to stand up and then you pile the books into her arms. In this case, you would choose a person you think is likely to have a show (**not** the current hostess!)

New Consultants - You do not need to tell them when the end of your incentive period is. Ideally, you want to schedule your shows only about 3-4 weeks out - doing so prevents cancellations ☺

*If you are not a new consultant, in the part where you mention and show the Double Free books, use the company's current Hostess Special instead.

I have based my pretend hostess on a \$400 show. Pretend Hostess is an EXCELLENT visual to SHOW people our awesome hostess program!