

🐝 How to Host a Guinea Pig Party 🐝

This is the BEST way, second to none, of launching your business! Getting books into people's hands is the most powerful way of sharing them and taking those first orders.

We call them guinea pig parties because if you are doing your first party with your friends and family, it's like you are having a practice run with them – so they are your guinea pigs. They know you, you know them and it's all very informal.

If you host your event in your first two weeks after joining you will likely hit the first QuickStart incentive of 'Sales Starter' and be on the way to 'Sales Builder!'

Here are some reasons why we think launch party book looks are great...

1. You don't need to leave the house
2. You don't need to pay a pitch fee
3. You don't need childcare
4. It gives you a chance to gain confidence among familiar faces in a safe environment- invite your cheerleaders of course!
5. It shows your friends and family what you are up to which can lead to future booking and opportunities
6. It can be a big chunk of hitting your Sales Starter/Starter Builder
7. It gets that first £150 order done and dusted
8. You are the host and Partner which means you earn your 24% AND the 20% in free books!

Lots of new Partners worry about hosting a party....

🤔 What if no one comes?

🤔 What if no one buys anything?

Here are my thoughts....

Invite double the number of guests to allow for last minute drop outs. Expect it and you won't be disappointed and certainly don't take it personally! If they come along then I have the expectation that they are going to buy something.

★ WHAT'S THE BEST THAT COULD HAPPEN? ★

★ If you've held a launch, what are the reasons you're glad you did? What preparation did you do?

★ If you're in the planning stage, what can we support you with?

Take a look at this video from Keely (a leader in another team), she says...

I made this video pre-Covid back in February 2020 about my launch party I ran as a new Partner back in October 2015.

I was going to make a new video but I've realised my memory of the launch event is going to be so much worse now all these years on that I may as well stick with this account of it! I must say when I made it I had no idea that it would be viewed by so many new partners... this is authentic me just having a chat about my event.

However- my launch party book look was a success so do take my tips on board 🙌

In the video I called Partners, Organisers as that what we were until September 2021 but most, if not everything else I talk about it still relevant to you now.

(I do also mention Team Kaleidoscope which is my team community so don't let that confuse you!)

<https://youtu.be/KwcpAcl3hvg?si=d8KdOLJobGQtWqqV>