

The "House Party" marketing method is a FUN way to get new dream clients!

The MOST important part of this strategy is to have fun with it. You can keep it simple and effective, or make it elaborate and effective. That's up to you. Whichever path you choose, have FUN with it!! You choose a really fun industry to work in, your clients want to have fun working with you, and if they see that you are having fun and are a fun person, they will be attracted to you and excited to hire you. SO HAVE FUN!! :-)

Overview of the Method

You'll be throwing a House Party with two other business owners who have complementary businesses, and who have the same ideal client avatar as you do. At the party, each of the hosts will give a 15-minute presentation about your service(s) to your guests, and offer your Free Consultation.

Each host is responsible for getting 10 to 15 people to the party. You wind up with 30-45 attendees, and 20-30 of those attendees are new prospective dream clients for you!

Your party gives your prospective clients a taste of your services, and the services of your two co-hosts. Your guests will feel a sense of community, learn new things, enjoy some delicious food and beverages, make new friends, and sign up for some free consultations.

It's a win-win-win strategy that is fun, easy, and most importantly - works!

The Benefits

- Your House Party Partners do the work of bringing new referrals to you
- It's an effective low-tech marketing strategy!
- It's fun and easy to organize
- You can "rinse and repeat" as often as you wish
- It's low cost

Your Step-by-Step Guide

#1: Choose your partners

Your partners need to be local business owners who have the same ideal client avatar as you do - but are not your competitor. For example, if you sell travel to busy families, then some great partners would be:

- An in-home personal trainer who works with busy families
- A weight-loss coach who works with busy moms
- An in-home or in-office massage therapist who works on busy executives

- A personal chef who prepares and delivers fresh healthy meals to busy families
- A professional holiday decorator who decorates for busy families that love to celebrate the holidays in style
- An in-home caterer/chef who caters/cooks for family events, such as kid birthday parties and baby showers for busy families
- A boutique that offers a personal shopping service for busy moms

These are just a few examples. Look at your ideal client avatar and keep your eye out for local professionals who have the same or similar ideal client avatar as you do.

#2: Ask prospective partners to co-host with you

It's best to ask in person or over-the-phone. Don't send them an email or letter. Explain the win-win-win marketing strategy to them and give them a clear run down of what would be expected of them. You only want to work with FUN partners that are going to be good co-hosts (read: pull their weight!).

#3: Plan out your party

- Location - Your house or the house of one of your partners. If you cater to more business or corporate type clients, then consider an alternate venue. Host a luncheon or after work happy hour in a private party room at a restaurant, or in a conference room, or someone's private office.
- Date & Time - The entire event will be about 2 hours. Schedule it based on your ideal client avatar. If your avatar is retired people or stay-at-home moms/dads, then a weekday mid-morning might be perfect! In the case of stay-at-home moms/dads you'll want to provide free on-site child care during the party (and be sure to advertise that their will be free child care so they can take a little break and have a little fun!). If your ideal client avatar is a busy working family, then a weekend would most likely be best because week nights tend to be busy and kids go to bed early on school nights. You'll need at least 2-3 weeks to properly market your event.
- Schedule - Plan breaks in between each 15-minute talk so that the atmosphere can feel party-like and social. You want to give your presentation first. Since you are the main organizer of the event, that is one of your perks! So the first 20 minutes will be people arriving, mixing and mingling, people getting food and beverages. Then ask everyone to sit down and tell them you are introducing the party hosts and doing a drawing for a prize.
- Name for Your Event - Don't make it too long or complicated. Make it fun and inviting so that guests are excited to come and hang out.
- Food & Beverages - Decide which host is bringing what. Keep the menu simple and light. Finger-food appetizers and some fun beverages work well.

- Invitations - Write a simple 2-3 paragraph description of the party that would appeal to the kinds of guests you want to attract. It should be an invitation that YOU would say yes to!
- Party Favors - Give each guest a little gift bag that includes your bookmark business card, the business cards of your co-hosts, and a little gift of some kind. You and your co-hosts could each put a little gift in the bag. One idea is a quote magnet, which is a beautifully designed refrigerator magnet that features a quote that your ideal clients will resonate with, and it has your contact info on it. A magnet is something useful, inexpensive for you to purchase, and if it's beautiful people will keep it and use it - and they will always have your contact info handy! Consider a magnet that features a gorgeous travel image, a beautiful quote about traveling/taking adventures/seeing the world and then your name, phone, and website URL at the bottom of it. It's a simple inexpensive party favor that helps ensure your guests will remember you and have your contact info handy when they are ready to book their next big trip. You can get them printed at Vista Print among other places. If you would like us to design them for you, contact your Project Manager or the Help Desk.
- Sign-In Sheet - Print off sign-in sheets to have near the door when people enter. Let people know they will be entered into two different drawings to win some fun prizes. Tell them the first drawing will be in about 20-30 minutes (20 minutes from when the event starts), and the second drawing will be at the end of the party. The first drawing is to get everyone to sit down so they are ready to listen to your presentation. The second drawing is to get everyone to stay until the end of the event. Have a simple sheet where everyone writes down their name and email. In your training module we provided you a sample sign-in sheet you can use or edit and use.
- Choose Your Prizes - You and your co-hosts can go in on the prizes together. You'll need two prizes. One can be larger and one smaller, or they can be about the same. Some fun ideas are ... beautiful luggage tags or a luxury travel set of organic skin care products with a handwritten note in it that says: To be used on your next romantic adventure. Call me to help you plan it. :-) 222-333-4444 www.RomanticAdventures.com

#4: Set your goals

Depending on the commitment and success level of your partners, set an attendee goal of somewhere between 25 and 45. Keep in mind that not everyone who RSVP's will actually show up. So the number of RSVP's you have, needs to be higher than your attendee goal.

#5 Send out your invitations

Send out the invite and make sure that your co-hosts do the same. Use on-line invite service such as, Evite.com to track your RSVP's. Also, create a Facebook Event so you can invite Facebook friends who's contact info you may not have. This also helps spread the word of your party more easily.

Inspire the people who RSVP to bring a friend!

Each time someone RSVP's for the party, reach out to them and invite them to bring a friend. You could say something like ...

Parties are even more fun with friends, so please feel free to bring a friend or two! The more the merrier. Just be sure to let me know who you're bringing so that we have enough food, drinks and party favors for everyone.

When people bring friends, it increases the number of NEW people that come to the party and learn about your travel service.

#6 Prepare your 15-minute presentation

Create a 15-minute talk that highlights your services and has a comfortable non-salesy approach. A presentation outline will show more

#7 Confirm your guests

Be sure that all of your guests get a confirmation email three days before your event, and another one the night before. Keep the email short and sweet. Remind them why they are coming (what are they going to get out of attending), and provide your location address and a good phone number to call if they have any trouble. Also remind them they can bring a friend or two!

#8 Host your party

Host your House Party, have a blast, cultivate new connections, and schedule as many free consultations as possible.

The House Party marketing method is not as immediate as some other marketing strategies. It takes some time to organize the party with your House Party partners. However, once you develop your first party, it's easy to replicate.