

Getting Home Shows Booked from Book Fairs and Booths *by Ruth Smith*

Bookfairs and Booths can have great sales, but I often think of them as my major advertising. These are SUPER places to get leads outside your current circle of friends. Here are some ideas to help make the most of these events.

~ **Stand up, smiling and sharing** the special features of your favorite books as people show interest. Talk with each person as they fill out the drawing slip, saying something like - "You know, we also do home shows where you can get lots of free books for hosting the show. Do you know people that like books or have kids?" (Think their answer might be yes?!) Be confident in our hostess program and expect them to book a show. **Have your calendar & pen** in hand to let them choose their date.

~ Make notes (like - interested in summer show, or 8 yr. old daughter, Alice, loved Ballet Kid Kit, or homeschooling 3 kids, or whatever) on the back of drawing slips to help you remember them. It helps make the calls easier to make.

~ Make copies of the **monthly Hostess Specials flyers** & have them out for people to take. As they looked interested in them, tell them it is a great hostess plan where they can get lots of books free & help them book the show so they can take advantage of the Special.

~ Have a **sign** (or 2 or 3!) that says something like - "**\$25 MORE FREE BOOKS for shows booked today! \$250 min. sales**". They can pick \$25 more free books, in addition to their merchandise allowance order, when you close their show. That is a good use for the \$25 Hostess Books that we get for 35% of the cost with each home show order. I love it when they'll schedule their show right then rather than my having to call them from the drawing slips. Give them an incentive to do it NOW.

~ The company also gives us a \$5 Special Date Credit to help get shows booked. Use this. "AND, I can give you \$5 MORE in Free Books when we hold the show within the next 3 weeks!"

~ Have your calendar & pen **IN YOUR HAND** with dates in mind that you would like to have shows. You don't need to "bother" them, just warmly help them learn about how they can get these wonderful books for their families. It is like "sharing your cookies", as Ilene Meckley would say. They may also be interested in being consultants. Have the Recruiting Special, Kit info and Consultant Agreements handy! Consultant Agreements can be printed as part of the recruit packet on CIA - just print that page if it's all you need.

~ **Provide CUSTOMER SERVICE.** Help the people there find more books their families will love, offer suggestions like "These are great to have on hand for gift needs that pop up!", help write up their orders, help them get free books by hosting a show, and help them get started with a fun & rewarding time as an Usborne Consultant.