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J O N E S

Providing You With The Tools You Need to
Succeed in Your Direct Sales/Party Plan Business



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Need Bookings Right Now? Take the 24 Hour Challenge!

Several of our clients have taken this challenge with amazing results! It's actually quite simple. I encourage you to use the language shared below and give yourself the 24 hour challenge!

This is a letter from Kathy Gress, one of our clients, explaining how it works:

"On Friday, I got a voicemail from a friend of mine who works for a different party plan company. She had been to visit a networking group that I belong to. The message went something like this, "Hi _____ this is _____ from (her company). I was calling to see if you would be interested in being one of my preferred hosts. I have a challenge to book 24 shows in 24 hours.

I'm booking dates between now and _____th. For booking your show with me in this 24 hours you'll be entered to win a \$100 shopping spree with (her company). We have a new book for you and your friends to shop from. Our host bonuses in the next months are awesome! Please give me a call back at _____ to be one of these preferred hosts. My challenge ends at _____ on _____ night. Thank you!"

So, I called her back. I've been toying with having a party for months now. Would I have called her to book? Nope. It was one of those someday, maybe, if I get around to scheduling it things. What inspired me to call her? First and foremost to help her out, I wanted to be a part of HER WIN! I wanted to be on that winning team- it was exciting to think that I could help her forward that goal. Yeah, being entered in the \$100 was nice but I don't normally win things so I didn't think that would happen.

So, I called her and booked my show. Then I asked her some questions. Who gave you the challenge? She told me SHE GAVE

HERSELF THE CHALLENGE. How neat! She told me why... and she inspired me. I was absolutely enrolled in her goals.

I encourage you to set a goal for yourself like this. It's an outrageous, HUGE goal. That was also what had me call. If she had said, "I was challenged to book two shows in 24 hours." I would have thought, "let someone else do it." Imagine if you did this for your business? Wouldn't it be cool to spend 24 hours doing this goal and then having your calendar booked?"

- **Kathy Gress, The Pampered Chef**