



The Power Hour

Welcome Letter

Congratulations on your decision to conquer the biggest challenge in business today:

TIME MANAGEMENT!

In this package, you will learn how to build your business in just one hour a day! This all-inclusive system includes everything you will need to maximize your time and move your business forward:

1. **CD audio program** – The first step in the system. Listen as Belinda outlines how to allocate one hour of each day and divide it into four 15-minute segments. You will learn how to discipline yourself during each time increment to work only on the topic at hand, no matter what. This system will literally change the way you do business!
2. **Power Hour folders/labels** – Simply affix the appropriate labels to the color-coded folders, which can be used with your existing home filing system. Or, if you prefer, the materials fit perfectly into the plastic packet, to be used as a “traveling business” to take to work, while running errands, or whenever you have a moment to make calls or need to access your records. Extra labels have been included for your convenience.
3. **Pre-printed worksheets** – These functional worksheets provide an ongoing list of people to call; and all of your contact information will be in one place, readily accessible when needed. Simply glance at the worksheet each day to determine whom you will call during your Power Hour session. Transfer the names and numbers to the pre-printed daily list on the right-hand-side of your folder. Please make several copies, so you will not run out.
4. **Pre-printed daily lists of “Things to do”** – As you glance at the worksheet on the left-hand side of each folder, you will be prompted to pull the appropriate name to add to the daily list of people to call (or task to accomplish). As you complete your calls/tasks, you will be adding new names/tasks to your list of things to do. Please make several copies of these daily lists, so you will not run out.
5. **Customer Information sheet** – A great way to gather information from your guests at your shows, and to generate interest in your business. For helpful tips on how to use, please see instruction sheet. Use the enclosed original to produce additional sheets to use at your shows.
6. **Customer care card** – This tried-and-true system still works effectively, and gives a hands-on approach to follow-up with your customers. Please use the enclosed original to produce additional cards for future use.

Incorporate this “Power Hour” system into your business, and you will begin to see dramatic results immediately!

How To Use Customer Care Cards

A customer care card is another alternative to follow up with your customers. This system works especially well for consultants who sell consumable products, i.e., food, skin care, and health care products. Although this simple system has been used for years, it is still very effective. We recommend asking every customer how often they would like you to touch base with them; and we've designed the card with space to jot down that specific reorder time.

The most efficient way to use this system is with an index card box, complete with monthly dividers (January through December). Rotate your cards through the months, depending on how often you need to contact your customer. For example, during the 15-minute segment designated for your Power Hour, take the cards filed behind April, and begin contacting the customer on each card, until you work your way through the entire month. Then rotate that customer card forward 30 days, 60 days, 90 days, or whatever is applicable for your product line.

CUSTOMER CARE CARD		Date of first purchase: _____
Name: _____	Host: _____	Reorder: <input type="checkbox"/> Every Two Weeks <input type="checkbox"/> Once a Month <input type="checkbox"/> Every 2 Months
Address: _____		
City: _____	State: _____ Zip: _____	
Email: _____		
Phone: Day/Night: _____ Best time to contact: _____		
My favorite product(s) is (are): _____		
Purchases: _____		

CUSTOMER CARE CARD		Date of first purchase: _____
Name: _____	Host: _____	Reorder: <input type="checkbox"/> Every Two Weeks <input type="checkbox"/> Once a Month <input type="checkbox"/> Every 2 Months
Address: _____		
City: _____	State: _____ Zip: _____	
Email: _____		
Phone: Day/Night: _____ Best time to contact: _____		
My favorite product(s) is (are): _____		
Purchases: _____		



The Power Hour

Hostess Coaching

Hostess Information

Name _____
 Address _____
 Phone _____
 Email _____

Date of Show

	Date To Be Completed	Complete
Hostess packet sent or given at show		
"Thank you for booking" letter sent		
Guest list received		
Phone call: "Received your guest list. Be sure to call your guests."		
Invitations sent		
"Your invites are in the mail," or "By now your invites should be in the mail" letter sent		
Booster call: "Have you heard from guests?"		
Call for directions		
"It was a pleasure" letter or thank you note sent		
Follow-up call 10-14 days after show		

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Things to Do

Date:		
Comments	Left Message	Completed
1.		
2.		
3.		
4.		
5.		

Date:		
Comments	Left Message	Completed
1.		
2.		
3.		
4.		
5.		

Date:		
Comments	Left Message	Completed
1.		
2.		
3.		
4.		
5.		

The Power Hour

How To Use The Customer Information Sheet

The customer information sheet may be the most important and valuable part of the show for both you and your host. If used properly, it can expand your business through increased bookings, recruiting and sales; and it's the best way to end your show and tie up all the loose ends.

At the beginning of the show, pass out the customer information sheets to the guests. "Please fill out the information at the top, and we'll go through the questions together later in the show. As I'm doing the presentation and you find something you absolutely love, please jot it down on Question #1. If you have several favorites, list them on the back."

As you go through the questions with the guests, use the following dialogue:

Question #1: "My favorite item is . . ." Ask your guests to "Imagine that you have an unlimited budget, what item(s) do you like best? Feel free to list more than one." The response is important because it creates follow-up booking and future reorder opportunities long after the show has taken place.

Question #2: "I would like to host a show and get my favorite items free or at a discount." Use dialogue such as: "By saying 'yes' to this question, I can almost guarantee that whatever you listed as your favorite item on Question #1, you will be able to receive absolutely free or at a discount, and it will help your host receive additional credit." After each show, go through your slips, make appropriate notes (e.g., "buying a new home," "getting married in June," etc.) and place into your Booking Leads folder.

Question #3: "I would like to be kept up to date on the latest products and/or upcoming events." If you would like to receive a new catalog or be notified about ongoing specials and promotions, please check yes to this question." By answering yes, guests are giving you permission to contact them at a future time to introduce new products or to invite them to host/customer appreciation events.

Question #4: "I am interested in more information on what it takes to be a representative with your company." This is where you want to tell a little bit about yourself and "your why." Follow with: "If you would just like some more information, I would be happy to send you home with a packet to look over in the privacy of your own home."

"I could use an extra: \$500, \$1000 or \$2000 per month." Ask your guests: "Did you know that just by doing one show a week, you could eliminate almost any bill in your budget, next to your mortgage?"

Question #5: "I know of someone who would be interested in hearing about this opportunity." Ask for referrals – it's a good idea to come up with some type of referral gift.

The Staff at Step into Success

CUSTOMER INFORMATION

Date: _____ Host: _____
Name: _____
Address: _____
Phone: _____
Email: _____

1. My favorite item(s) is _____
2. I would like to host a show and get my favorite items free or at a discount.
Yes _____ No _____ Maybe _____
3. I would like to be kept up to date on the latest products and/or upcoming events.
Yes _____ No _____ Maybe _____
4. I am interested in more information on what it takes to be a representative with your company.
Yes _____ No _____ Maybe _____
5. I know of someone who would be interested in hearing about this opportunity.

Name _____ Phone _____
(I give referral gifts!)

CUSTOMER INFORMATION

Date: _____ Host: _____
Name: _____
Address: _____
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1. My favorite item(s) is _____
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