

## Hosting a Catalog Party

### What is a Catalog Party?

A Catalog Party is when you have a Hostess share the Pure Romance catalog with friends, family and co-workers to collect orders. The Hostess will receive the same benefits (10% of total party sales) as if she were hosting the party in her home.

### Why Have Catalog Parties?

A Catalog Party can be used to substitute an in-home party anytime you have an interested Hostess who is in a situation that will not allow her to host a party in her home at this time. Possible reasons for hosting a Book Party instead of an in-home party are:

- Her house is too small to have everyone there that she would like to invite.
- She is in the process of remodeling her home.
- She has four young children and she is unable to find a babysitter.
- She travels often and is unable to commit to a party date.
- She has parties regularly and would just like to earn Hostess Credits for her next big order with you!

Catalog Parties are also great for party cancellations and date rescheduling. The next time your Hostess calls to cancel or reschedule her party (and does not have a reschedule date in mind), ask if she would be interested in hosting a Catalog Party instead!

There are endless reasons that that Catalog Parties may be more convenient. Work closely with your potential Hostess to decide what best fits her needs!

### How to Conduct a Catalog Party

#### Set a Date

Decide with your Hostess on a date for all orders to be submitted back to you. This will count as the party closing date. Mark this date on all catalogs and Order Forms for the Catalog Party.

#### Prepare a “Catalog Party” Packet

Send your Hostess a “Catalog Party” packet (*we suggest using a 10 x13 envelope*) — encourage the Hostess to share the catalog with anyone over the age of 18, including men!

Include the following in each packet:

1. (1) Catalog Party Hostess Information
2. (1) Catalog Party ‘Guest’ List Form
3. (Min of 10) Unsealed Catalog Envelopes for the Hostess to give to her ‘guests’ — each catalog envelope should include:
  - Pure Romance Catalog
  - Pure Romance Order Form
  - Your Business Card

*\*Don’t forget to put your stamp on all literature so that the customers can contact you directly with any questions.*

#### Follow-Up

Make sure to follow up with your Hostess throughout the Catalog Party time period to answer any questions that she may have or to offer more catalog packets if necessary.

#### Ship Orders

Always ship orders in discreet packaging directly to the customer, never to the Hostess.

#### Thank Her

Be sure to send your Hostess a thank you card and if her sales qualify, let her know she will be entered into the Quarterly Hostess Incentive Contest for her chance to win a \$500 American Express Gift Card!