

Promoting Pure Romance Beyond the Party

Earning big money with Pure Romance depends largely on finding customers and recruits and teaching your team to do the same. Many new Consultants depend on their family and friends for market share or new team members, but what if you don't have many or have already approached your family and friends and don't want to approach them again? You will need to mimic other businesses in promoting your name to your community. By tying your name to Pure Romance, whenever someone wants a product or to book a party, they will come to you first!

Promoting Your Pure Romance Business

Turn Your Vehicle into a Rolling Advertisement

You can do this with this window decals or car magnets. There are many sources for window decals or car magnets. Check out the new order page through Vista Print available in the Business Tools-links section online.

Always Wear Pure Romance Gear

Pure Romance Gear (available at www.pureromance.com/gear) offers a wide array of products that will help promote your business. From casual T-shirts to embroidered button down shirts and jackets to travel mugs and bags, Pure Romance Gear offers a huge variety of items to help show the world that you are a Pure Romance Consultant.

Be Johnny Appleseed with Your Business Cards!

Set a goal to give out 500 business cards per month, and then do it! Be sure to give each person that you come in contact with a business card. Actually, why not step it up and give many 3 business cards: one for her, and two for her friends?

- When you leave your business card with someone who provided excellent service (i.e., bank associate, waitress, etc.), write on the back, "Your service was excellent! If you are ever looking for a job, please give me a call!"
- Include a business card with your bills when you pay them – someone opens those envelopes!

- Carry a few push pins with you and affix 6+ business cards to bulletin boards that you see.
- Leave a business card in the pocket of a coat you tried on at the store but didn't buy.
- Leave cards near ATM machines and pay phones.
- Put business cards in the frame of the mirror in public bathrooms and changing rooms.
- Even leave a card under the can of peas at a grocery store!

Everywhere you go, leave cards. Just like Johnny planted seeds, some of yours will "grow" and produce customers and recruits and others will not. That's why you have to place a minimum of 500 cards each month. Need bigger results? Double or triple your goal.

Join Networking Organizations

Participate in organizations to get your name associated with Pure Romance. Consider your local PTA, Chamber of Commerce, Lions Club, Rotary, ABWA (American Business Women's Association (www.abwa.org)) and the DSWA (Direct Selling Women's Alliance, www.dswa.org). When attending meetings, be sure to hand out business cards and participate in any advertising opportunities, such as buying an ad in their newspaper or newsletter. Also, wear your Pure Romance name badge when attending meetings. When corresponding with members via mail or email, include Pure Romance in the signature every time. The goal is to get everyone to think of you when they see Pure Romance's name.

When placing an ad you will need to get approval from the Pure Romance Corporate Office.

Relentless Self-Promotion

Find as many ways as possible to get your name and Pure Romance seen over and over again. You can work with the Pure Romance PR Department to send press releases to all newspapers within 100 miles of you when you achieve a promotion or earn special recognition. Just be sure to receive permission from the Corporate Office before embarking on a press opportunity.