

Home Party Solution

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This is version 1.1 - June, 2008.

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1 Overview of the Home Party Solution

It's no surprise to me when I hear party plan consultants complaining about how "hard" it is to get bookings, recruits and sales. Frankly, most of us get into direct sales or multilevel marketing thinking all we have to do is a couple of parties a month and we'll be all set. Most of us join a company because we like the product and figure we'd rather save money and maybe even make a little money by selling to our friends and family to keep us active.

Then something happens.

Somewhere after we've signed the application, paid our fee, and gotten our starter kit, we figure out that we actually have to SELL something. And we panic. Most of us don't have MBA's or PhD's in Marketing. Most of us have no clue how to effectively promote our businesses.

Most of us are idiots when it comes to running a business. In fact, I almost called this Home Parties for Idiots, but I figured by the time we're done here, you won't be an idiot anymore. When it comes to creating an online presence that separates YOU from your company, you'll be a pro.

How many times have you heard someone in your organization tell you "You are the CEO of your own company"? I think most of us have heard that one before. The other one I love hearing is "You're in business FOR yourself, but never BY yourself." So why is it that when you're in dire need of a party, and you've called everyone you know, hit every mall within a 100 mile radius and you STILL can't get a booking, your up line just tells you to "see more people?"

I think that's pretty much "by myself". Wouldn't you agree? Now I'm not talking about a handout here, but somewhere along the lines, our leadership should be telling us that there's a **marketing** component to this whole **network marketing** business.

So what if you're new to an area and don't know ANYONE? I mean your entire network of people is nowhere near where you currently reside. Or you're an orphan. Or your whole family has disowned you. In short you have no one you can count on in your "sphere of influence/warm market". Let's face facts. Even if we do have a warm market, they can quickly turn cold after the first "salesy" approach our leaders have been teaching us to use for the past 20 years.

That was me. When I started in Direct Sales, I had zero people willing to "help me out." My own mom had no desire to hold a candle party for me. In fact years after I left that candle company, she held a party for a different consultant. OH! I could have slapped her silly! Not a single person in my family has ever agreed to host a party for me. EVER. In all fairness, my Mother-in-law did host a show for me in 2008, but she's family by marriage.

But in many ways, I'm okay with that. Frankly, it's better not to mix family and business in my opinion. Yes, I have a few family members that are occasional customers, and I have some good friends that eventually hosted parties for me, but I never counted on them to make me successful. You can't count on family and friends to keep you in business, and it's a huge mistake on the part of the home party industry to have you "practice" on your family and friends. Frankly, they can be some of the most skeptical, cynical and objectionable people to work with. In the

name of “looking out for you” they’ll shoot down your dreams, tell you you’ll never be successful, and constantly belittle or berate your new business venture.

“Pyramid scheme.”

“Door-to-door salesman”

“Used Car Salesman”

“Is it legal?”

“What kind of scam have you gotten into?”

“It’ll never work.”

“You should just get a real job.”

I’ve heard all of these and then some. Mostly from family and friends. And I’m here to tell you that they are the hardest customers to convince. I hear these words and I am reminded of Jesus, and the ridicule he suffered in his own hometown. I’m not equating myself to Jesus, here. I’m just trying to illustrate the point that as a home party consultant, your toughest critics will be your family and friends.

And where do our leaders tell us to start? Our family and friends!

Why?

“Because they’ll be willing to help you get started.”

“Because they know you and probably know other people that can help you get started.”

And here’s my favorite:

“Because if they will help you, you’ll have a good idea of how successful you’ll be.”

This is all a bunch of hogwash! I think there are instances where you’ll find a few family and friends that are interested in your products or services, but I also think more often than not, you’ll only find a handful in your current “warm market” that are interested. In this century, you can’t rely on the fading loyalty of customers – be they friends or family. In a slumping economy, you certainly can’t count on much – particularly if price is a concern.

Look at it this way: If you were opening up a coffee shop (or any “brick and mortar” store), would you expect your family and friends to fully support your business? The correct answer is “only if they like coffee and live in the area.” The same is true for your home party business. If you sell candles, and your Great Aunt Sylvia is allergic, don’t expect her to host a party or even buy anything from you. If she does, consider it “frosting”, but don’t pin the hopes and dreams of your career (and your family) on people that aren’t interested in what you have to offer.

Instead, you need to do what other businesses do: scope out your competition, find out who your target market is, where they hang out, what motivates them, and how to attract them like crazy to what you have to offer. That, in a nutshell, is what marketing is all about. Once you find them, and attract them, you can start to sell to them, book them, and recruit them.

That’s the premise behind Home Party Solution. Looking at simple, quick to implement methods to harness the power of the internet to create a marketing presence for **you** (not your company) and attract clients to **you** (not your company) to create a long term business model you can take with you regardless of the present company you’re in. When you create a massive following of

people that are hungry for **you** (not your company – do you see a trend here?), that's when you'll find success.

“The only definition of success people can agree on is the one in the dictionary – and there's some debate about that, too!”

– Lisa Young

There are dozens of coaches and “methods” out there to help you build your business. Many of them use very familiar techniques and have delivered substantial results over the past couple of decades. In fact, I am a student of many of the nationally recognized direct sales trainers: Belinda Ellsworth, Jenny Bywater & Christie Northrup just to name a few. The cold approach methods are effective, albeit a little inefficient, and it pays to know the techniques they are teaching.

But I am also a student of modern marketing theory. I've studied the writing of Dan Kennedy, David Ogilvy, Claude C. Hopkins, Jeffrey Gitomer, and many, many more. My philosophy is if there's a book that can teach me how to shorten my learning curve and build my business, I'm all about reading it. And I hope that Home Party Solution serves that purpose for you.

I've taken months of research and years of trial and error in direct sales and condensed it into this intensive, hands-on training guide designed to give you fast results – in about 15 to 30 minutes each work day. Home Party Solution is meant to be a manual for using the internet to build your booking, sales and recruiting leads faster and more efficiently than traditional methods that your leaders may be teaching.

Let's go back to my coffee shop example. In order for the shop to be successful, you have to have customers that love the product (coffee) and it has to be in a location that will draw a crowd.

There's no bigger crowd of people who love your product than the Internet. You couldn't do a home party big enough to cover the globe. But with your own marketing presence, and your own website, you can reach more people than you ever imagined. Many people using these techniques have grown businesses so big that they are generating hundreds of leads per month – and have to sell (or give) them to their downline in order to keep up with demand.

Wouldn't you like to be one of them?

It's not impossible. Based on my client research, online shopping is at an all time high, and more and more home party companies are making it possible for guests to purchase online – even without a party. But the party plan company doesn't care about you as an individual consultant. They don't care about your marketing and branding concerns because they are worried about their own. They see you as a sales channel. Yes, they need to support you and provide you with tools to help you be successful – but they're going to the minimum possible to help you succeed.

There are costs involved with traditional marketing efforts that would sink most any home party company if they had to shell out those costs on every single consultant. So they provide you with a bare bones, copy-cat consultant website – the same site that every other consultant has. It doesn't set you apart from anyone else in your company. Why should it? That's not the goal of the company. Their goal is to have as many people as possible selling their products so that they can make money.

But you can break away from this monotony. Remember how I said the marketing component has several steps? Step one is to scope out your competition. Your competition is not just sales reps in other companies. It's your upline, your downline, your side line and any other consultant in your area that's in your company. That sounds kind of cut throat, but it's true when you think about it. A customer can go to ANY other consultant in your company and buy from them. Why should they buy from, book with, or recruit under you?

What sets you apart as a consultant in your company? It's sure not your website, catalog or other company sponsored marketing materials. Everyone else in the company has those, too!

You are starting to understand the importance of personal branding. When your online marketing presence is in place, you'll be drawing clients to you from all over the world 24 hours a day, 7 days a week – even on vacation or at national conference! Everyone else will still be cold calling, mall hopping and rewriting their FRANK lists.

Cuneiform, ink pen, typewriter, or word processor?

Don't get me wrong, those methods DO work. Otherwise, your leaders wouldn't be using them and recommending them. But when it comes to the information age, there are faster, more efficient methods of doing business.

In ancient Sumeria, the method of writing was cuneiform – scribes would press a wedge-shaped stylus into wet clay tablets to write a message. It allowed the writer to “cement” his words in writing.

Actually it was very clever. Most often, cuneiform was used when documenting inventory. If a scribe wrote down 100 stalks of wheat, it was imprinted and indelible. It couldn't be changed between the time the inventory list was created and the time the shipment was received by the merchant that purchased the wheat. It was the perfect, high tech security transcription method.

Of course, if there was an error, they had to correct it before the clay dried – the only correction fluid they had was water to moisten the clay.



But the Egyptians managed to evolve writing. Using papyrus and ink, they created a much more efficient writing method. Now the only thing that needed to dry was ink. And papyrus was all over the place, so creating parchment wasn't as time-consuming either.

You could carry a lot more papyri with you than you could clay tablets. Heavy clay tablets would weigh you down every where you went. But Papyrus could be rolled up, folded or compressed to make it easier to transport.

Are you starting to get the picture?

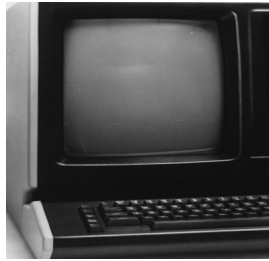
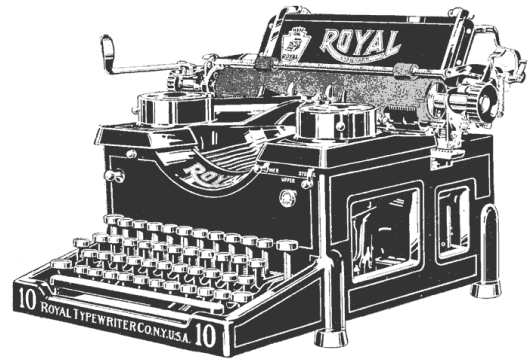
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Let's take our example a little further. This is a typewriter. It was common in the late 1800's and made composing messages, letters and other communications insanely more efficient.

That is until the word processor came along.
Then the PC.

And let's not talk about all the advances that the computer has seen in the past 20 years.



Would any of these methods still work today? Of course they would. In fact, there are people still using many of these methods as we speak across the world. And while they may be less efficient than our familiar computer word processor, they are still effective at doing what they were designed to do: communicate a message to the reader.

So my question to you is this: Would you be willing to invest time and effort into learning a new method of doing business that would increase your productivity, as well as free up your time to focus on making money more efficiently? Would you like to trade some of your archaic methods of lead generation for more advanced technology?

You wouldn't have to give up what you're already doing. In fact, I encourage you to continue doing what you're already doing so you can compare the effectiveness of Home Party Solution with your other lead generation options. You may find, however that these new methods of marketing yourself and your business are so efficient, that you'll have more leads than you can handle by yourself – leaving you little time for the old-school ways of booking, selling and recruiting.

If you're not ready, willing and able, please put this book down now, and ask for a refund. This book is not designed to be a desk reference. It is a hands-on, step-by-step guide to building your online presence and marketing yourself effectively as a business person and in your field of expertise.

If you're not convinced that this will work for you, that's fine. All I ask is that you commit to doing the exercises in order through to the end. If you don't see results (more leads for bookings recruits and/or sales) by the time you've completed this course, PLEASE ask for a refund. I don't want your money if it doesn't work for you. And I WANT to know what's working or not working for you so I can improve future editions of the book.

Lifetime Updates

As an added value of the book, I offer free lifetime updates of the e-book version of Home Party Solution. So long as you remain an active member of the Home Party Solution community, you'll have free access to any updates I write for life. It's a commitment I make to my members to ensure you're receiving up-to-date information and it's the least I can do in terms of providing

value to my subscribers. If you've purchased the print book, please make sure you're also signed up for my weekly ezine so that you can get the updates.

Investment vs. Expense

I've done my best to offer as many no-cost or low-cost options as possible for the exercises in this book. Most of the exercises require effort on your part, and a couple might require a minimal cash outlay (\$5-20 USD), but on the whole this material is self-contained. I'm frugal by nature, and figure I should be able to teach anyone how to be successful at this without having to shell out a lot of money to make this happen. Over time, you'll want to consider investing in other options – especially if your customer list grows into the tens of thousands, but this program is designed to get you off the ground fast with little to no additional investment.

I hope you consider Home Party Solution as an investment in your business, rather than a business expense. In reality, the price you paid for this program should return to you many times over – which is what a true investment should do. Expenses, on the other hand, drain your cash flow and ultimately cost your business if they are not properly managed. Frankly, you should look at all of your income outlay in terms of whether the outlay is an investment or an expense. Is the outlay bringing a return on your investment, or is it a cost of doing business?

What to Expect

Home Party Solution will walk you through 30 exercises over the course of the next 30-45 days. If you're ambitious, you can complete this course in as little as 20 days, but it's designed to be an addition to your current lead generation methods. If you're already using a program like Belinda Ellsworth's Power Hour, or you have a calling time for contacting your warm market, don't stop those efforts. Home Party Solution is meant to supplement your existing programs. If however, you are totally new, or have no method of lead generation outside your current parties (or you don't even have any parties scheduled), by all means, be a little ambitious and get yourself rolling along faster. When you find success with this program, I strongly encourage you to train your recruits in these techniques – or better yet, give them Home Party Solution as part of their New Start training. That's a gift that keeps on giving – to you and to them! Shoot me an email anytime you have questions regarding the book – and let me know how things are working for you. I love to hear from my readers and subscribers!

Chapters 2-4 look at the basics of creating your online presence and the importance of establishing yourself as an expert. Chapter 2 walks you through creating an identity online, including my secret weapon for free website hosting and domain name registration. This one tip can save you hundreds of dollars in annual hosting fees alone! Not only do I show you where to go to register your domain name at no cost, you also get your first year of professionally designed template based website hosting free!

Chapter 3 teaches you how to become an expert in not only your company's products, but in the single most important product your company has to offer – YOU. By the end of the chapter, you're going to have extensive knowledge in how to master your product list and write about it in a meaningful way – even if you're a lousy writer or hate writing. My simple formula will work for anyone!

Chapter 4 introduces you to the basics of the funded proposal. If you're not familiar with funded proposals – don't worry, you will be when we're done. In fact, I'm going to peel back the curtain

on one of the most popular methods being used in internet marketing today. At the end of Chapter 4, you will have created your first funded proposal targeted to your customer market – and never be chained to another lead generation program ever – including Home Party Solution!

Chapters 5-7 will walk you through the mechanics of building a web presence, driving traffic and building your lead list. You've heard it before – **the money's in the list**. Well, in truth, the money's in the **RESPONSIVE** list, and I'm going to show you the techniques internet marketers have been using for years to build a profitable customer list online. I'm also going to show you how to customize these techniques to your target market and boost your online presence while making yourself an expert and trusted resource at the same time.

Chapter 5 takes you step-by-step through the website creation and customization process. Don't panic. It's actually very easy if you've used followed the recommendations in Chapter 2. It's practically done for you – you just add text and images as needed. You'll see actual screen shots and detailed information on how to build your pages quickly and in a useful way. I even run down specific copywriting techniques that have helped power up my own web pages and build my customer lists – if it works for me, it'll work for you, too. Plus, you'll get a free basic site review from my staff of talented web designers, so you know your copy will work BEFORE you go live!

Chapter 6 introduces specific traffic building techniques like article writing, blog posting, and social networking sites. I even reveal a special, member's only tool that can help boost traffic to your new site quickly and effectively. *Hint:* this tool is almost as old as the Internet itself, but so few people take advantage of it!

Chapter 7 gets you looking at your list, and teaches you how to kiss that old friend, "FRANK SO", goodbye – or only use him in cases of extreme emergency. You'll learn what PU & BS is all about and how to tell if you have any on your list – and why it's important to have them both. By the time you've finished chapter 7, you should have a growing list of leads to work with. You'll also be more than half way through the exercises at this point. You'll have a bit of independence from the coursework at this point as well. Remember, my goal is to liberate you from being chained to any program, including this one. You're going to stand on your own at the end of this course and by the end of this chapter, you'll be well on your way!

Chapters 8-10 are the meat of the book. This is the "deep strategy" and you absolutely have to complete the previous exercises before you get caught up in these chapters or you will drive yourself insane – particularly if you don't have a good grip on Internet technology or marketing strategies. Chapter 8 deals with business concepts like Lifetime Customer Value, building a responsive list, and using auto responders to build rapport with your customers. You'll see actual screen shots and more step-by-step instructions to help you automate your online lead generation and contact management, putting it into full effectiveness.

Chapter 9 talks about online advertising – the right way and the wrong way. You should NOT be advertising your product or your business opportunity – many companies even prohibit it altogether. What should you be advertising? How much should you be spending on advertising? How effective is your advertising? What are low and no-cost advertising alternatives? Chapter 9 answers all these questions and more. By the end of this chapter, you'll have a handle on the best, most effective ways for you to market and advertise what you have to offer – and it's different for everyone. You'll develop a customized plan that works for you.

Chapter 10 reveals the two biggest “secrets” to making your work to this point more successful. But the thing is, they really aren’t secrets at all. These two concepts will make your business the most successful it can possibly be – yet not everyone will do them because they require a bit of effort on your part. Yet this little bit of effort – perhaps 30-40 minutes per day (MAX) will double or even TRIPLE your income in a year’s time. Chapter 10 is more about developing long term strategies, which is why it’s last. The bulk of Home Party Solution is to help you quickly establish a branded presence, to boot your business in record time. In order to experience lasting success, you need to have a long-term strategy as well. Chapter 10 will set your wheels in motion for the long term.

Chapters 11 and 12 wrap it all up with a nice, big bow. Chapter 11 sums up the highlights of the course with some closing remarks about success and perpetuating the success you’ve seen so far. By the time you reach this chapter, you’ll have a tight handle on all the concepts in this book and you’ll be amazed at how far you’ve come in such a short time. You should be seeing new leads in your inbox on an almost daily basis. Chapter 12 is my coveted list that will make all your work much more efficient: time and money saving, user-friendly websites, resources and more to get you on track quickly with as little time and money expense as possible. Consider it a million-dollar rolodex of sorts, that provides contact information for all the recommendations I’ve made inside the book. You’ll be a marketing whiz kid by the end of this chapter, and you might have a few additional resources of your own to add to this list by then!

So if you’re not excited right now, please put the book down, check your pulse and either run around the block or return this book ASAP and get a refund. Seriously. This book is for people of action, not arm chair businesspeople. If you want more bookings more recruits and more sales more efficiently, using the power of the internet, then this is for you. If not, take a pass and offer this info to someone who would be interested.

Ready to get started? What are you waiting for?