

List of 100

POTENTIAL HOSTESSES, CUSTOMERS, & RECRUITS

You already know many people! The first thing you should do is organize those names into a working customer list. Get out your address book; your alumni, church and school directories; lists from clubs and social groups; holiday card lists; etc. Start now by making a list of everyone you can tell about our products, services and career opportunity. Write phone numbers beside the names. Aim for 100 names. Break it down into groups of five. Get and stay in the habit of continually adding names to this list!

	HOSTESS	RECRUIT	BOTH
Neighbors			
1. _____			
2. _____			
3. _____			
4. _____			
5. _____			
Relatives			
6. _____			
7. _____			
8. _____			
9. _____			
10. _____			
New Parents			
11. _____			
12. _____			
13. _____			
14. _____			
15. _____			
Working Mothers			
16. _____			
17. _____			
18. _____			
19. _____			
20. _____			
People from My Holiday Card List			
21. _____			
22. _____			
23. _____			
24. _____			
25. _____			
Day Care Centers			
26. _____			
27. _____			
28. _____			
29. _____			
30. _____			

	HOSTESS	RECRUIT	BOTH
Preschools			
31. _____			
32. _____			
33. _____			
34. _____			
35. _____			
Families with Children			
36. _____			
37. _____			
38. _____			
39. _____			
40. _____			
Grandparents			
41. _____			
42. _____			
43. _____			
44. _____			
45. _____			
Friends from School/College/University			
46. _____			
47. _____			
48. _____			
49. _____			
50. _____			
People from Religious Organizations			
51. _____			
52. _____			
53. _____			
54. _____			
55. _____			
Child-Related Organizations			
56. _____			
57. _____			
58. _____			
59. _____			
60. _____			

	HOSTESS	RECRUIT	BOTH
Colleagues from Work			
61. _____			
62. _____			
63. _____			
64. _____			
65. _____			
New Acquaintances			
66. _____			
67. _____			
68. _____			
69. _____			
70. _____			
Craft Festivals, County/State Fairs			
71. _____			
72. _____			
73. _____			
74. _____			
75. _____			
Doctors/Dentists/Professionals			
76. _____			
77. _____			
78. _____			
79. _____			
80. _____			
Contacts from Newspapers			
81. _____			
82. _____			
83. _____			
84. _____			
85. _____			
Teachers			
86. _____			
87. _____			
88. _____			
89. _____			
90. _____			
Home Childcare Providers			
91. _____			
92. _____			
93. _____			
94. _____			
95. _____			
Others (Be Creative)			
96. _____			
97. _____			
98. _____			
99. _____			
100. _____			

Spread the Word

1. When calling someone you know, but haven't been in regular contact with:

- Introduce yourself and ask if this is a good time for her.
- Do a little small talk first. You may discover a current need for DISCOVERY TOYS® products – an upcoming trip, a birthday, a new baby, etc.

The script we offered earlier still applies here: *“Hi, _____, this is _____. I’m so excited...I’ve just started my own home-based business! I know you like to provide good educational products for your kids. And I’ve found some I really think your whole family will enjoy. Is it okay if I tell you a bit about them? Have you heard of Discovery Toys?”*

NOTE: *It’s a good idea to create a standard 10-second Business Announcement. That way, you are never taken by surprise when you have the chance to talk about Discovery Toys.*

2. If she’s not familiar with Discovery Toys:

“The kids really love these products and, best of all, they’re learning as they play. I know that you’re concerned about spending quality time with your kids, and I’d love for you to see these products. I simply fell in love with them! Does it sound interesting?”

“We give people a chance to actually see and touch the toys (books, games, software), hear about what they do for a child’s development, and share different ideas about how to use them. That way, they can choose things that will be just right for the kids they love. I bring some products to your house for you and your friends to check out. We talk and play and have a lot of fun...it’s so convenient and friendly! We have a good time, plus, you get free products for your own children! Doesn’t this sound fun?”

3. If she’s heard of Discovery Toys or has been to a party:

“Aren’t they great? Do you own any? Which are your kids’ favorites? I’ve been so pleased with them and know so many parents who want them for their children that I’ve decided to become an Educational Consultant with Discovery Toys.”

“When did you see the toys (books, games, software)? Weren’t they great! Did you know that we introduced even more new products this Spring/Fall? We also have (describe any current customer or Hostess promotions) so there’s always something new to see at Discovery Toys.”