



paparazzi™
INDEPENDENT CONSULTANT

Keys To A Successful Launch

- SET A SIDE 2 DAYS FOR YOUR LAUNCH PARTY - YOU ARE LIKELY TO HAVE BETTER OVERALL ATTENDANCE.
- MAIL OUT INVITATIONS 2 WEEKS PRIOR TO YOUR LAUNCH DATE.
- CHECK IN WITH YOUR GUESTS 2-3 DAYS BEFORE YOUR PARTY TO REMIND THEM TO STOP ON OVER.
- MAKE SURE YOU PRACTICE PHYSICALLY SETTING UP YOUR JEWELRY AHEAD OF TIME.
- GET YOUR FACTS STRAIGHT. THINK ABOUT QUESTIONS YOU MAY BE ASKED.. LIKE "WHAT IS PAPARAZZI MADE OF?" AND BE PREPARED TO ANSWER THEM.
- KEEP IT SIMPLE. GUESTS WILL APPRECIATE HAVING SOMETHING TO SNACK ON, BUT REMEMBER TO STICK TO ONLY A COUPLE OF FINGER FOODS AND A LIGHT REFRESHMENT.
- FOCUS ON BOOKINGS. REMEMBER SALES WILL GET YOU BUSINESS TODAY. PARTIES WILL GET YOU BUSINESS TOMORROW, AND GROWING A TEAM WILL GET YOU BUSINESS FOR THE LONG TERM.
- HAVE FUN AND STAY POSITIVE. NOTHING IS MORE INFECTIOUS THAN A BIG SMILE!