

# **Show Demo Outline**

The First person to find the item show.

(Thank the Hostess- Give gift.)

(Share personal Commercial, or short intro)

**(PC)**

I became a PL Consultant in the year 2000, because I saw the awesome opportunity to not only improve my lifestyle, but myself as well.

Before PL I had several jobs that ranged from Waitress to Kindergarten Teacher's assistant. Now, I get to be a stay at home Mom and still have an outlet for that much needed Adult conversation!!

What I love most about what I do now, is the flexibility PL allows me. I set my own hours, and can be there with my kids when they need me. Also, I am in control over whether or not I get time off, and a much deserved raise!

The reason that I am telling you this is because part of my job is to make sure that everyone here is offered our products at little to no cost, but it would be selfish of me to not share the great opportunities and benefits that PL can help provide to anyone here.

So sit back and relax, and watch what I do tonight. You will see that it is actually fun, FREE, and easy. And PL is ALWAYS hiring!

**(SI)**

Hello and welcome. My name is (your name) and I have been a PL Consultant since January of 2000. I started my business as a way to receive candles at a discount and to meet some of the people in my area, and to earn some money doing something easy and free.

Who here has been to a PL show before? Great! Thanks for coming! And for those of you who have not been to a show before, thank-you for allowing me to introduce you to PL's wonderful products! So as I go through my demo tonight, watch what I do. And if it seems like something that you would be interested in, talk to me after the show and I will be more than happy to answer your questions and give you as much information as you need! No pressure!!

So, let's begin by telling you that this whole show is a GAME! The first person to find an item beginning with the letter I call out gets 2 tickets, and the second person will receive 1 ticket. The person who has the *most* tickets will get the prize BUT... the person who has the *least* will get something too!

THE 1<sup>ST</sup> LETTER: **F**

**F** is for **FUN!!** The number one rule at ALL of my shows!! EVERYONE HAS FUN!!

THE 2<sup>ND</sup> LETTER: **B**

**B** is for **BOOKING GIFTS!** (DEMO Booking Gift and explain Hostess Program)

25% hostess credit / Free products / Hostess only specials / ½ off any one item for every \$200.00 in sales / The beautiful booking gifts.

I have flyers in the large white binder if you would like a closer look at them.

[Hand out Hostess Rewards Brochure.] Inside you will find all the information you will need about being a host or hostess. And if you do need more information, just ask me at the end of the show! That's why I'm here!

THE 3<sup>RD</sup> LETTER: **T**

**T** is for **TIME!** Specifically, the amount of TIME I put into PL each week. Well, each show takes me about 2 – 2 ½ hours from start to finish , plus there is a few hours a week that is spent on getting things ready for shows, and that pretty much is it. **T** can also mean the TIME I spend with my family, instead of a boss!

THE 4<sup>TH</sup> LETTER: **N**

**N** is for **NO INVESTMENT TO START!** [Hand out Discover PL Brochures.] Inside you will see some of the things I have mentioned already tonight, like time for your family, and being able to be there for them, and a picture of the kit you can get for free. If you open it up, you will also see a graph that shows the average income for all of the Leader levels and also the HIGHEST income level earned for that year as well. YES, someone actually EARNs that income as a “candle lady”! On the back you will see the 3 easy steps it takes to start, and a invitation to join me and a few other “ candle ladies” to get more information with no obligation or pressure to join.

THE 5<sup>TH</sup> LETTER: **G**

**G** is for **GIFTS!** PL has so many great products that make wonderful gifts! From weddings to birthdays and holidays too! Or just maybe a gift for yourself! Can anyone think of any upcoming reason that they would like to give a gift? Well, I have one! Because you are at this show tonight PL is giving Guests a gift! (Explain that month's guest in attendance offer)

### THE 6<sup>TH</sup> LETTER: **M**

**M** is for **MONEY!!** PL actually *PAYS ME* to stand up here and do this!! Amazing huh?! I want to share with you some statistics I was given recently.

**80%** of employed people **HATE** their jobs! **DO YOU?** I love my job! I party and get to meet new people and make great friends, and like I said, I actually get paid to do it!

**99%** of those job haters think that they should be paid more money. **DO YOU** get the pay raises you need or deserve? I do! When I choose leadership with PL I can earn up to 32% of sales and get a bonus as well! I love that!

The typical persons day consists of getting up at 7 am, rushing to get out the door and to their jobs, which those 80% say they hate, then come home **LATE** just to clean up, cook dinner and fall asleep in front of the TV, then go to bed **WAY TOO TIRED**, just to get up at 7 am and repeat the whole mess again!

I am so **GLAD** that I am not doing this anymore! **ARE YOU DOING THIS EVERYDAY?** **WHY?** If there was a way to get a great income with out all that hassle would you be interested?

### THE LAST LETTER: **W**

**W** Is for **WAX!** [Hand out Candle Guides.]This little brochure tells you everything you ever wanted to know about wax! And has a great place for you to write out a wish list, and mark off scents that you liked in the sampler too! The wax used in PL candles is 100% food grade paraffin wax. So it is not going to be an issue if your dog or your kid eats a bit of it! It also is low heat, so it will not burn you, or anyone else! It is scented through out the entire candle. Not just the outside layer, or as some candles have proven to me, the plastic wrapper it comes in! The wicks are lead free, and will not leave black marks on your walls or the holders when you burn them properly. The votive candles will completely liquefy, and you will get to use every ounce of wax you paid for. PL candles burn all the way down to their metal clips! The wax being liquid makes the wick “float”, so you should always use a snuffer to put out your candles. This way you don’t un-center your wicks or spray wax everywhere when you blow them out! Does anyone here know why I want you to hug your candles? To hug a candle is easy. After burning your pillar or 3-wick for 1 hour for every inch in diameter, you want to **GENTLY** roll down any sides that may be sticking up to have a fresh flat surface for next time, and to be sure it doesn’t tunnel like some other candle brands do!

So now we are almost done, and I wanted to ask what your favorite type of candle is? Pillar, Taper, Ball, 3-wick, or Tealight? Do you have a favorite collection yet? Mine is the Garden Lites! If you were the hostess tonight, what booking gift would you want? What booking gift do you think the hostess wants? [Ask hostess for her choice.]This means that our hostess will need (X amount) bookings to help her get that for free! Write your favorite things down on your wish list, either on your Candle Guide, or the Door prize slips in your folders, or both so you can have a

copy, and I can have one, to let you know when those things go on special.

Let's get to the door prize slips, and then give away some prizes!

The front of the Door Prize Slip has places to write in your information, and asks you a few questions. We will go through the questions together and then draw one out, and I'll give a prize to that person!

So first fill out the top for name and address, and if you would like to be a preferred customer please list your e-mail there too.

(DPS # 1) I can notify you when your favorite things go on special and when new products from your favorite collection come out. You can also sign up for a PL E-newsletter if you would like.

(DPS#2) if you see something in the catalog or in my demo tonight that you really like, write it down here. This is like your most wanted item. If this ever goes on special you can be sure I'll call you as soon as I know so that you can get a great discount on it!

(DPS#3) this is where we help the hostess get her booking gift that she told us about earlier. She needed (X amount) bookings to get it, and by you having a show, that makes sure she is closer to getting it for FREE! List the month or even a specific date you have in mind, and talk to me after the show so we can be sure that date is saved for you.

(DPS #4) because referrals are how I advertise my business, I show thanks to those who recommend others by giving small gifts. I really appreciate any names and phone numbers you list on the bottom. Be sure to call those people soon, and let them know I will be calling them in about 2 days.

(DPS #5) if you would simply like more information write yes here, and I'll be sure to get you answers to all of your questions after the show tonight.

Now let's fold these, and draw our winner! Congratulations!

Now let's see who has the MOST tickets! WOW! You did great at our game tonight!

Now let's see who has the LEAST tickets! I'm so glad you were here tonight!

Just before we place our orders I want to point out that The American Cancer Society is PL's charity of choice. We have raised over \$5 million in the past 7 years. And now we have a new program called Change the World, which allows you to help as well. By simply rounding up to the nearest dollar amount on your order tonight you can be part of finding a cure for a disease that affects millions of people a year. As of (X date) (X dollars) has been raised, just by rounding up the totals on orders. If you need help, just ask me and I will show you how to write it out. So, now we get to shop! I'll be coming around to help if you need it. Thank -you!