

**THE 5 TIMES YOU
REALLY NEED TO
SPEAK
TO YOUR PARTY
BOOKING (AND
WHAT TO TALK TO
THEM ABOUT)**



Easily increase revenue from the work you're already doing using this tried & tested 5 step formula that will increase income & turn your customers into raving fans!

**IT'S THE SECRET
FORMULA ALL THE
SUCCESSFUL PARTY
CO'S ARE USING!**

Everyday can be your birthday in 5 easy steps

HAVE YOUR CAKE & EAT IT TOO!

It's painful, watching party entertainers go through all the hard work of getting a booking only to see them leave huge sums of money on the table for the sake of five simple communication points.

Worst of all, most entertainers don't even realise that there are simple things that they can do make their offering a huge success.

Tapping into additional income for your business from work you're already doing is a super smart way to operate.

While the extra profit is very welcomed by you, your customers also absolutely love it because it truly looks after their needs too.

And if you are looking after your customers then they:

- 1. Pay you more**
- 2. Rave about you**
- 3. Book you more often**

But the best part about adding £££'s to your bottom line is there's practically no extra hassle to your workload.

Now, a warning before we start - it's easy to stumble over these points and think that you are doing them or worse still think you don't need to do them but the deliberate inclusion of these in your business are huge.

There's just 5 steps (I told you it'd be simple didn't I)

The 5 steps are tried & trusted. They are time proven and have been used in "the real world". Let's walk you through each step that revolves around reaching out & reminding your clients how you can help at crucial event points of their party booking.

For more details visit www.wholesalepartybags.com

For enquiries please call (01952) 30 30 40 or email trade@specialadditions.co.uk

Step 1 - Confirmation of booking.

As a safeguard for you, and a double check for your client, confirm the booking within 3 hours of it being made. Include the obvious such as date, time, venue & name of birthday child to ensure understanding.

This is where you share the link to your own invitations that they can now download & send out to guests (for tips on how to maximise on this opportunity keep an eye on your inbox for our newsletter)

Importantly, confirm how payment will be staged along with the dates and payment methods for any outstanding balance expected.

This is also your first big chance to demonstrate your party knowledge by sharing short simple tips on how you can make their party planning even easier with links to your party extras. It works because busy parents just love convenience so make sure that all your links work and that they save your client some valuable time.

Including a short testimonial at this point also reinforces your customer's smart decision to book you and sows the seed of how good the entertainment will be.

Finally, consider including a few helpful tips for making everything run smoothly on the day too. Think of this as a drip feed of expertise you've gained to having the perfect party.

Step 2 - The 21 Day Countdown Contact

This is your big chance to shine weeks before you even don your outfit for the party!

Some customers will be pulling their hair out at this time, others, will pretty much have the whole thing sorted, others won't have even thought about it yet.

You're looking to just ease their mind here reassuring and reminding them that everything you've promised is taken care of and in hand.

If a balance is due for payment then take this chance to outline the terms.

Include points that will take the hassle away from the party and save them time. This means other helpful information such as links to your party extras & party bags as they will be starting to get R.S.V.P's back now & have an idea of numbers. This is a prime time to reach out & remind them how to make their life easier with your perfectly themed party bags. Don't forget to include all the advantages of buying yours such as hassle free, time saving etc.

Step 3 - 2 Weeks To Go!

Crunch time as the last of the R.S.V.P's trickle in final details will be forming for the big day. Stress levels will be rising so it's your time to shine & show that they are in professional hands.

Share ideas you've collated over the years such as decoration ideas on Pinterest, food suggestions on Instagram or Facebook.

Now is the time they'll be buying supplies if they haven't already so show them why your party extras are a win-win. Include a testimonial again from a previous party & highlight the advantages of having your pre-filled themed party bags that will take all the hassle away for them.

Include a few extra countdown hacks that will again make everything run smoothly on the day along with a final reassurance that you're there to help should they need

Step 4 - One Week To Go

With the big event just one week away you can take this chance to ensure everything is in order and assist with any niggling worries your customers may have.

Include a checklist of often overlooked things such as birthday cake candles & matches, charging batteries for cameras -

IMPORTANTLY though, let them know it's still not too late to order last minute supplies to save them time.

At this stage of party planning, R.S.V.P's are the bane of party planners worldwide and I doubt your client will be any different with one, two, perhaps even more that they are still waiting to hear from.

MAJOR PROFIT-MAKING TIP: Anything you can do to alleviate the pain of the R.S.V.P.'s at this stage will be useful and helpful for your clients and equally profitable for you.

Here's an example that you can make use of to position yourself as a vital link in the party:

Here at Special Additions we offer a money back guarantee on any unused party bags. This means that your clients can spend without worries of over-ordering which makes things super easy and much less stressful.

Chances are they won't need to take you up on it and may even need a few extra on the day but these are all reasons they may have held back from taking you up on these as yet!

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Step 5 - The After Party Follow Up

This is possibly the most vital step in the process for shining a bit brighter than your competitors. It also provides you with "the gold" on what's working well in your business, what needs improvement and also written testimonials galore that, once harnessed, drives a queue of customers to your door.

So, the party is now over.

You've excelled yourself in the eyes of your customer & their guests.

You want to capture that feeling quickly so strike while the irons hot and ask their thoughts for future social media & marketing content.

There is a formula to getting this right though. If you want more than 'It was brilliant', or a flat, 'He/She loved every minute', then it requires more than simply asking how they felt things went.

Get great at being specific about what aspects you want feedback on. This is key to gaining golden nuggets that not only make for great reviews but help as research with why you are so good in the eyes of your customers and what makes your parties extra special.

Once you're asking for the specifics then you can also ask for general feedback on anything that can be done better too - your customer's mind will be focussed after thinking around specifics and the quality of response to a general question then also improves.

Congratulations!

You now know the 5 times you really need to talk to your party booking and what to talk about with them.

It's simple stuff but there's hours & hours of marketing expertise behind the method & messages here that I've surmised into just a few short, sharp pointers based on how the most successful party providers we work with are leveraging party extras to tap into £££'s of additional revenue for work they are already doing...

So what do you do next with this information?

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It'll typically take a few hours to craft emails around these five trigger points but once they are written they'll last you years and produce you ££££££'s in extra revenue.

The time invested now is worth every penny.

The feedback we get is fantastic but sometimes people don't take action because they

- haven't got the time
- struggle to write emails
- when they do write an email it sounds like it's come straight off the local bank manager's desk

And all you really wanted was just a few emails that will generate you £££££'s

Relax, we're here to help!

You can get your hands on a set of five expertly crafted email templates that you simply take a few minutes to add your details to and away you go!

Usually we get very hands-on and retail 5 crafted emails for a one-off £197, which is cheap as chips considering the rewards entertainers then reap, but we're going to release a set of high-performing templates that you can very easily just add your details to and those emails will start working hard to reward you very quickly.

Simply click the link now, we will call you, fill in a couple of details to the templates and away you go towards more profits.

As a bonus I'll also send you a 'More Party Profits Party bag' as an additional extra gift & you can see, feel & experience for yourself some of the most enjoyed party bag items in the UK currently.

Get your bag themes and contents right and the profits follow again.

That link again:

WWW.MOREPARTYPROFITS.CO.UK

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