



Papa Rock Stars Podcast

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Drawing Slips - How to use them and why

So you are doing parties and events to meet more people. AWESOME!! Now what?! Let's talk about what drawing slips can do for you and your Paparazzi business!

Listen Now or Download:

Listen now or download this week's episode to listen later here:

<http://PapaRockStars.com/drawing-slips>

Call Image:



Training:

When you are at parties and events, chances are, you will be too busy to ask everyone if they are interested in having a party or joining your team. OR, sometimes, a guest might be a little nervous to tell you, but doesn't mind writing in down for you to see later.

Drawing slips are a MUST have!! But how do you best use them so that you get the most out of them?

First - when your party guests are ready to check out, before you grab their shopping basket and start to bag and count their items, hand them a drawing slip and a pen and simply say "could you fill this out for me please?" This does a few things:

- 1- gets you the guests information including address, phone number
- 2- lets you easily see if they want to host a party or join your team
- 3- collects their information for future sales and contact (builds your customer base)

Now, sometimes guests will fill out the top part and leave the questions at the bottom empty. You can simply look at this and then ask them the questions and mark the card yourself.

Then you can use the drawing slips for an actual drawing for a free item or just use them for information purposes.

As an added layer of Customer Service, you can send a thank you card to the guests who attended the party and helped support their friend. Since you have their address, you might as well use it!!



At events, it's helpful to have the Drawing Box that is available in your back office for \$7.99.

Set this on the outside of your booth, near the aisle where it will attract the attention of the people passing by. I like to attach a sign saying "Enter to Win a \$20 gift card" or something like that people want to enter their information and fill out the drawing slip. Having pens and a pile or pad of drawing slips is really helpful too.

At events, it is easy to get busy with helping guests pick out jewelry, checking people out and talking to customers, so that you don't have time to visit with everyone. Drawing slips are a great way to get the information for more people than you can talk to.

After the party or event is when you can make use your [Big MAC calls](#) to grow and explode your business!

A few things that I like to have on my drawing slips are:

- Name
- Address
- phone number
- email
- Would you like to earn free jewelry by hosting a party?
- Would you like more information about joining my team?
- Sometimes having an "Are you over the age of 18?" question is a good idea too so you will know if a kid filled out the drawing slip.

One of the things that I think is GENIUS on a few of these drawing slips is the "I could be BRIBED" option. Some people need a little encouragement to book a party or they like to buy jewelry when there is a special sale or incentive. That's ok! It's good to know that these people aren't a solid "no", they just need a little extra boost. These are the people that you want to be sure to talk to on months where you offer double hostess rewards or when Paparazzi does a customer appreciation sale and offers your customers a bonus offer (like a free piece of jewelry with purchases of \$35 or more or free shipping on orders of \$30 or more).

Challenge:

Get your system for drawing slips planned, set up and ready to go for your next party or event! Easy right?! Now do it!!

Resources:

Here are a few drawing slips you can use. Just print, copy, cut and bam! You are set!

[Paparazzi Accessories event drawing slips 1](#)

[Paparazzi Accessories event drawing slips 2](#)

[Paparazzi Accessories event drawing slips 3](#)