



Papa Rock Stars Podcast

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[Episode 075] Are You Going To Have a Fabulous Fall?

Are you doing what you need to do to have a fabulous fall? Or are your actions leaving you feeling left in the dust? Let's chat about all this and more in today's training!

Listen Now:

<https://PapaRockStars.com/fabulousfall>

Training:

What would it take for you to say you had a FABULOUS fall? To match what you did last year? To hit a new rank or a new Life of the Party level? Maybe it would be doubling your sales from last month or finding 10 new customers? Let's talk about some of the things YOU can do to maximize your efforts and results this fall.

How fresh are you?

I don't mean in the "how many days has it been since you've taken a shower" kind of way. Or in the "you've got an attitude" kind of way. To find out how fresh you are, think of the last time you posted in your sales group or went live. When was the last time your customers heard from you? Was it today? Yesterday? Last week? An hour ago? The fresher the better!! People are on social media at all different times of the day and night and with how fast the feeds refresh, a post you made yesterday will be barely even visible by someone who is just now checking their phone.

You have GOT to be consistent with this. I post to my group at LEAST 3 times a day but usually closer to 5 times a day. I jump on to reply to comments and check in more often than that too. Is every post I make in my group of jewelry for sale? Not at all. I post questions, quotes, games, thoughts, pictures, fashion tips, new jewelry, albums, and so much more! We have a LOT of fun in my group but if I wasn't posting as much, would my customers remember that I have jewelry to shop from? Would they think of me as their go-to source for all things blingy (and not so blingy for that matter)?

Nope. Posting on your social is a MUST to let people know you are open for business EVERY DAY! Keep that idea fresh in their mind that you have amazing jewelry, that you have the newest and best selection available JUST for them. You have to or you will be just as dried out and crusty as the leaves that are changing colors out in my yard! And trust me ladies – crusty is NOT a good thing.

Sharing Time

Do you remember back in kindergarten when it was Show and Tell day? I would think for DAYS about what treasure that I wanted to bring in to share with my friends and show them all the awesomeness in the treasure I chose to share with them. It was the most epic day in my little 6 year old week.

What are you doing to share the awesomeness of your jewelry or business? Now I'm not talking about an "in your face", spammy kind of sharing. More of a subtle, "this is how Paparazzi has helped me in my life" kind of way. So think about what problems or irritations your Paparazzi business has helped you with. Do you feel more confident when you wear your accessories? Do you love that you have so many options to accessorize that didn't break the bank? Maybe you love that you can look great and your bank account still has a decent balance.

One of the posts I recently made was of \$7.25. A five dollar bill, 2 ones and a quarter. Why? Because it was my son's field trip money. He'd just brought home a note that day and the money was due the following day. Before Paparazzi money was SO tight that this kind of note would have given me some serious anxiety. How would I come up with \$7.25 in just 1 day. What could I sell? But since I have Paparazzi, I not only have cash on hand from local people buying jewelry, I also didn't even blink when that note came home.

Do you think that message spoke to someone? I'm sure it did! It spoke right to my heart too. Showing me how much better my life is because of Paparazzi and I was able to share that with my friends and fans. Was it spammy? Nope. Pushy? Nope. I was just sharing my experience. And yet if someone is in that same boat in their life right now, I'd bet money that they are considering Paparazzi as a solution to their financial woes.

Are you a-LIVE or more like the un-dead?

Pardon my fall-humor. I couldn't resist. Seriously though, are you going live with your jewelry at LEAST once a week? If you want your fall to heat up instead of cool down then you NEED to be going LIVE more often and for longer. I honestly don't know what the magic number of lives per week is or the optimal length of a live is. What I do know is all the ladies who got to the highest levels of the Life of the Party award are going live several times a week and usually for several hours.

A few tips to make sure your Live shows are successful:

1- Make sure you have good lighting. Bad lighting is unflattering to you AND the jewelry. Slurge a little and get a decent lighting setup.

2- BE YOURSELF! I know it can be difficult to relax, chat and let your awesomeness shine through when you are Live, but girl – you are AMAZING. You are so special and

YOU are what keeps your customers coming back again and again to shop for more and more jewelry. If you are nervous, jot down a few things you can chat about. Some questions you can ask or a silly joke or 2. Let that amazing personality shine through and your customers will love it!

3- Organize your space – Make sure that what your customers can see behind you is clean and organized. It can be really distracting to have a sink of dirty dishes or a pile of laundry or a pile of papers waiting for tax season. Hang a sheet if you need to so you can hide the mess but just make sure what they see is tidy.

ALSO along these same lines, get the jewelry ready before you are live and have your numbers organized. If you are a hot mess on camera, they can sense that you are flustered and the live sale won't be as much fun. So be organized and then try to relax.

4- Just DO it. If you haven't gone live yet – just do it. Better Done than Perfect. You could spend months and months perfecting your display, organizing, lighting system, etc but the whole time you are putting it off, you are losing out on sales. Just do it and perfect your system as you go.

Is Your Inventory Spooky?

Do you keep your jewelry and inventory fresh and updated or are the pieces you have some that you've had for a while? Have a good selection of new and older pieces. There is nothing wrong with a piece that didn't sell a month or 2 or even 6 months ago. It just hasn't had anyone fall in love with it yet. Your customers love seeing what you have and most have NO idea how long you've had a piece of jewelry. Mix it in with the newer pieces you have and watch it FLY off the shelf and also keep those cobwebs from forming.

AND along these same lines, be sure to have a good selection. If you are going into the fall selling season with only 2 black necklaces, your sales have no chance of being fabulous?? Your customers like options. They like choices!! As you can, reinvest in your business and build up your inventory so that your customers have an awesome selection of styles and colors.

With just a little work your fall will be Epic!! Work your biz, share your jewelry and opportunity with others and get ready to reap the harvest.

Show Challenge:

Order 25 new pieces of jewelry TODAY!! Then get to work posting, sharing and selling your new and not so new jewelry!