

# Open Houses 2023

Celebrate & Thank Your Customers at the End of the Year

## WHAT IS AN OPEN HOUSE?

An Open House event provides the opportunity to thank and reward customers. It is your chance to show the products you have in stock, provide a fun Make & Take, showcase the latest CM products and strengthen your community by making current and new customers feel special.

## WHEN & WHERE

- Choose a date! You can host a one-time event or run more than one — it is up to you!
- Choose a location.
  - Many Advisors host an Open House right from their home or apartment. However, pick the location that is most convenient for you and your customers.
  - You could try an in-person event with a Zoom option. Give times for virtual guests to tune in. If you go virtual, encourage shopping with a Wish List and attach a virtual link to shop with you.
  - Try a mobile Open House! Set up at various homes in your city and operate from the trunk of your car.
  - Weather permitting, you could host on an outdoor porch or patio to make it more attractive.
- Create an invitation and share it broadly and also 1:1.
  - Share the invitation on your social channels and/or print and send the invitation. It's always fun to open invitations personally addressed.
  - Share the invitation 1:1 directly via phone, email or text. Take this time to connect with your customers personally, letting them know that you care.
  - Encourage your customers to invite a friend. Enter everyone who invited someone new into a prize drawing! (This is your choice, but we recommend it!)
  - Create an event on social media and encourage friends to share with others.
- Include an RSVP.
  - When guests RSVP, let them know that you received their RSVP and that you are preparing a special gift bag for them, including a ticket into an attendance drawing at the event.
  - Remind them that if they invite a friend, they will be entered into a prize drawing (if you add that to your event).

## ATTENDANCE & WELCOME GIFTS

- We recommend that you use the 2023 Open House Paper Pack (#662233) and 2023 Open House Embellishments (#661951) as your Attendance Gift and Make & Take.
- Ensure that you create your own samples for the Make & Take first to be prepared. Your guests will want to copy what you created!
- Add a Beginner Class to your Open House! Have guests use the Open House Embellishments pack to create tags and ornaments. Have a Tape Runner and Foam Squares Variety Pack available for them to use to keep it simple. We've included a few examples below that you can copy to get your creative juices flowing.
- Check out the [Q4 Beginner Project Recipe™](#) and [tutorial video](#) for ideas on how to incorporate the Advisor Exclusive Open House Paper Pack into your event!



- To add a Make & Take that gives your customers more to play with (and more products for you to show off), we recommend using the Open House Embellishments to complement the Page Fold Recipe (see instructional PDF). You will need one sheet of Open House paper, one piece of cardstock and then allow customers to use the Nutcracker Border Punch and their Open House Embellishments to create a finished page that is ready to add photos. You will also need a Tape Runner and optional Foam Squares Variety Pack as well. In this scenario, your customers leave with a few tags and ornaments created, as well as a finished page. That's a lot of value right there! Once customers see a little taste of the Christmas products and try the border punch, they'll want it all.
- For ordering incentives, you can create offers such as spend \$150 and earn the Calm & Collected Paper Pack (6/pk) and Stickers (1/pk). You can set the incentive that makes the most sense for you and your customers.

## BONUS IDEAS FOR YOU TO CONSIDER

*(Check the ideas you like best.)*

- Encourage pre-orders for Open House pick up.
- Give a Wish List to each person who attends and include it in their Open House gift bag.
- Set up displays of products you have on hand for sale.
- Sometimes seeing products bundled or offered with matching cardstock can really help your sales!
- Add an item like a Tape Runner Refill to a bundle as a gift with purchase.
- Give a ticket into a drawing for every item purchased to encourage sales.
- Create a visual gift guide to shop for baby, wedding, vacations and more. Think of your customers and who they know. Many are shopping for gift giving and you can spark ideas for new moms, new brides and friends or family who are wanting to try album making after a recent trip or important event.

### On the day of your event:

- Decorate your mailbox or entry leading to your front door.
- Have welcome signs or balloons to let everyone know they are in the right spot.
- Have your Make & Take projects kitted and ready to go.
- Do a Facebook Live sharing your excitement and that you cannot wait to see everyone later in the day or night. This reminds guests about your event.
- Thank everyone for attending and have a 2024 schedule of events ready to take registrations.

## VIRTUAL BONUS IDEAS FOR YOU TO CONSIDER

*(Check the ideas you like best.)*

- Encourage pre-orders for Open House door pick up or delivery with their Open House gift bag. For every \$25 (set an amount that works for you) in pre-orders, hand out a virtual ticket into your door prize drawing.
- For any out-of-town guests: Add a gift, like a free paper pack, for an order of \$X amount. Make sure you set the spend amount high enough to cover the cost of shipping your free item.
- Hold up items for the audience to see that are last chance, on sale, new or most popular. If you have one bundle of product that is a special, go through each item.
- Promote Wish Lists and online orders during your event and include a Wish List in their Open House gift bag or share virtually. You can find the Wish List printout in your Advisor HQ.
- Mail gift bags from your personal stock with each order!
- Use the What's New Flyer to help customers create their Wish Lists and place online orders. If someone is new to online ordering, walk them through the process of creating a customer account.
- Offer to work 1:1 with someone who isn't sure what to order and would appreciate your expertise.
- Do a Facebook Live sharing your excitement and that you cannot wait to virtually see everyone later in the day or night. This reminds guests about your virtual event.
- Have your Make & Take project ready to go. Hint: Send out the list of materials a couple weeks in advance so everyone attending will be ready to create your project.
- Thank everyone for attending and have a 2024 schedule of events ready to take registrations.

We cannot wait to see your 2023 Open House! Share your photos with **#MyEvent** in the Achievements Planning Group on Facebook!