

Open Houses 2024

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 personally addressed invitations.
 - 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).

USING YOUR OPEN HOUSE EMBELLISHMENTS

- We recommend that you use the 2024 Open House Embellishments (#663441) as a gift to your customers for attending your Open House. It will give them a warm welcome and is an inexpensive and exclusive gift for you to use at your Open House as customers cannot purchase this themselves.
- The welcome gift can double as a Make & Take. Ensure that you create your own samples for the Make & Take as your guests will want to copy what you created! The Open House Embellishments can be used to create unique tags that your attendees will love for gifts, scrapbooks, cards and more. See the examples at the end of this flyer!
- Another option is to add a Beginner Class to your Open House. Do the same project as the Make & Take above but be sure to invite NEW customers who have never experienced Creative Memories. Remember to have a Tape Runner and Foam Squares Variety Pack available for them to use and keep it simple.
- Finally, check out the [Q4 Beginner Project Recipe™](#) to incorporate the Q4 Elegant Moments Paper Pack (#663445) and Elegant Moments Embellishments (#663442) into another fun project at your Open House!
- Add in an incentive to order. Create offers such as spend \$150 and earn the Q4 Advisor Exclusive Elegant Moments Paper Pack and Embellishments for FREE. These kinds of specials can encourage higher orders, but be sure to use a special 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 by including 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 gifts 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 2025 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 pickup 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 2025 schedule of events ready to take registrations.

We cannot wait to see your 2024 Open House! Share your photos with **#MyEvent** in the Achievements Planning Group on Facebook!

