



Meeting New People

Tips & Ideas

If you're brand new to this business, sometimes meeting new people can feel daunting. **Advisor Cassie Oelberg** (far right) used to be afraid of bothering people but believes that everyone needs her and albums in their lives; they just don't know it yet. Through practice and pushing herself into her 'red zone,' today she is fearless about sharing what she does and meeting new people. Here are some of Cassie's tips.



Mantra: "It is about them. It is not about me."

1. Make a list of positive things about your business. Even if you haven't made any money yet, write down why you joined or albums you've made, or people you've met. Add to the list over time.
2. Identify what your gap is. Could be you're afraid of the phone, or to openly share what you do for fear of being rejected. Whatever it is, be honest with yourself. For Cassie, it was sharing what she did in a spontaneous way.

Example: When Cassie visits the meat counter, or the bakery, (almost anywhere people are standing around waiting) she always makes contacts.

She'll ask, "So, what are you planning to get?"
They share, then she says, "I'm getting _____ for my workshop."

That generally leads to the discussion about what's a workshop, how does it work, etc. Cassie shares that they would be welcome any time, and that she will follow up with them. Then she looks for her business card and says "oh, I don't have my business card! How about I contact you?" They will generally share their phone or email or both.



The meat counter principle applies anywhere you are watching or waiting for kids. *“Which one is yours?” “Oh, they are so cute/talented/friendly, etc. I bet you take a million pictures of him/her.”* Which leads to genuine conversation about photos and albums, etc.

Tip: keep the conversation interactive. Don’t overshare in one big stream. Ask questions, listen to the answer, share a little at a time to keep the conversation flowing. If someone is not interested, no big deal. You had a nice conversation and occupied the waiting time. If they are interested:

Important: Follow up within 24 hours! Any longer and the person will forget/lose interest.

When you call, say hello, introduce yourself, remind them where you met and invite them to your next event. If they say no, no biggie. You can say *“I totally understand! Life is so busy. I have a fun thing coming up (next month, in two weeks, etc.) Would you like me to call you in X time?”* If they give permission, keep following up. It usually takes at least three contacts, and as long as they keep giving you permission, keep at it. Think about yourself...you may be interested in some things, but life can be busy or the time isn’t right. You appreciate it when people keep inviting you.

3. Remember: Growth is awkward. “You need to be willing to feel uncomfortable. But each time you stretch just a little bit, you’re growing, and the discomfort will diminish a little bit.” Other note: people like to be asked to join things or help. Never be afraid to ask. And if they say no, let it go. There are lots of people out there, and no is seldom personal.

Other ways to meet new people:

- Current customers are the first place you’ll want to look. Ask them to bring a friend to your events or refer their friends to you. Always reward the referrer w/a product, crop time, % off their next album, etc.



Every summer I offer a patriotic-themed BBQ Workshop. My home is small, so seats sell out quickly. My husband grills for us. This year, several brought friends & six ladies completed 38 pages, one made 8 cards and three of them organized photos all day. I sold almost \$400 in products and made a nice profit from the registration fee. This is my favorite time of year and we had a great day. I LOVE my job!" - Advisor Tami Casal



- Share what you do everywhere you go (ala meat counter, kids' events). Include it whenever someone asks you what you do, even if you have another job. "I'm an attorney, and I help people enjoy their photos."
- Volunteer
- Join a club (photography, mom's group, etc.)
- Join a class (Kickboxing, Yoga, etc.)
- Use your kids...invite their friends over for a kids' crop (parents pre-pay for the album/materials they will use). You meet the parents, too. Some Advisors have simultaneous kids/parents crops in different rooms if they have the space.

My upline, Nancy Delzell Mason, does a version for kids with the Fast2Fab 8x8 albums. She just gives options up front, such as adding the journaling cards or colored pens, and gives the prices accordingly. She serves snacks and does cookie decorating with the kids at the end. The kids love it, and Mom gets a Saturday afternoon off! She's also done Mother's Day, Father's Day, and Grandparents' Day crops for kids. - Advisor Heather Stiegman

- Utilize Community Education classes. Parks & Recreation and/or school districts offer the opportunity for people to hold classes; you can specify the type of class and the minimum number of people you need (who prepay for materials in advance of the class). Advisors have great success starting people with a How to Get Organized class (using PowerSort Boxes). You can also offer an Album in Two Hours or other quick classes where people leave with a completed or started project. Works great for Mother's Day, Father's Day, Holiday



Gifts, Graduation Albums, etc.). Generally, Community Ed takes a portion of the registration fee and you earn the full amount on the products you sell.

- Contact your local radio station, TV station and/or paper. Often, they will feature local businesses as part of their format. Offer a prize to listeners/readers: “the first caller will get one of these amazing albums!”
- **Girls Nights In** - Ask your friends if they’d like to come to a Girls Night In/Out event to complete an album. Ask them to bring a friend.

More about that: offer a **Girls Night In**, or Album in 2 Hours event. This plays off the popularity of painting/freezer meal parties and gives guests something beautiful, lasting and meaningful to take home.

Guests complete an album and it is a lot of fun. I schedule 2 hours and tell them they need a min of 5 people. Guests prepay and choose their Fast2Fab album two weeks before the event. They get the album, Tape Runner and black pen for \$70.00. Having them prepay is important - it ensures you are not out money nor do you have an album in inventory you don't need. And if they do not show up, you can leave their supplies with the host or a friend.

*Tell them to bring 100-125 pictures - that is realistically what they can complete. They can add more later. If people prefer bookcloth, be sure they choose Fast2Fab refill pages (that is key). I was doing 4-5 of these events each month last summer and making about \$100 at each. I also got good at setting up another one - once they finished this book, we would all brainstorm their next album - I would even take orders that night for the next one! - Advisor **Beth Beller***

*I'm part of a moms Facebook group and someone posted about doing a Moms Night Out with a painting party. I commented that I do something similar with photos and I've gotten good feedback. - Advisor **Rachel Quinn-Storino***