

Country Bunny 15 Day Challenge To Build Your Business:

Day 1- Preparation

Create Your Contact List, names and telephone numbers. Your goal is 5 names for each of the 15 days (75 names total).

Write A Script For Your Call. Have ones that deal with yeses, nos, and maybes

Decide What Time You Have Available Everyday To Make These Calls, commit yourself to nothing else but accomplishing your goal at that time.

Decide if you are going to give a referral gift and what that gift will be.

Have all of Your Literature and supplies available.

-You will need, at least...

14 Sample Lotion Bars Attached to Your Business Cards

5 Bunny Bundles (samples, business card, etc)

14 Hostess Packs- ready to mail

17 Opportunity Flyer- ready to mail

Day 2- Getting Started

Select First 5 names from your list:

1. _____	_____	-	_____	Yes	No	Maybe	A/M
2. _____	_____	-	_____	Yes	No	Maybe	A/M
3. _____	_____	-	_____	Yes	No	Maybe	A/M
4. _____	_____	-	_____	Yes	No	Maybe	A/M
5. _____	_____	-	_____	Yes	No	Maybe	A/M

Call all five names on your list and record if they want a spa show (yes), do not want a spa show (no), might want a spa show (maybe), or you left a message on their answering machine (A/M)

-focus on booking one show with in the next 6 weeks (mail that hostess a hostess package

-focus on presenting the opportunity to at least one person on that list (mail them an opportunity flyer)

-pass out 1 lotion bar with your business card while out today and make sure to get that person's name and telephone number.

Follow up in 48 hours.

-if you have a show this evening focus on multiple bookings.

-ask for a referral from those who say no.

Day 3- Neighbors

Take a Bunny Bundle to 5 of your neighbors. Introduce yourself and let them know that you are CB rep for their area.

Select Next 5 names from your list:

- | | | | | | |
|----|-------|-------|---|-------|------------------|
| 1. | _____ | _____ | - | _____ | Yes No Maybe A/M |
| 2. | _____ | _____ | - | _____ | Yes No Maybe A/M |
| 3. | _____ | _____ | - | _____ | Yes No Maybe A/M |
| 4. | _____ | _____ | - | _____ | Yes No Maybe A/M |
| 5. | _____ | _____ | - | _____ | Yes No Maybe A/M |

Call all five names on your list and record if they want a spa show (yes), do not want a spa show (no), might want a spa show (maybe), or you left a message on their answering machine (A/M)

- focus on booking one show with in the next 6 weeks (mail that hostess a hostess package
- focus on presenting the opportunity to at least one person on that list (mail them an opportunity flyer)
- pass out 1 lotion bar with your business card while out today and make sure to get that person's name and telephone number. Follow up in 48 hours.
- if you have a show this evening focus on multiple bookings.
- ask for a referral from those who say no.

Day 4- Out of Town Friends

Call Friends who live out of town and offer a book show opportunity.

Select Next 5 names from your list:

- | | | | | | |
|----|-------|-------|---|-------|------------------|
| 1. | _____ | _____ | - | _____ | Yes No Maybe A/M |
| 2. | _____ | _____ | - | _____ | Yes No Maybe A/M |
| 3. | _____ | _____ | - | _____ | Yes No Maybe A/M |
| 4. | _____ | _____ | - | _____ | Yes No Maybe A/M |
| 5. | _____ | _____ | - | _____ | Yes No Maybe A/M |

Call all five names on your list and record if they want a spa show (yes), do not want a spa show (no), might want a spa show (maybe), or you left a message on their answering machine (A/M)

- focus on booking one show with in the next 6 weeks (mail that hostess a hostess package
- focus on presenting the opportunity to at least one person on that list (mail them an opportunity flyer)
- pass out 1 lotion bar with your business card while out today and make sure to get that person's name and telephone number. Follow up in 48 hours.
- if you have a show this evening focus on multiple bookings.
- ask for a referral from those who say no.

Day 5- Family

Contact family members to take catty's, samples, or business cards to work.

Select Next 5 names from your list:

- | | | | | | |
|----|-------|-------|---|-------|------------------|
| 1. | _____ | _____ | - | _____ | Yes No Maybe A/M |
| 2. | _____ | _____ | - | _____ | Yes No Maybe A/M |
| 3. | _____ | _____ | - | _____ | Yes No Maybe A/M |
| 4. | _____ | _____ | - | _____ | Yes No Maybe A/M |
| 5. | _____ | _____ | - | _____ | Yes No Maybe A/M |

Call all five names on your list and record if they want a spa show (yes), do not want a spa show (no), might want a spa show (maybe), or you left a message on their answering machine (A/M)

- focus on booking one show with in the next 6 weeks (mail that hostess a hostess package
- focus on presenting the opportunity to at least one person on that list (mail them an opportunity flyer)
- pass out 1 lotion bar with your business card while out today and make sure to get that person's name and telephone number. Follow up in 48 hours.
- if you have a show this evening focus on multiple bookings.
- ask for a referral from those who say no

Day 6- Craft Fair

Research Craft Fairs in your area. Get vendor information and if free, sign up... if there is a fee use your best judgment.

Select Next 5 names from your list:

- | | | | | | |
|----|-------|-------|---|-------|------------------|
| 1. | _____ | _____ | - | _____ | Yes No Maybe A/M |
| 2. | _____ | _____ | - | _____ | Yes No Maybe A/M |
| 3. | _____ | _____ | - | _____ | Yes No Maybe A/M |
| 4. | _____ | _____ | - | _____ | Yes No Maybe A/M |
| 5. | _____ | _____ | - | _____ | Yes No Maybe A/M |

Call all five names on your list and record if they want a spa show (yes), do not want a spa show (no), might want a spa show (maybe), or you left a message on their answering machine (A/M)

- focus on booking one show with in the next 6 weeks (mail that hostess a hostess package
- focus on presenting the opportunity to at least one person on that list (mail them an opportunity flyer)
- pass out 1 lotion bar with your business card while out today and make sure to get that person's name and telephone number. Follow up in 48 hours.
- if you have a show this evening focus on multiple bookings.
- ask for a referral for those who say no.

Day 7- Sponsor Challenge

Contact at least 5 additional people you would love to sponsor

Select Next 5 names from your list:

- | | | | | |
|----|-------|---|-------|------------------|
| 1. | _____ | - | _____ | Yes No Maybe A/M |
| 2. | _____ | - | _____ | Yes No Maybe A/M |
| 3. | _____ | - | _____ | Yes No Maybe A/M |
| 4. | _____ | - | _____ | Yes No Maybe A/M |
| 5. | _____ | - | _____ | Yes No Maybe A/M |

Call all five names on your list and record if they want a spa show (yes), do not want a spa show (no), might want a spa show (maybe), or you left a message on their answering machine (A/M)

- focus on booking one show with in the next 6 weeks (mail that hostess a hostess package
- focus on presenting the opportunity to at least one person on that list (mail them an opportunity flyer)
- pass out 1 lotion bar with your business card while out today and make sure to get that person's name and telephone number. Follow up in 48 hours.
- if you have a show this evening focus on multiple bookings.

Day 8- Customer Courtesy Calls

Contact customers who either bought from your webstore that you have not personally met. Introduce yourself to them, thank them for their order, ask if they received the items and how they are enjoying them. Be sure to mention the spa show or if out of your town mention a book show.

Select Next 5 names from your list:

- | | | | | |
|----|-------|---|-------|------------------|
| 1. | _____ | - | _____ | Yes No Maybe A/M |
| 2. | _____ | - | _____ | Yes No Maybe A/M |
| 3. | _____ | - | _____ | Yes No Maybe A/M |
| 4. | _____ | - | _____ | Yes No Maybe A/M |
| 5. | _____ | - | _____ | Yes No Maybe A/M |

Call all five names on your list and record if they want a spa show (yes), do not want a spa show (no), might want a spa show (maybe), or you left a message on their answering machine (A/M)

- focus on booking one show with in the next 6 weeks (mail that hostess a hostess package
- focus on presenting the opportunity to at least one person on that list (mail them an opportunity flyer)
- pass out 1 lotion bar with your business card while out today and make sure to get that person's name and telephone number. Follow up in 48 hours.
- if you have a show this evening focus on multiple bookings.
- ask for a referral from anyone who says no

Day 9- Contact your local church or organizations, parents magazines, etc and find out about placing ads in their bulletins. Use your judgment regarding costs. You are trying to build your business, not put yourself out of business.

Select Next 5 names from your list:

- | | | | | |
|----|-------|---|-------|------------------|
| 1. | _____ | - | _____ | Yes No Maybe A/M |
| 2. | _____ | - | _____ | Yes No Maybe A/M |
| 3. | _____ | - | _____ | Yes No Maybe A/M |
| 4. | _____ | - | _____ | Yes No Maybe A/M |
| 5. | _____ | - | _____ | Yes No Maybe A/M |

Call all five names on your list and record if they want a spa show (yes), do not want a spa show (no), might want a spa show (maybe), or you left a message on their answering machine (A/M)

- focus on booking one show with in the next 6 weeks (mail that hostess a hostess package
- focus on presenting the opportunity to at least one person on that list (mail them an opportunity flyer)
- pass out 1 lotion bar with your business card while out today and make sure to get that person's name and telephone number. Follow up in 48 hours.
- if you have a show this evening focus on multiple bookings.
- ask for referrals from anyone who says no.

Day 10- Mother Daughter Day!

Contact mothers and daughters who would love to do a Mother Daughter Spa Show or Pajama Party!

Select Next 5 names from your list:

- | | | | | |
|----|-------|---|-------|------------------|
| 1. | _____ | - | _____ | Yes No Maybe A/M |
| 2. | _____ | - | _____ | Yes No Maybe A/M |
| 3. | _____ | - | _____ | Yes No Maybe A/M |
| 4. | _____ | - | _____ | Yes No Maybe A/M |
| 5. | _____ | - | _____ | Yes No Maybe A/M |

Call all five names on your list and record if they want a spa show (yes), do not want a spa show (no), might want a spa show (maybe), or you left a message on their answering machine (A/M)

- focus on booking one show with in the next 6 weeks (mail that hostess a hostess package
- focus on presenting the opportunity to at least one person on that list (mail them an opportunity flyer)
- pass out 1 lotion bar with your business card while out today and make sure to get that person's name and telephone number. Follow up in 48 hours.
- if you have a show this evening focus on multiple bookings.
- ask for referrals from anyone who answers no.

Day 11- Host Your Own Show or Open House. You can either use this as a show to sell product or a close your check book open house to get booking leads. The choice is yours! Set the date, send the invitations and remember hostess coaching applies to you too!

Select Next 5 names from your list:

- | | | | | |
|----|-------|---|-------|------------------|
| 1. | _____ | - | _____ | Yes No Maybe A/M |
| 2. | _____ | - | _____ | Yes No Maybe A/M |
| 3. | _____ | - | _____ | Yes No Maybe A/M |
| 4. | _____ | - | _____ | Yes No Maybe A/M |
| 5. | _____ | - | _____ | Yes No Maybe A/M |

Call all five names on your list and record if they want a spa show (yes), do not want a spa show (no), might want a spa show (maybe), or you left a message on their answering machine (A/M)

- focus on booking one show with in the next 6 weeks (mail that hostess a hostess package
- focus on presenting the opportunity to at least one person on that list (mail them an opportunity flyer)
- pass out 1 lotion bar with your business card while out today and make sure to get that person's name and telephone number. Follow up in 48 hours.
- if you have a show this evening focus on multiple bookings.
- ask for a referral from anyone who answers no.

Day 12- Answering Machine Catch Up- did you leave a message for someone and they have not called you back!? Call them back today, and if you get the machine again.... tell them you will try again in 1 week.

Select Next 5 names from your list:

- | | | | | |
|----|-------|---|-------|------------------|
| 1. | _____ | - | _____ | Yes No Maybe A/M |
| 2. | _____ | - | _____ | Yes No Maybe A/M |
| 3. | _____ | - | _____ | Yes No Maybe A/M |
| 4. | _____ | - | _____ | Yes No Maybe A/M |
| 5. | _____ | - | _____ | Yes No Maybe A/M |

Call all five names on your list and record if they want a spa show (yes), do not want a spa show (no), might want a spa show (maybe), or you left a message on their answering machine (A/M)

- focus on booking one show with in the next 6 weeks (mail that hostess a hostess package
- focus on presenting the opportunity to at least one person on that list (mail them an opportunity flyer)
- pass out 1 lotion bar with your business card while out today and make sure to get that person's name and telephone number. Follow up in 48 hours.
- if you have a show this evening focus on multiple bookings.
- ask for a referral from anyone who answers no.

Day 13- Children's Parent's Day! Introduce yourself to the parents of your children's friends and classmates. Introduce yourself to their teachers, staff, and administration. Talk to them about fundraisers, career days, etc.

Select Next 5 names from your list:

- | | | | | |
|----|-------|---|-------|------------------|
| 1. | _____ | - | _____ | Yes No Maybe A/M |
| 2. | _____ | - | _____ | Yes No Maybe A/M |
| 3. | _____ | - | _____ | Yes No Maybe A/M |
| 4. | _____ | - | _____ | Yes No Maybe A/M |
| 5. | _____ | - | _____ | Yes No Maybe A/M |

Call all five names on your list and record if they want a spa show (yes), do not want a spa show (no), might want a spa show (maybe), or you left a message on their answering machine (A/M)

- focus on booking one show with in the next 6 weeks (mail that hostess a hostess package)
- focus on presenting the opportunity to at least one person on that list (mail them an opportunity flyer)
- pass out 1 lotion bar with your business card while out today and make sure to get that person's name and telephone number. Follow up in 48 hours.
- if you have a show this evening focus on multiple bookings.
- ask for referrals from anyone who answers no.

Day 14- Salons- Stop by hair and nail salons and give samples of your products. Ask them if they would not mind allowing you to put a lead box, small display, business cards, etc (what ever you have available at the time) in their store. Tell them about the opportunity and that they can sell in their store front.

Select Next 5 names from your list:

- | | | | | |
|----|-------|---|-------|------------------|
| 1. | _____ | - | _____ | Yes No Maybe A/M |
| 2. | _____ | - | _____ | Yes No Maybe A/M |
| 3. | _____ | - | _____ | Yes No Maybe A/M |
| 4. | _____ | - | _____ | Yes No Maybe A/M |
| 5. | _____ | - | _____ | Yes No Maybe A/M |

Call all five names on your list and record if they want a spa show (yes), do not want a spa show (no), might want a spa show (maybe), or you left a message on their answering machine (A/M)

- focus on booking one show with in the next 6 weeks (mail that hostess a hostess package)
- focus on presenting the opportunity to at least one person on that list (mail them an opportunity flyer)
- pass out 1 lotion bar with your business card while out today and make sure to get that person's name and telephone number. Follow up in 48 hours.
- if you have a show this evening focus on multiple bookings.
- ask for referrals from anyone who answers no.

Day 15- Referral Catch Up Day! If you haven't called them all by now, do it today!

Select Next 5 names from your list:

1.	_____	-	_____	Yes No Maybe A/M
2.	_____	-	_____	Yes No Maybe A/M
3.	_____	-	_____	Yes No Maybe A/M
4.	_____	-	_____	Yes No Maybe A/M
5.	_____	-	_____	Yes No Maybe A/M

Call all five names on your list and record if they want a spa show (yes), do not want a spa show (no), might want a spa show (maybe), or you left a message on their answering machine (A/M)

- focus on booking one show with in the next 6 weeks (mail that hostess a hostess package
- focus on presenting the opportunity to at least one person on that list (mail them an opportunity flyer)
- pass out 1 lotion bar with your business card while out today and make sure to get that person's name and telephone number. Follow up in 48 hours.
- if you have a show this evening focus on multiple bookings.
- ask for a referral from anyone who answers no.

FOLLOW UP-

If they said yes, mail them a hostess packet.

If they said maybe, mail them a catty with a sample and your business card.

If they said no, ask them if you can mail them a catty, sample and business card.

If you get a referral call that person. IF they book, make sure to thank the person who gave you the referral and if you were giving referral gift, make sure it gets to them.

When you pass out your samples each day and get the person's name and number CALL THEM within 24 HOURS!

If they seemed interested in the opportunity, mail them a catty, opportunity flyer and bunny bundle. Make sure you refer them to the company website for more information or invite them to a Chapter Meeting.