

SHS New Consultant Training

Business Building Opportunities

When you are looking for opportunities, you will find them! There are many ways to build your business and expand your reach.

Choose 3 ways to start building your business from the list. Stay focused on these three activities that generate revenue for you. Add other activities once you have mastered at least three revenue generating activities. Keep in mind that not everything will work the first time. Persistence and consistency is important.

In Person Events & Services:

1. **Home Décor Events:** Offer the opportunity for an in-home décor event. Bring the store to your Host. Event Hosts invite their friends. Hosts earn FREE product and half-price items. Attendees love to see the products in person and shop from the comfort of a home. These can take place at the Hosts home, a restaurant or you can offer your home. Include the Six Core Décor Must Haves (Organizing, Wall Art & Signs, Candles/Lanterns & Candleholders, Textiles, Metal Accents, Florals or Easy Steps to Style (Organize, Add Color, Accessorize). Be sure to have the Host share the event link to expand the reach with those that can't attend in person.
2. **Community Vendor Events & Craft Shows:** Support your community and build your business in your backyard. The spring, summer and fall bring many farmers markets and vendor events. The holidays are also an ideal time to participate. You can take orders or sell cash and carry from product your display.
3. **FREE Decorating Consultations:** Offer a free decorating consultation. Ask the customer to invite a few friends to join. Ask the customer to focus on one area of the home. Start by having the customer identify the looks that they like best for that area of their home. Their friends will likely make recommendations as well.
4. **FREE Organizing Consultations:** Offer a free organizing consultation. Ask the customer to invite a few friends to join. Focus on one area of the home. Start by making product recommendations for clearing clutter from the countertops, floors and common areas.
5. **Mall Events:** Many malls have vendor events throughout the year to bring foot traffic to the mall. Set-up a booth at these events to introduce new people to Signature HomeStyles.
6. **Beauty and Nail Salon Displays:** Ask your Salon if you can leave a display for a week. Leave your business card and website so orders can be easily placed.
7. **Girls Night Out:** Have a fun Girls Night out every quarter. This is a great option for people that love to have fun and want to earn Host benefits. For the best attendance,

line-up Hosts to bring their friends to the event. Include door prize giveaways at the event.

8. **Signature HomeStyles Bunco or Bingo:** Get a group of people together to play bunco or bingo. They'll get great decorating and organizing ideas in between rounds. It's a fun win-win and a great way to reach more people. Be sure to adhere to your State's Gaming Laws.
9. **Community Networking Groups:** Join networking groups to market your products & decorating & organizing services to other businesses and business owners, as well as find candidates to join the team.
10. **55+ Active Adult Communities:** Contact the complex manager and ask if you can facilitate a Decorating Ideas Event. These communities typically have an activities schedule and a clubhouse to facilitate events. Have an event for every season and gift-giving celebration. Ladies love attending and have fun getting these decorating ideas. To schedule an event, you'll let the manager know that people are not required to order, but most do.
11. **Blessings Event:** Have an event to support someone that needs a blessing in their life. Ask your customers for nominations. The person chosen, will receive all of the Host benefits as a 'blessing' to them. Their friends and family love to support their friend this way! You'll work with the nominating friend, as well as the nominated person to invite their friends to the Blessing Event. This can be an in person and virtual event to reach the most number of people.
12. **Showroom:** Create a showroom in your home so you always have a 'store' open. People can schedule an appointment to browse your showroom and you can schedule events at your showroom. This could be an area in your office, basement, family room, garage or she shed (You can call shed events a Shed Sale).
13. ***Product Launch:** Have a product launch event every time a new product line is launched. Open House: Have an open house once a quarter to show off the products in your own home! Seeing the products in person and having fun together is the best. This can be in person and virtual.
14. ***Sample Sale:** Have a sample sale every season to clear out your old and buy new! This can be in person or virtual.

Online/Virtual: *see above for events that can also be online/virtual

1. **Go live on social!** People love to see you and hear from you. Go live or record a video weekly. You can go live to share a decorating tip, a box opening reveal when you get an order, a new look, a tour of your home or space, an organizing idea and more! For example, if you decorate your door for the new season go live to share and show what you did! You can go live on Facebook, post a reel to Facebook & Instagram, update your

story, post YouTube shorts or post on TikTok. Social is a great way to inspire others and expand your reach.

2. **Share the corporate posts and Trends@2:** Use the tools that the company provides. Share your website link and inspire your customers with organizing and decorating ideas brought right to their home.
3. **Create a Business Facebook Page:** Use a public facing business page to reach more people. Post 3-4 times a week. Copy and paste the corporate Facebook Posts.
4. **Create a Facebook Customer VIP Group:** Create a VIP Group for your customers and inner circle. This is a great way to stay in contact with your customers. Post daily in this event. Create a consistent schedule for going live and weekly tips. Utilize the Example VIP Group for content: [SHS VIP Page Content](#)
5. **Virtual Décor Events:** Virtual events allow customers to shop anytime, from anywhere. You can use Facebook Events or Groups to facilitate a virtual event. Include organizing ideas in your event, too. Use content from our Example Events training and be sure to go live with product looks and ideas. You find the Example Events training in the Weekly News.
6. **Texting/Messaging Décor Events:** Have a quick texting or messaging event. This is a great way to reach people that opt-in to participate in the event. Have your own or find Hosts to invite their friends. Limit the event to an hour or two with shopping time at the end. Utilize the content from the virtual event. Note that videos can't be posted in texting events. For messaging events you can use Facebook or other messaging platforms (What's App, Telegram).
7. **Virtual Mystery Host Event:** Have a monthly mystery host event to reward customers that order directly from you. Draw winners to earn the Host benefits. Benefits can be split between local customers or one customer can get it all. You can give entries based upon order size and bonus entries for schedule an event and joining the team.
8. **Virtual Multi-Host Event:** Have a monthly multi-host event to capture hosts that don't commit to having their own event.
9. **Zoom/Video Chat Decorating Class:** Offer a monthly online decorating class via zoom. Ask attendees to invite their friends to expand your reach. Advertise your event on your business page.
10. **Zoom/Video Chat Virtual Event:** Have a virtual event at a specific time to share organizing and decorating inspiration. Attendees see the products and have fun shopping from the comfort of their home.
11. **Online Facebook Vendor Events:** Promote your business in online vendor events. Many groups have an event once a month. Search for these groups and ask to join them.
12. **Facebook Community Groups:** Join communities of like-minded individuals. Communities to join may include sales success, entrepreneur, job, side gig, mom, teacher, nurse, women, decorating, DIY, craft, etc. Join the community to connect and network. Always come from a place of service and establish a relationship. Some groups may allow you to post a business advertisement.

13. **Participate in Corporate Virtual Events:** Signature HomeStyles will Host virtual Corporate events from time to time to launch new products or seasons. Participate in these events by inviting your customers to attend.

Other:

1. **Ask for Referrals:** Ask your customers to share your business with their friends. Offer a referral gift for anyone that schedules an event or joins the team.
2. **Use QR Codes:** Use QR codes so people can easily find your website.
3. **Business Decorating:** Many local businesses need help decorating their office (doctors, banks, dentists, insurance agents, counselors, churches, funeral homes, etc). Visit local offices to find out if they are interested in your service. Oftentimes you can visit many offices in one building or location. Leave a catalog with each receptionist you talk to.
4. **Business Gifts:** Many small businesses are looking for a turnkey gift giving option! You can offer your services for the holidays, Administrative Assistant Day, Nurses Day, Anniversary Gifts, etc. Call or visit your local businesses to offer this service.
5. **Realtors:** Many realtors provide a closing gift to their clients. Our products make the perfect gift. Help your local realtors create a gift basket their clients will always remember.
6. **Catalog Mailing:** People still love to have a catalog in their hands. Make it a habit to send a few catalogs out each month with a personal note. Follow-up to find out what they saw that they loved most.
7. **Lead Generation Boxes:** Offer a FREE Decorating Consultation to anyone that leaves their contact information. Leave the lead boxes at local businesses for two weeks. Rotate your boxes at 5 businesses every two weeks to generate a regular flow of new leads.
8. **Lead Generation Flyers:** Leave a flyer at local businesses or on bulletin boards. Be sure to include a QR code with your website.
9. **Fundraising:** We offer a unique program for organizations to earn 15% of sales with a co-branded website. Offer this to sports/cheer/dance teams, school clubs, churches, non-profit and for-profit organizations looking to raise funds for a good cause. Please note that Consultants earn 5% commission on Fundraisers.

Consistent action is key to growing. The more people you offer your products & services to, the more results you'll receive.

Remember, focus on 3 revenue generating activities. Add other activities once you have mastered at least three revenue generating activities.