

<p>HOW TO INVITE A GUIDE TO HAVING A SUCCESSFUL BOUTIQUE</p>
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1. Make sure to choose your date and time wisely. Ask some of your closest friends or clients what days would work best for them. Typically, Wednesday-Friday evenings are the best turnout. Friday-Sunday afternoons also do very well. Please allow at least 3-4 weeks to plan your boutique.
2. Make sure that you put all of the event details on your complimentary marketing flyer. If you are a business, you can also provide a paragraph on your business for the boutique website calendar as well as your website and any special promotions for the boutique.
3. You should invite at least 30 CLOSE personal contacts/clients to your boutique (your cheerleaders). These guests could be local well-known speakers, business owners, philanthropists or really close contacts that you feel would add value to your boutique and support the local women who will be there as vendors. Take them time to invite this group personally via a phone call or personal invitation to engage them and to ensure their arrival.
4. ALWAYS build up the excitement about the boutique so that guests cannot refuse the invitation (i.e. musicians, massage, tarot card reader, etc.). Arrange for a speaker or content specialist to speak at the boutique for 30 minutes...(i.e. fashion tips, inspirational, motivational, finance, etc.).
5. Invite ALL who you know (i.e. friends, neighbors, groups that you belong to, co-workers, church members, business associates, clients). Let your guests know that their attendance will show their support for local women in business. Focus on your "center of influence" in your network/community. Those are the gals who can easily assist you in promoting your event.
6. Complimentary food and beverages are necessary for each boutique (a catered boutique and alcohol is always preferred). Cooking demos, free samples, etc. are always a BIG hit!
7. Adding a charity as the beneficiary of a boutique is a great way to support local organizations...ask the charity to invite it's constituents to come as well. Please review the Boutique for the Soul Non-Profit Partner list for your area to choose a non-profit that you would like to support.
8. RSVP'S are required to ensure a perfect boutique. You will need 25-40 YES' to allow for everyone to be happy. If you are not getting the RSVP's easily, pick up the phone and call your guests and let them know why you would like for them to come and how much it would mean to you...they need to make your boutique a priority.
9. As the Hostesses, you should introduce the boutique vendors personally to your guests. You NEVER know who a person knows.
10. Set goals...try to meet 5 NEW personal or professional contacts (through meeting the vendors and guests). Building relationships is the BEST way to grow a business or meet new and amazing women.

Creating excitement and curiosity for each boutique is imperative! Below are a few ways you can communicate to your guests through the invitation to ensure their RSVPs!

1. Here's who coming and who you should meet!
2. Here's what will be there (i.e. activities, giveaways, products, services, food, beverages, speakers, etc.)
3. Not your average event, not your average women...you need to be here!
4. Get out and meet some great women!
5. I invited 20 of the "coolest chicks" and you should be here too!
6. I am supporting local women in business...please come and do the same!

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1. At LEAST 4 touches (1 per week) should happen between you and your guests before your boutiques:
2. When you schedule the boutique~ send an Initial e-mail to your guests to "Save the Date" (goes out within a day of securing the date and time for the boutique)
3. Call 30 close friends/clients to ensure that they will be there (a bonus would be if they are well known, have cool jobs, etc. so you can announce to the other guests that they will be present).
4. A physical invite~ note card, formal invite or flyer mailed to guest list.
5. A personal phone call to make sure that they received the invite and to talk up all of the cool things happening at the boutique.
6. A final reminder e-mail to the guests 48 hours before the boutique. Make sure to let them know that you are counting on their attendance!