

Why party plan works and what are “host incentives”?



Traditional party plan works for many reasons. It works with **people’s natural inclination** to come together, share bread (or wine, tea and nibbles) and chat. First and foremost, people enjoy socialising, getting together with people they might not have seen for a while. People also attend party plan parties, because they know it will help their friend out – the one who is hosting a party.

Another key to party plan success is the **use of incentives** or “host gifts”. In traditional party plan, this encourages the host to invite more people along, as they more people attend, the more they spend and the more “free or discounted stuff” she will get (see below). The host also gets more stuff, if one of her guests agrees to host a party.

Selling goods like saucepans and knickers, is not the main focus of Discovery Party (although we might take some books of interest along to sell) so the main resource we have to offer is our time, skills and things that don’t cost us anything! So we have to build incentives or “host gifts” in a different way.

You could offer your own time in terms of a free coaching session or some other therapy you offer, but this can be quite costly in terms of your time so you might decide to reserve that for those hosts who get lots of people at a party e.g. 10 or more. We have suggested a scalable system of host gifts, based on the numbers of guests and new hosts found (see below)

We have built some free electronic gifts, for you to use **at no cost to yourself** (There is a five week email course, a Guide to Making Plans That Work, an ebook called Glue for Unsticking Yourself and a free chapter from a digital program called Growing Potential). This is in addition to the **“Party Bag”** website page which all guests gain access to.

We strongly recommend that you establish some joint ventures with local businesses or therapists to broaden what you are able to offer your guests e.g. you could swop a coaching session with a massage therapist and instead of using the massage yourself, you could use it as a “voucher” for one of your hosts. You could team up with a local gym or beauty salon and ask them for “free passes” or “free beauty assessments”. There are many ideas and it will help other businesses find clients too!

Coaching your host!

We talk about “coaching” the host before the party, but this doesn’t mean you are giving them a life coaching session. In this context, “coaching the host” means helping them to have a successful party and gain the most benefit for themselves and others. The Host needs to be able to describe what Discovery Party is all about, in a way which will encourage people to attend and they need to be encouraged to invite lots of people. Because the Discovery Party concept is completely new and no-one will have heard of it, we have to describe it quickly and in a way which will make people come (there are some examples in your manual). People who do agree to attend will come along for a variety of reasons:

- They might come along just to help their friend out
- They might come along with a real interest in coaching
- They might have some struggles and feel it would be a good time to have time to think and share
- They might just come along because it’s something to do or they just fancy a night out

For us as Discovery Party coaches, all of these reasons are absolutely fine. We just need people there, who are engaged and having a relaxed, fun evening – the tools and processes will do the work. You will find that often the person that seems least interested at the start, will later email you and engage most! You won’t know what impact the party has had for others, but a seed will have been planted. Others will be fully engaged and want to do more.

Your Host needs to understand that if they want 8 people to attend, they need to invite 16 people, as some won’t want to come, some won’t be able to make the date and some will drop out the day – they always do. They also need to understand that it’s not just for “close” friends – the process works with people who don’t know each other at all so it’s great to get guests to bring a friend.

Scaling what you offer to party hosts in line with the numbers of people that attend may help, for example:

- 6-9 guests, your host gets a gift e.g. book or something that is of value but doesn’t cost you too much, the free email course we have built (From Stressed and Tired to Creative and Inspired, which you sign your host up to via the resources page) and perhaps some reduced price coaching.

- 9-12, your host gets a free book, perhaps a bottle of wine, the free email course and perhaps a voucher (for a massage or treatment based on an joint venture you have arranged)
- If a party guest books their own party, your host gets the book, the e-course and perhaps a coaching session or free workshop place (this needs to reflect what you are happy and willing to offer)

As well as the free email course you can give as a gift, you will find several other eproducts on the resources page that you can offer your hosts and we will add more as time goes on.

It's quite important to have some physical gifts as it's powerful to show the party guests that the host is being given things as a thank you! This will encourage others to host their own party.

It's also important, during the party, to say that if someone else books at party tonight, that the host, will get an additional gift! People like helping their friend out and this may be the clinching factor to getting another host! Make it a juicy gift and perhaps offer the new host a juicy gift too 😊

Building a tribe and building relationships

Party plan also works by keeping in touch and building a network. It's so important to have some means of keeping in contact with your guests. Having both an email address and telephone number is ideal, so gathering the slips of paper from everyone's Genie pack is crucial.

These email details will help you build a relationship with your guests, beyond the party. You will be able to tell them directly about your workshops, courses or any talks you are giving. You will also be able to follow up with useful information you might have mentioned.

These email addresses also help us, Discovery Party, keep in contact and build our tribe. By submitting them to us, which is one of the few things we ask as part of your license, we will send one newsletter a month, which will also contain useful articles and resources and blogs from you or other Discovery Party coaches. There will always be an easy unsubscribe.