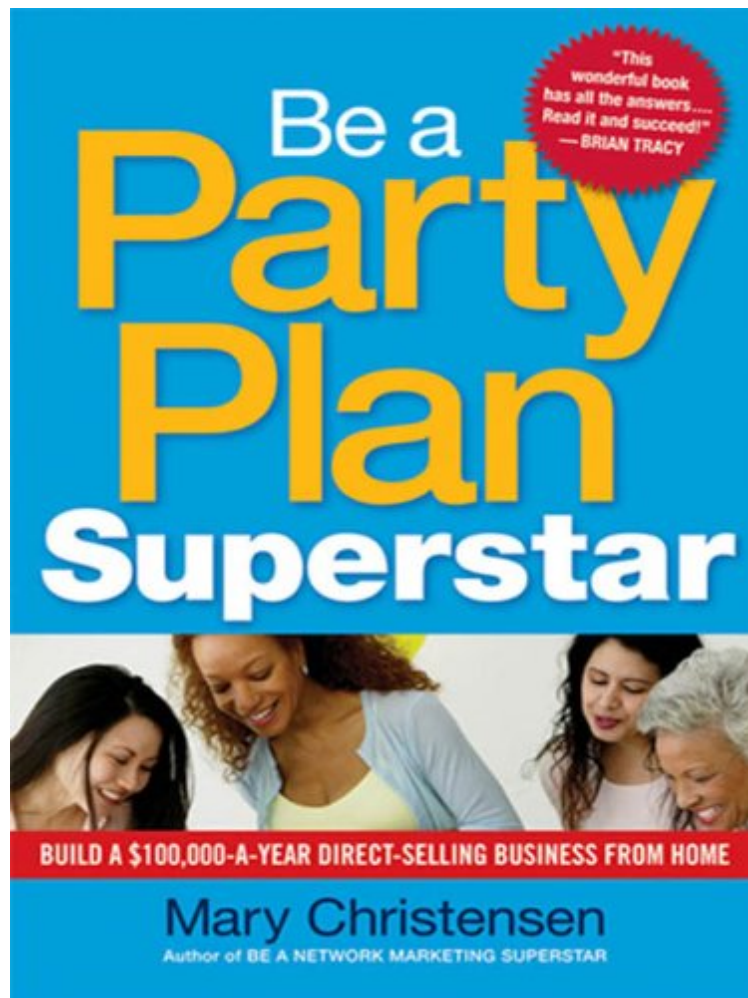


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Be a Party Plan Superstar: Build a \$100,000-a-Year Direct Selling Business from Home

Mary CHRISTENSEN

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Mary CHRISTENSEN : Be a Party Plan Superstar: Build a \$100,000-a-Year Direct Selling Business from Home before purchasing it in order to gage whether or not it would be worth my time, and all praised Be a Party Plan Superstar: Build a \$100,000-a-Year Direct Selling Business from Home:

1 of 1 people found the following review helpful. Great guide for direct sale party planningBy LKPAfter having the opportunity to hear Mary Christensen speak at a convention I had attended, I was thrilled to find her books on at such an amazing price! I had no idea that she had several books available. I ended up purchasing three of her books. I am still in the process of reading all the great information inside each book. I definitely recommend anyone in the direct selling business to purchase her books and apply her advise to help make your business succeed.17 of 19 people found the following review helpful. Okay...just.By DesdemonaThis book is helpful for those who've never undertaken direct sales before but I'm hoping that they also read other resources written on the subject because this is certainly not my

go-to book on the topic. I find the author quite aggressive in her approach - something that, over here in Australia, would go down like a fart in a church. The art to the sale is gentle coercion, not hitting someone over the head with your handbag. Perhaps her style is the American way? Either way, while I enjoyed the read (a very quick one...the book is quite small), I could see why she has earned as much as she has. She's a shark. And if that works for you, then great. For me, this book left me with a bad taste in my mouth. 2 of 2 people found the following review helpful. Good buy for my business

By Laurie Lotter
This book was recommended as a must buy from my up-line. I got lots of great ideas from this book to increase my sales. I had a home party planned and this book helped A LOT! I gained some perspective on some things that I was doing that really would not impact my bottom line and I also gained some knowledge to make a difference in how some of the things were presented. I would recommend this book for anyone starting a direct selling career!

The "party plan" model of direct selling—introducing products through home parties, social gatherings, and fund-raisers—has been the route to financial freedom for millions. This inspiring, hands-on manual, written by an author who has achieved unprecedented success herself, shows other women how they can generate more bookings, more sales, and more business leads at their parties, as well as build a team of independent party planners, and drive up their own commissions. Exemplified by powerhouse brands like Tupperware, Pampered Chef, and Mary Kay, the party-planning method is an unparalleled opportunity for anyone to live the life they dream about and deserve. In *Be a Party Plan Superstar*, readers will discover, step-by-step, how they can transition from selling to friends and family to building a profitable business, develop a who's-who customer base, create an environment of fun, be an engaging host, and close sales effortlessly. This is the one book that shows women how to become direct-selling superstars—simply by being the life of the party.

...irresistible success guide for every woman who wants to earn an enviable income without sacrificing her family or her independence. — *Networking Marketing Business Journal* From the Back Cover

This wonderful book has all the answers you need to build a profitable party plan business from home. Read it and succeed! — Brian Tracy, world-renowned business and personal success expert and author of bestselling books including *Focal Point*, *Reinvention*, and *Time Power*

When Mary Christensen stumbled upon the party plan business she was a young mom raising her family and working as an elementary school teacher—juggling lesson plans, household chores, and family time . . . and feeling like she and her family deserved more. Seizing on the promise that the harder she worked, the more she would earn, she started a party plan business—beginning a journey that would transform her entire life. Party plan selling—introducing products and services through home parties, social gatherings, and fund-raisers—has been the route to financial freedom for millions. After all, why wait for customers to come to you when you can bring your business into their living rooms? To succeed, all you need is a willingness to work . . . and clear-headed guidance from someone who has done it herself. In *Be a Party Plan Superstar*, Mary Christensen shows you, step by step, how to build your own party plan business from the ground up, or skyrocket your already existing business into the stratosphere. You'll learn how to: transition from selling to friends and family to developing a huge customer base; coach your party host; create the perfect party environment; handle objections with ease; and close sales effortlessly. Both inspiring and practical, this hands-on manual reveals the secrets behind generating more bookings, more business leads, and more sales, and even reveals how you can build your own team of independent party planners to drive up your earnings. Why sacrifice family life to earn a dollar, when party plan empowers you to stay true to your family-first values and be a successful entrepreneur at the same time? Written by one of the industry's most popular experts, this book shows you how to be a star in your very own show business . . . and give yourself the life you dream about and deserve. Mary Christensen has more than 25 years of experience in party plan, first on her own and later in leadership roles in two party plan corporations. She is one of direct selling's most sought-after speakers and the author of *Be a Network Marketing Superstar* and *Be a Recruiting Superstar*. About the Author MARY CHRISTENSEN has more than 25 years of experience in party plan direct selling, first on her own and later in leadership roles in two party plan corporations. She is the author of *Be a Network Marketing Superstar* (978-0-8144-7431-0) and *Be a Recruiting Superstar* (978-0-8144-0163-7).