

BOOK TO BUILD TO DIRECTORSHIP by Carol Oetzel 2/06

First Must Build your leadership skills regularly to have more confidence to talk with the sharp women you meet.

HOW TO CHOOSE WOMEN:

1. **Women who know lots of women.**
Will book more with friends - Fun – Outgoing – Love Girlfriend time!
2. **Professional working women – (Have extra Cash)** -
Know other professional Women
Know how to groom self
3. **Women who attend Church, Bible Study, etc**
These women will exhibit some of the following characteristics:
Integrity Disciplined
Faith Trust
4. **Managers from Stores**
Show confidence Good manners with customers
Sharp appearance Good work habits
They are use to conflict, people quitting and people telling them NO!
5. **Moms in Play Groups, Ballet, Dance, preschool, etc.**
Know other moms who are interested in their children.
Need a reason to get together for Adult interaction. Like Girlfriend time.
6. **Secretary's, Receptionists, at Schools, Doctors offices, etc.**
They are familiar with many people coming and going, use to talking to complete strangers, in their interaction they know how to use a pleasant tone and good communication skills. They will handle most situations in a positive manner.....so they will be easily trained to make booking calls and how to make positive invitations when inviting people.

WORK SMART

If you purposefully look for women who have the “RESOURCES” of finding New Women it is so much easier to sell her on being a Hostess or a Team Member – Coach her on who to Invite. You need to develop classes way outside of the hostesses immediate Circle of friends and family. This happens in the coaching of the class stage. If you follow the above plan you will have hostesses and team members with Resources!