

I'll Just get my Secretary to do it...

By Karen Nankervis, My Beechworth Secretary

Party plan - what a fantastic way to do business, and yet how many party planners are seen as 'playing' while they are trying to get a 'real job'!

It is such a unique way of working and is not taken seriously by many people outside the industry because they do not understand the huge potential.

I have had my clients throw their hands up in the air because 'Auntie Mary has asked them again about that nice little hobby they have - gives them something to do while their



husband is at work.' Some of these are party plan managers with company cars, enjoying overseas travel and big commission cheques!

In addition to the huge monetary potential, party planners have the opportunity to gain self esteem and personal development; they enrich lives with their products and also lead and mentor others within their business opportunity.

Their method of running their business is unique. They go into people's homes and offices and deal with their hostesses and customers on a one to one basis. They must build up rapport with their customers through good, sincere customer service and gain a high level of trust to ensure an ongoing relationship. Most of their marketing is done through word of mouth, friends telling friends.

It's a Struggle!

Many party planners thrive on the interaction with customers and their fellow consultants. They love to watch their team blossom and enjoy sharing their success. But... they struggle with the administration side of their business. Unfortunately, if this side is neglected, it can be difficult to grow the business and stress levels increase.

Help is at hand!

A Business Secretary can take care of lots of these admin tasks.

Developing a database of customers and maintaining records of orders can be used for follow up of customers and hostesses and developing promotions at various times of year. It helps to personalise phone calls and emails. A regular newsletter can be produced and sent out to customers.

A similar database can be established for your team of consultants, making it easy to have all their personal and business details at your fingertips, track sales, down line qualifications, and again, keep in touch with your consultants with a regular newsletter.

Professional looking stationary, letters, flyers, etc gives your business a consistently smart look, showing that this is a serious business, not just a 'hobby'.

Book keeping - for those that dislike this - enough said!!

Putting together training workbooks, programs, aids, whatever is needed to make these events run smoothly for you and your team

Support (and this is a big one) - many party planners feel isolated and

appreciate having someone outside of their business to talk through the highs and lows; to plan, encourage and support them without having the 'vested interest' of an up or downline.

Basically, a Business Secretary can do all the office tasks that take up your time, leaving you to get out with your customers and team, growing your business and giving you back a life of balance and enjoyment.

Most Party Planners work from home and many don't relish the idea of having someone come into their space. Your Business Secretary can be 'virtual' - they can live anywhere as long as they are an email or phone call away.

This is very cost efficient too, as you only pay for the actual time used. Your Business Secretary is not an employee; there is no super, workcover and all those other add-on costs. And the rewards and growth should quickly outweigh the cost involved.

One very important last thing !

When selecting a Business Secretary - try to find someone who understands and appreciates YOUR BUSINESS. Remember, party plan is quite different to most businesses. This will save a lot of time and frustration explaining how things work such as hostesses, commissions, downlines, bonuses, incentives, qualifications - all the things that make up your business. Find someone who appreciates and supports 'THE POWER OF PARTY PLAN!'

Karen Nankervis runs 'My Beechworth Secretary' and works extensively with small businesses as their 'Virtual Business Secretary' and business coach. She has over 15 years experience in the party plan industry as a successful consultant and manager. Karen can be contacted via email at contact@mybeechworthsecretary.com.au or on 03-57281924.