



PLANT: DAY 1



VIOLET EYEWEAR
UNIVERSITY

VIOLET EYEWEAR DECODED

UNLOCK THE POWER OF VISION



BOOKINGS & HOST COACHING

BOOKING EYEWEAR EXPERIENCES

The fastest way to grow your new eyewear business is by having regular sales events, also know as Violet Eyewear Experiences. A farmer doesn't just plant, he must also harvest. You can plant all you want but if you don't harvest your crop will rot in the field. This is how you reach your financial goals. Happy Booking!



The graphic features a woman, Dr. Sylvia Jones, smiling and wearing glasses and a blazer. To her left is the Violet Eyewear University logo, which includes a circular geometric design and the text "VIOLET EYEWEAR UNIVERSITY". Below the logo, the text "BOOKING & HOST COACHING" is displayed in large, bold letters. A small white icon of a hand holding a pen is visible at the bottom left of the graphic.

**VIOLET EYEWEAR
UNIVERSITY**

**BOOKING &
HOST
COACHING**

DR. SYLVIA JONES
CEO & FOUNDER

HOST COACHING: <https://youtu.be/-k45k3GuYeY>

**MY VIOLET
EYEWEAR BOUTIQUE** <https://youtu.be/J-8MTqRH8l8>

click the links to watch videos:



WHY IS HOST COACHING SO IMPORTANT?

ONE OF THE MOST IMPORTANT PEOPLE IN GROWING YOUR BUSINESS IS THE HOST OF YOUR VIOLET EYEWEAR EXPERIENCE. A VIOLET EYEWEAR HOST IS ANYONE WHO HAS AGREED TO BOOK A VIOLET EYEWEAR EXPERIENCE WITH YOU. THE HOST IS IMPORTANT BECAUSE AS THE HOST INVITES GUESTS TO YOUR EVENTS ,IT ALLOWS YOU TO GROW YOUR EYEWEAR BUSINESS EXPONENTIALLY.

THE HOST IS ALSO A POTENTIAL NEW TEAM MEMBER. AS YOUR HOST BECOMES FAMILIAR WITH THE VIOLET EYEWEAR SYSTEM, THEY MAY BECOME INTERESTED IN THE INCOME OPPORTUNITY.



PLANT: DAY 1

OBJECTIVES

Review Booking



Review Host Coaching



Review Host Tips and
Confirmations



THE VIOLET EYEWEAR SYSTEM



THE VIOLET EYEWEAR SYSTEM

1

BOOK



Bookings are the lifeblood of your Violet Eyewear Business, without bookings your business may not grow quickly. A booking occurs when you have a host that has agreed to a date, time, and location for a violet eyewear experience. Whether it is a one on one or group experience.

2

EMAIL



Sending your host an email within 24 hours of a booking is extremely important. This email is the 1st step of Host confirmation. The email will confirm the time, date, and location of the eyewear experience. Attached to the email will be the host packet, the invitation you would like them to send out, and other important information.

THE VIOLET EYEWEAR SYSTEM

3

CALL



A couple days after you send your email, you should follow up with your host via a phone call. On the call you can confirm that they received your email, review the host tips, and answer any questions. Speaking directly to your host greatly increases the chances that your eyewear experience will be successful and profitable.

4

EVENT



Arrive early for your Violet Eyewear Experiences. For an in person experience you should arrive 30 mins prior to the start of the event. If it is a virtual event you should open the event 5 min before the scheduled time to speak with your host and greet any early guests.

5

REWARDS



Once the party has closed. Be sure to reach out to your host to let them know their party total and their level of host rewards. Host rewards are earned for all party totals over 300 dollars. This is also a great time to remind your host of the violet eyewear business opportunity. Invite your host to join your team.

6

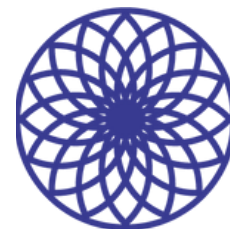
REFERRAL



Ask your hosts for referrals, if they know anyone else who may be interested in your products or learning about the business opportunity. At the eyewear experience you can engage guests to shop, host, or join. However the host probably knows more people than those who attended the eyewear experience, be sure to ask for referrals.

ADDITIONAL RESOURCES

BOOKING AND HOST COACHING

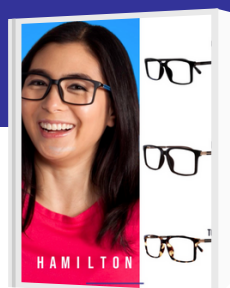


VIOLET
EYEWEAR



ELECTRONIC HOST PACKET

<http://violeteyewear.com/wp-content/uploads/2022/01/HOST-PACKET-2022.pdf>



VIRTUAL VIOLET CATALOG

<http://violeteyewear.com/wp-content/uploads/2022/01/CATALOG-2022.pdf>



3 STEP HOST CONFIRMATION

<https://youtu.be/Ex7es0SjHe4>



BOTTOMLESS BOOKINGS

<https://youtu.be/L1DcbDhHAKU>



IN PERSON OR VIRTUAL



PARTY TOTALS	HOST CREDIT	1/2 OFF ITEMS
\$2000	\$220	5
\$1800	\$190	5
\$1600	\$170	4
\$1400	\$150	4
\$1200	\$130	4
\$1000	\$100	3
\$800	\$80	3
\$600	\$60	3
\$400	\$40	2
\$300	\$0	2

GO EVERY WEAR™

HOST REWARDS

Host rewards are available when you host a \$300+ party. The amount of host credit or half-priced items you can receive depends on the party total. Prior to tax and shipping. No substitutions. While supplies last. Customer specials and host reward can not be combined.

*FOR PARTIES ABOVE \$2000

You earn \$20 in host credit for every additional \$100 in party sales

NOTE:

Qualifying party sales exclude shipping, tax, and all Host Rewards. The Host pays shipping on discounted products. Host Credit may not be used toward half priced items.



VIOLET
EYEWEAR

HOST COACHING

RESOURCES

FORMS | SCRIPTS | LETTERS

GO EVERY WEAR™



VIOLET EYEWEAR
VISION AMBASSADOR

Hey <NAME>,

I really love your personality and zest for life. I am messaging to see if you would like to host a Violet Eyewear Experience. Violet Eyewear offers a new way to experience eyewear online with your family and friends. Your guests will have an opportunity to experience beautiful eyewear and try it on virtually. It's really a lot of fun. Violet also offers generous Host Rewards which gives you the opportunity to earn free or discounted eyewear. I have a few openings on my schedule. Let me know if either of the following dates would work for you. <insert 2 dates and times>. If those don't work let me know a date and time you prefer. Thank you so much, I look forward helping you earn "Your Perfect Eyewear."

<Your Name>

Your Vision Ambassador

GO EVERY WEAR™

HOST CONFIRMATION EMAIL [SAMPLE]:



VIOLET EYEWEAR HOST CONFIRMATION EMAIL

VIOLET EYEWEAR
VISION AMBASSADOR

[Host Name],

Thank you, for hosting a Violet Eyewear Experience, I am so grateful for you and I know you will have a great time. Your party is scheduled is scheduled for Friday, March 5th at 7 EST on Zoom.

Attached is everything you will need to send out your invitations: Invitation Message, Invitation Image, Host Information packet, (Zoom link: optional)

Sample Message from host:

"You're invited to a Violet Eyewear Experience! The only eyewear company that brings the glasses to you, no hassle, no lines, no wait. Come get personalized attention with your very own Vision Ambassador, to help you find the perfect style, size, and shape for your face. This experience is open to both men and women, we have plenty of styles for both. Our products include beautiful sunglasses, reading glasses, and accessories. If you desire custom lens, please make sure you bring a copy of your current eyeglass prescription to party. If you need an exam this is a great remainder to get one and take care of your ocular health. Hope to see you for a night of frames, fun, and fashion. Feel free in invite a friend.

Visit us at violeteyewear.com to preview our frames and try them on Virtually!

Sincerely,

[Ambassador Name]

Violet Eyewear

Independent Vision Ambassador

<insert VIDEO CONFERENCE Link>

<INSERT LINK TO INVITE IMAGE>

<INSERT LINK TO HOST PACKET>

GO EVERY WEAR™

CONFIRMATION CALL SCRIPT

Vision Ambassador: Hi Sally this is Barbara from Violet Eyewear how are you doing today?

Host: I'm doing well

Vision Ambassador: Good, is this still a good time to talk?

Host: Yes

Vision Ambassador: OK great. Well first I just wanted to make sure you got the email and the confirmation letter in the mail?

Host: Yes, I did.

Vision Ambassador: Did you have any questions.

Host: No

Vision Ambassador: OK great, I know it is pretty much self-explanatory. Are you on Facebook?

Host: Yes

Vision Ambassador: Great about 2 weeks prior to your live experience I will open a Violet Eyewear Experience in a Facebook group. In that group you can invite your guest to preview the eyewear and learn more about the company. It just provides a really nice way for your guests to see the Eyewear especially those who may not be able to attend.

Host: Yes, that sounds good

Vision Ambassador: OK great so I'll mark that down, your group is going to start on Monday the 15th. What is your name on Facebook so I can send you a friend request?

Host: It's just my name

Vision Ambassador: OK, make sure to accept my Facebook friend request so that I can add you to the group. The nice thing is, that if what I do looks like fun, and you eventually decide to become a Vision Ambassador you already have a group set up that you can use as part of your business.

Vision Ambassador: So how many people do you have on your guestlist so far?

Host: I have about 10 people.

Vision Ambassador: That is excellent, the goal is to invite about 20- 30 people knowing that many may not be able to make it. Make sure to get you invitations out by the end of this week. This will allow your guest to have time to get an eye exam or a copy of their prescription if they need to.

Vision Ambassador: All right so do you have any other questions?

Host: No

Vision Ambassador: OK great. So, the next time I'll reach out to you will be on Facebook to get your Virtual Experience started, and then I'll then reach out about one week before your Live Eyewear Experience to do a brief check in. So, is 8 pm still a good time?

Host: Yes

Vision Ambassador: I am so excited; this is going to have an awesome Eyewear Experience. Have a great evening.

GO EVERY WEAR™



VIOLET EYEWEAR

GO EVERY WEAR™

HOST NAME:

EXPERIENCE DATE & TIME:

REFERRED BY:

EMAIL :

ADDRESS :

BEST PHONE & CONTACT TIME:

WISHLIST:

DAY 1

☐

HOST PACKET GIVEN

☐

EXPERIENCE INFO ON CALENDAR

☐

HOST TIPS REVIEWED

☐

ADDED HOST INFO TO CONTACTS

DAY 2

☐

CONFIRMATION EMAIL SENT

☐

CONFIRMATION LETTER SENT (OPTIONAL)

DAY 5

☐

CONFIRMATION CALL

NOTES:

2 WKS PRIOR TO SHOW

☐

VIRTUAL EXPERIENCE

1 WK PRIOR TO SHOW

☐

2ND HOST COACHING CALL

☐

HOST OPPORTUNITY

1 DAY PRIOR TO SHOW

☐

EXPERIENCE REMINDER TEXT OR CALL

FOLLOW - UP

☐

HOST ORDER PLACED

☐

THANK YOU LETTER SENT

☐

INTERESTED IN OPPORTUNITY

☐

3 WEEK CARE CALL

DESIRED HOSTING FREQUENCY

☐

EVERY 3 MONTHS

☐

EVERY 6 MONTHS

☐

ONCE A YEAR



EXPERIENCE DATE

/ /

VIOLET EYEWEAR

HOST NAME:

GET READY

10-12 GUESTS ARE IDEAL (MEN AND WOMEN WELCOME)

PAYMENT OPTIONS: VISA, MASTERCARD, DISCOVER
AMERICAN EXPRESS, PAYPAL, HSA, FSA

COLLECT OUTSIDE ORDERS PRIOR TO EVENT

VIOLET EYEWEAR DOES NOT ACCEPT INSURANCE

ADDITIONAL HOST GIFT FOR 2 OR MORE BOOKINGS

RECIEPT CAN BE SUBMITTED TO INS. FOR REEMBURSMENT

INVITE AND REMIND GUESTS IN MULTIPLE WAYS

REMIND GUESTS TO BRING CURRENT EYEGLASS RX

KEEP REFRESHMENTS SIMPLE

REVIEW HOST REWARDS

GET SET

INVITE 30 PEOPLE, EXPECT ABOUT 10 TO SHOW AT EVENT

ANY SPECIAL DIRECTIONS TO YOUR HOME

INVITE WITH ENTHUSIASM, USING THE GRAPHIC PROVIDED

REMIND GUESTS TO BRING CURRENT EYEGLASS RX

REMIND GUEST 2-3 DAYS PRIOR TO EVENT

DISCUSS HOST INCOME OPPORTUNITY

ENCOURAGE GUESTS TO BRING A FRIEND

GUESTS THAT MAY BE INTERESTED IN OPPORTUNITY

FOR GUESTS WHO CAN'T ATTEND OFFER TO BOOK AN
EVENT OR PLACE OUTSIDE ORDER.

GO

AROUND THE DINING ROOM TABLE OR VIDEO
CONFERENCE, ENCOURAGE PARTICIPATION

SERVE SIMPLE SNACKS AFTER ORDERS ARE TAKEN

I WILL ARRIVE APPROX 30 MIN PROR TO SET UP

HAVE YOUR PARTY PACK AND CATALOG AT EVENT

STARTING ON TIME IS APPRECIATED BY ALL

HOST WISHLIST

WRITE DOWN ITEMS YOUR WOULD LOVE TO EARN



EXPERIENCE DATE

/ /

VIOLET EYEWEAR

HOST NAME:

GET READY

10-12 GUESTS ARE IDEAL (MEN AND WOMEN WELCOME)

PAYMENT OPTIONS: VISA, MASTERCARD, DISCOVER
AMERICAN EXPRESS, PAYPAL, HSA, FSA

COLLECT OUTSIDE ORDERS PRIOR TO EVENT

VIOLET EYEWEAR DOES NOT ACCEPT INSURANCE

ADDITIONAL HOST GIFT FOR 2 OR MORE BOOKINGS

RECIEPT CAN BE SUBMITTED TO INS. FOR REEMBURSMENT

INVITE AND REMIND GUESTS IN MULTIPLE WAYS

DETERMINE IF FACEBOOK PARTY OR VIDEO CONFERENCING

REMIND GUESTS TO BRING CURRENT EYEGLASS RX

REVIEW HOST REWARDS

GET SET

INVITE 30 -50 PEOPLE, EXPECT ABOUT 10 TO SHOW AT
VIRUTAL EVENT / GROUP

FOR GUESTS WHO CAN'T ATTEND OFFER TO BOOK AN
EVENT OR PLACE OUTSIDE ORDER.

INVITE WITH ENTHUSIASM, USING THE GRAPHIC PROVIDED

REMIND GUESTS TO BRING CURRENT EYEGLASS RX

REMIND GUEST 2-3 DAYS PRIOR TO EVENT

DISCUSS HOST INCOME OPPORTUNITY

ENCOURAGE GUESTS TO INVITE A FRIEND

GUESTS THAT MAY BE INTERESTED IN OPPORTUNITY

GO

VIDEO CONFERENCE, ENCOURAGE PARTICIPATION

STARTING ON TIME IS APPRECIATED BY ALL

I WILL ARRIVE APPROX 5 MIN PROR TO EVENT

HAVE YOUR PARTY PACK AND CATALOG AT EVENT

HOST WISHLIST

WRITE DOWN ITEMS YOUR WOULD LOVE TO EARN



VIOLET EYEWEAR VISION AMBASSADOR

Hi <NAME>,

Thank you for the opportunity to be of service to you. I am pleased to confirm your exclusive VIOLET EYEWEAR EXPERIENCE to be held on XX at XX.

Your VIOLET EYEWEAR EXPERIENCE gives you the opportunity to earn our fabulous host rewards. I'm looking forward to working with you to make your experience a huge success. Please take the time to read the 'Hostess Tips Form' and in particular the top section called 'GET READY' information which I have given to you in your Host Packet. These steps are designed to keep things simple on party day. So that you can relax and enjoy the party with your guests

Please remember to over invite friends your to ensure you have a fabulous experience. Feel free to share the website and eCatalog with those who cannot attend, in order to encourage outside orders and bookings. Outside orders will benefit towards your Host Rewards. They can view our entire collection at www.violeteyewear.com

Remember if you need anything or have any questions, please do not hesitate to give me a call or send an email.

<Vision Ambassador Name>

<Phone>

<Email>

Note:

GO EVERY WEAR™



EXPERIENCE DATE

/ /

VIOLET EYEWEAR

HOST NAME:

FAMILY AND FRIENDS

CO-WORKERS, CLASSMATES

Ex. Suzi Smith 555-555-5555

CLUBS & ORGANIZATIONS

CONGREGATIONS & SPORTS

SOCIAL MEDIA & HOBBIES

NEIGHBORS & OTHERS

GO EVERY WEAR™



VIOLET EYEWEAR
VISION AMBASSADOR

THANK YOU!

Dear [Host Name],

Thank you for an amazing Violet Eyewear Experience! It was fun sharing our beautiful products with your friends and family. Congratulations on hosting a fantastic party!

BELOW YOU WILL FIND YOUR VIOLET EXPERIENCE SUMMARY:

TOTAL PARTY SALES: XXX

BOOKING 1: XXXXX [DATE AND TIME]

BOOKING 2: XXXXX [DATE AND TIME]

DONATIONS OF EYEWEAR TO THOSE IN NEED: XXXX

HOST REWARDS: \$XX HOST CREDIT AND XX HALF OFF ITEMS

I will contact you to place your order. Also let me know if you know any EYEWEAR LOVERS who may be interested in hosting or joining my team.

Until next time, see clearly God's VISION for your life, be INSPIRED to dream big, seize every OPPORTUNITY, LOVE unrestrained, EMPOWER those around you, and don't waste any TALENT God has blessed you with!

Have an Amazing Day!

[Vision Ambassador Name]

GO EVERY WEAR™