

This "Should I Host Reveal Parties?" Guideline is meant to help you think outside of the box as a way to increase your revenues. You can use this Guideline to consider your own company's use of a "Reveal Party" to generate new business.

What is the goal of marketing?

Let's start of by defining a simple philosophy...

"Low Hanging Fruit" – John Pietro, Wendy's

The phrase "low-hanging fruit" refers to easy-to-accomplish tasks or easy-to-solve problems in a particular situation. We will reference "Low Hanging Fruit" regarding marketing materials, because there are 3 very simple goals to marketing:

1. Get a new customer
2. Get an existing customer to spend more
3. Get a past customer to come back and spend more

We will add a 4th goal...Turn your existing customer into your marketer.

What is a "Reveal Party"?

You finished your design project. Now what?

A completed design project creates a clear and visible difference between, "before" and "after". Which presents a unique opportunity for you to showcase your work and talent.



A Reveal Party allows you to showcase your "before" and "after" in an interactive environment, where prospective clients are able to experience the result of your work and skill. This not only creates an opportunity to celebrate the completion of the project with your current client. But it also creates an opportunity to target a specific audience of potential new clients, that in most cases meets your pre-qualification requirements. Very basically, This gives you an opportunity to turn an existing client into many more. Here's the Math: 1-Paid Client x 2+ New Clients = +300% Revenues

My clients are private and wouldn't want to have a party...

Have you actually "asked"? It is great that you value your clients' concerns. And if after hearing your presentation and reviewing your contract, your client absolutely will NOT allow you to host a Reveal Party, that could easily generate more business for you and your company. Then, yes. You should not host a Reveal Party. But why not present it as though it is your standard operating procedure. Why not present it as though it is a way to celebrate your clients newly designed home?

How do I get permission?

Your business. Your rules...

First, let's clear up the notion that anyone at all has any idea of what to expect.

So, if you say that your creative process is to hold your breath and hang upside down from the ceiling, in order to find your inspiration. Who's to question it?

And, if your client experience and marketing process is to host a Reveal Party at the completion of the project...Again, who's to question it?

Maybe you are worried that your client will interview another design. And that designer does NOT host a Reveal Party...Is that a "Bad" thing?

Or does it differentiate you from the "other" designers?

Put it in your Presentation and Contract...

When you first meet with your client, to present your company (See DRC Presentation Guidelines) and share what makes you unique, qualified and explain your process with them. It is at this point that you share with them, that as a "celebration" and part of your sales and marketing effort, you host a "Reveal Party" at the completion of ALL of your projects.



Present it as a "great opportunity" for your client to mark the completion of the project, "showcase" their home to an intimate group of friends, family, colleagues and neighbors. Let them know that you will take care to provide:

- light snacks and refreshments
- slip covers for shoes
- invitations for your clients to share with friends, family and colleagues
- you, yourself will go door to door to invite the neighbors
- and you will take care of all of the clean up.

Put it in your contract. From the beginning, this should be clear, that part of the design process, and as a way for you to market your business, you will do the following: 1. At the out-set of the project, you will have the areas to be designed professionally photographed (Before Photos) 2. Near the completion of the project, you will: 1. Set a date for the reveal party 2. Issue Invitations 3. Personally invite the neighbors 4. Finalize arrangements 5. Bring a photographer 6. Etc. 3. Ahead of the date, build excitement. Remember that, to your customer...this is a celebration (To you...this is Marketing)

Why get professional “before” photos?

This is NOT a party. This is Marketing.

Just to be clear. This is NOT a Party. This is Marketing. Your goal is to present to your client's friends, family, colleagues and neighbors the dramatic difference your design services have had on the look and feel of the home. The reason you would hire a professional photographer, at the beginning of the project, to photograph amazingly clear “Before” photos, is to capture and display the dramatic results of your work and talent.



During the event...

Marketing. Marketing. Marketing.

During the event, you should:

- Pause and publicly address the attendees
- Take the opportunity to thank your clients for the ability to work on such a great project
- Highlight several design challenges that you and your team over came
- Talk about your company and the type of projects you specialize in
- Let people know that they can schedule a presentation with you at the event.
- **Book several appointments while at the Reveal Party...**

If possible... Invite your vendors and manufacturers!

This is your opportunity to showcase not only yourself, but your vendors and manufacturers as well. This provides several marketing and networking benefits:

1. It shows that you work as a team
2. It displays competence and validation
3. It rewards your vendors and manufacturers, keeping you top-of-mind for referrals

What will you need for the “Reveal Party”...

Remember, this is about Marketing. Many of the items you will be able to reuse. We will mark the reusable items with an asterisk (*).

Here is a list of items you will need ahead of your “Reveal Party”:

2-3 Weeks before the event:

- Event Confirmation – Date, Time, Number of People, etc. This is a great time to let your client know that their design project is on-track and that it's time to start getting ready to celebrate.
- List of contacts from client (friends, family and colleagues)(Note: This is only to help your client send invites...Not Spam Emails)
 - Email, phone and address
- Create Digital Media (Eventbrite and Facebook Events) – Digital Events can be revised, so if anything changes, you can update your digital event. But it is a good idea to begin gaining traction digitally, early. Links can be shared with your clients.
 - Graphic Image
 - Event Details
 - Date, time, address, RSVP notice
 - Event Email
 - Slideshow Presentation*
- Order/Organize Print Materials
 - Before Photos & Display Stand – Print the Before photos onto “Large Format Poster Board”
 - Sign-in Sheet – Use this at events to capture contact information (may be a guest book)
 - Post Card
 - Door Hangers
 - Directional Signs*
 - A-Frame Signs*
 - Step & Repeat Banner* (8'X8' - \$189)

2 Weeks before the event:

Begin distributing marketing materials:

- Give your client Post Cards to hand out
- Send Email Update (Reminder to RSVP)
- Confirm Print Materials (Before Photos, Post Cards, Door Hangers, Directional Signs, etc.)
- Send Post Cards
- Go knock on neighbors' doors and leave Door Hangers

Pick up Event Materials:

- Balloons
- Disposable Shoe Covers (Amazon)
- Disposable napkins, plates, plastic campaign glasses, clear cups, fork/spoon/knife sets, etc.

1 Week before the event:

- Send “Last Chance” Email Update
- Go over event details with client
- Practice your Event Presentation Speech (See DRC Elevator Pitch Guidelines)
- Call and arrange any food and beverage purchases

The day before the event:

- Send “Last Chance” Email Update
- Practice your Event Presentation Speech (See DRC Elevator Pitch Guidelines)
- Call and confirm pick-up of your food and beverage purchases

Day of Event Prep...

On the day of the event:

- Send “Last Chance” Email Update
- Call and Check-in with your clients
- Organize your Print Materials:
 - Post Cards (Business Post Cards)(Not Event Post Cards)
 - Before Photos and Display Stand
 - Print your Sign-in Sheet
 - Business Cards
 - Directional Signs
 - A Frame Signs
 - Tape & Scissors
 - Step & Repeat Banner
- Organize your Event Materials
 - Balloons
 - Disposable Shoe Covers (Amazon)
 - Disposable napkins, plates, plastic campaign glasses, clear cups, fork/spoon/knife sets, etc.
- Pick up your food and beverage purchases

On-Site Prep

At the Event Location (Before the Event Starts)...

- Ready the Neighbors
 - Go say hi
 - Leave Door Hanger
- Set-out your Directional Signs (With Balloons)(Street Corners and Major Cross Streets)
- Set-up your A Frame Signs (With Balloons)(Front Yard, Street Corners)
- Set-up your Before Photos with Display Stands in each of the rooms you renovated
- Set-up your Step & Repeat Banner
- Set-up Balloons (Throughout event)
- Set your Disposable Shoe Covers (with a chair) by the front & back doors
- Set-out your food & beverage, plates, flatware, cups, etc.

2-Hours Before the Event...

- Check-in on your clients
- Get changed and ready for the event
- Breath...

Run-Of-Show...

During the Event (Run-of-Show)...

3-3:45 – Greet guests

3:45-4:30 – Presentation:

- Thank everyone for coming
- Thank your clients
- Provide an intro about your company
 - The name of your company
 - What you specialize in
 - An overview of your team
- Provide an overview of the project
- Describe some design challenges you faced
- Describe how you overcame the design challenges
- Talk about your favorite aspects of the project
- Talk about the vendors
- Thank your clients again
- Allow for Questions & Answers
- Let your guests know that you are booking presentations and consultations, and to talk with you more
 - Close by saying, “enjoy the food and refreshments, and thank you again to your clients

Let's Review...

Does a “Reveal Party meet the 4-Goals of Marketing...

This is a simple exercise to see if hosting “Reveal Parties” will meet the goals of Marketing. We will simply measure the concept of a “Reveal Party” against the 4 Goals of Marketing.

Does a “Reveal Party meet the 4-Goals of Marketing...

Does a “Reveal Party”... Get a new customer?

Yes / No Why?: _____

Get an existing customer to spend more?

Yes / No Why?: _____

Get a past customer to come back and spend more?

Yes / No Why?: _____

Turn your existing customer into a marketer?

Yes / No Why?: _____

Let's set some goals...

We are all about accountability. Without accountability, we all tend to let things slip through the cracks. So, lets put a plan of implementation into motion.

Who will revise your contract? Myself / An Assistant / My Marketing Dept/
Other: _____

When will your contract be ready for use? ____/____/____

Do you have your Event Materials Designed?

Digital Media:

Graphic Image: Yes / No Who will design it? Myself / An Assistant / My Marketing Dept
Other: _____

Event Email: Yes / No Who will design it? Myself / An Assistant / My Marketing Dept
Other: _____

Slideshow Presentation*: Yes / No Who will design it? Myself / An Assistant / My Marketing Dept
Other: _____

Print Materials:

Before Photos & Display Stand : Yes / No Who will design it? Myself / An Assistant / My Marketing Dept
Other: _____

Sign-in Sheet : Yes / No Who will design it? Myself / An Assistant / My Marketing Dept
Other: _____

Post Card : Yes / No Who will design it? Myself / An Assistant / My Marketing Dept
Other: _____

Door Hangers : Yes / No Who will design it? Myself / An Assistant / My Marketing Dept
Other: _____

Directional Signs* : Yes / No Who will design it? Myself / An Assistant / My Marketing Dept
Other: _____

A-Frame Signs* : Yes / No Who will design it? Myself / An Assistant / My Marketing Dept
Other: _____

Step & Repeat Banner* : Yes / No Who will design it? Myself / An Assistant / My Marketing Dept
Other: _____