

HOSTESS CALLING CARD

talk it up

As you share the cabi Fashion Experience with your friends, here are a few fun phrases to help you “talk it up” and encourage attendance. Cabi is distinctively different than traditional shopping, so sharing these aspects of the cabi Fashion Experience can help them see why they don’t want to miss it!

The cabi Fashion Experience:

- 1. ...is a totally different way to shop that you’ll really love*
- 2. ...is filled with fashion tips for your personal lifestyle*
- 3. ...is a front row seat (literally!) to this season’s fashion trends and styling tips*
- 4. ...is about learning the insider secrets for building a fabulous wardrobe*
- 5. ...is shopping with your friends and discovering new looks you feel great in*
- 6. ...is an exclusive opportunity to get your hands on a beautiful, designer collection*
- 7. ...is access to a personal stylist who will help you answer that question, “what am I going to wear?”*

The logo for the brand 'cabi' is located in the bottom right corner. It features the word 'cabi' in a lowercase, sans-serif font. The letter 'i' at the end has a small red dot above it, which is the brand's signature mark.

Picking up the phone and personally reaching out to those you have invited is key to a successful event! Women are busy and in the midst of life, often forget to RSVP! In fact, most women really appreciate a reminder phone call or text, whether you're checking in with a friend who hasn't responded yet or simply making a fun "see you there" call. Use this card for a few ideas to make those calls quick and easy.

RSVP check in call:

7-10 days prior to the show, make a quick call to anyone you haven't heard from. Chances are you'll get voicemail, but whether you're "in person" or leaving a message, try this for a fast response that will likely ensure she's coming:

"Hi Karen, it's Cheryl. Hey, I'm checking to make sure you got the cabi invitation I sent you—I'm trying to get a head count for drinks and appetizers and don't want you to miss it. It's on DATE at TIME. The Stylist, NAME, is incredible at showing the Collection and sharing all the latest trends and styling tips—I always learn a lot from her! Give me a call (or text me) to let me know!"

Reminder call:

A day or so before your show, make a quick reminder call (or some prefer a text). This is a great way to remind your guests how much they have to look forward to!

"Hi Karen, it's Cheryl. I'm looking forward to seeing you tomorrow night and catching up! We're going to see a gorgeous collection and hear some really great fashion tips. You're going to love it!"