

Earn an Income Making Dreams Come True

Become A Princess Tea Party *BUSINESS OWNER*

How to run a princess tea party business



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Become A Princess Tea Party Business Owner

How To Run Perfect Princess Tea Parties

A blueprint to earning an income in a part-time weekend business

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Foreword.

Have you dreamed of earning an income as your own boss, setting your own hours and making your own decisions? A part-time business running perfect princess tea parties can be started easily and affordably allowing you the flexibility you need to do something you love without putting your family on the back burner.

That is what I discovered nearly 20 years ago when I decided that balancing a corporate job plus managing a young family wasn't what I wanted long-term and opened Lisa Rose Doll House & Tea Room.

I kept my day job and used every spare moment to learn what I could about the business, search for a location, have a fabulous time collecting dress and accessory inventory, and squirrel away investment capital. Part of the beauty of the business I am in is that you are catering to young children who are there to have fun and not be concerned with how fancy the space is. It can be done simply and inexpensively which is a huge advantage in starting a business.

The flexibility I've had as a "mompreneur" is something I'm now sharing with other moms with products which offer a complete business in a box and is perfect for moms who love party planning. This e-book is the result of nearly 20 years of trial and error and is all you need to get started and operate a part-time Princess Tea Party business.

After nearly two decades I can honestly say that Dreams Come True! Two locations, more than 5,000 happy Birthday Princesses and over \$2,000,000 in revenues later, I am as passionate as ever about the weekend business we created that has helped put three kids through college.

I am fortunate to have found what I was looking for in a part-time business and am determined to help as many moms as I can to discover the freedom of being your own boss. My feeling is that managing a family and a day job is more difficult than launching and operating a small weekend business. Those management skills are huge.

After nearly 20 years in a business that allowed me to stay a full-time mom while providing financial support for my family, I have developed the step by step tools and handbook I wish I had when I was starting out. It's what I call [The Princess Tea Party Business in a Box](#) which is the exact roadmap I used so you aren't pioneering. A mom who is even remotely thinking about starting a business like this will definitely benefit from what follows.

The Princess Tea Party business took off for me, and the specifics in this e-book can help make it happen for you too.

The Dress-Up Princess Tea Party niche is a tested business, ideal as an income opportunity for women in many life situations such as:

- Women committed to having a balance between their family life and their work life
- Women seeking to bring in a second income and phase out of a corporate 9-5
- Stay at home moms who want to keep working part- time
- A single mother raising children and supporting a family
- Career women looking for a realistic, enjoyable, and profitable alternative to corporate life
- Women who enjoy working with children
- Women who enjoy party planning

A Princess Tea Party business is a part-time weekend business. It is very attractive as a mom/working mom solution and for other women who wish to put family first, bring in financial support, and enjoy going to work, setting their own hours, and being home for dinner with the kids instead of working on someone else's schedule.

Based on nearly 20 years in the business, I have written this definitive and practical e-book to provide everything you need to open and successfully operate your own Princess Tea Parties.

There are no guarantees, but it will save countless hours of research time and the costly mistakes of inexperience. Now you can benefit from all of my trial and error over the years and duplicate my business, hopefully enjoying the same joy and success I have had.

The Birthday Party industry is a \$38 billion industry. While we have seen party businesses come and go in the past 20 years, our dedication to quality, service and sound practices have sustained us no matter the economic ups and downs.

This e-book is the Nordstrom of guides to running your own princess tea party business and will no doubt streamline your efforts to open quickly and operate efficiently.

In running your own the Princess Tea Parties, your job is to make a little girl's princess dream come true. Pure and simple. There is also a little science to identifying your niche, targeting your customers, organizing to get opened and ways to market and develop a happy clientele. This e-book provides everything you need to accomplish this and much more.

1. The Princess Tea Party Niche.

Even in a challenging economy, it is clear that parents willingly pay higher prices for party packages where they perceive value for themselves and for their children.

Creating an all-inclusive package enables you to sell value, not price, by demonstrating to your customers that the value of their party experience is much greater than what you charge.

The clear trend is to a turnkey party experience where we do all the work and the party package price is clearly stated with no surprises. It has been a key to our success for 17 years now.

Our concept is simple - the all-inclusive “We do all the Work” benefits associated with our party packages easily surpass the stress and work of a parent hosting their own party. The costs in the end may be about the same, however, the parents understand what to expect and can trust that everything is being taken care of.

Children look forward to being a birthday Princess or invited guest at a party hosted at Lisa Rose, which definitely adds to the value of the experience. An invitation to a party at Lisa Rose becomes a hot ticket among the 3 to 9 year old set! The value proposition is crystal clear to parents who write the check.

There is no work, no stress, no worries on their end, and the kids have a wonderful time. This is a “win- win” for everyone driving very healthy repeat and referral business.

A Dress-Up Princess Tea Party is all about pampering the birthday Princess and her guests. We start with them picking out a dress from the racks in the main room, and then sit the girls down to have their hair, make-up and nails done by a trained party hostess.

Once this is completed, a short runway fashion show follows which is fun and exciting. When the show is finished, everyone sits down for “Tea” consisting of lemonade and finger foods. The Birthday Princess will hold court, making sure that her day is indeed special.

Everyone is treated to cupcakes and the singing of Happy Birthday. Gifts are then opened with the Party Hostess keeping track of the gifts and from whom they came so thank you notes can be sent. A photo souvenir along with a prize from the Treasure Chest completes the party.