

celebrating *You*

JANUARY 2015

**THE ART
OF BOOKING**

ON THE GO TOP TOOLS

*Making the Most
of the Opportunity Incentive*

Meet Jewell

IN&OUT

Business Smarts
A New Leaf

Marketing 101
Hostess Coaching





NEWSLETTER



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Join the Team on Facebook!

www.facebook.com/groups/252272258241767/

Office Hours

Mon, Wed, Thu, Fri 10 am to 2 pm

Tue 7 pm to 9 pm

It's January 2015 - a new year, a new catalog, and new conversations to have! Wow - what an exciting time to be part of this awesome company! Quick question for you! Asked any good questions lately?

One of the most promising opportunities for growth in your business may well come from your current

customers, especially the ones you consider your "best" customers. Unlocking that growth potential may be as simple as asking a few key questions. The prime time to start asking those questions is right now!

Ask past Hostesses to host again and take advantage of double hostess rewards. Ask past customers to host a

party - even offer a party on the go or a catalog party. Ask those who have expressed an interest in joining your team to reconsider now and share the opportunity incentive with them.

The opportunities are there - the growth is there. Are you asking good questions?

Danielle

Core Values

HARD-WORKING

Do whatever it takes to **SEE** a task through until it's finished and finished *right.*

Proverbs *31* Woman

Faith

A Virtuous Woman serves God with all of her heart, mind, and soul.

She seeks His will for her life and follows His ways.

(Proverbs 31: 26, Proverbs 31: 29 – 31, Matthew 22: 37, John 14: 15, Psalm 119: 15)

Key Dates

JANUARY

- 1-31 Monthly Specials
- 6 Customer Email
- 15 Last day for February C&C Registration
- 22 PAC in Columbus
- 31 Staggered Month-End
- Double Diamond Incentive ends

FEBRUARY

- 1 Feb/March Specials continue thru March 15
- Start Something New Recruiting Incentive thru March 15
- 16 C&C Week - You going?
- 28 Staggered Month-End

How Did Our Team Do Last Month?

Gen 0

Sales \$25,318

Parties 41

Recruits 1

Celebrate
Encourage
Reward

Danielle's Stats

Sales \$4,119

Parties 5

Recruits 1

Are You READY FOR LEADERSHIP?

Choose to Dream! Focus on your Why! Helping others achieve their dreams is the best way to realize your own!

Based on our team's performance, the following commissions were earned at the levels show below.

I share this not to impress you, but to impress upon you the real benefits of growing your team and going into leadership!

Reach out to me if you want to advance and achieve leadership!

Consultant \$1,030

Director \$2,276

Senior Director \$3,025

Executive Director \$3,532

Senior Executive Director \$4,038

Top in Sales

Heather Beard	\$3,227.83
Shannon Sawyer	\$2,521.98
Stacy Lambert	\$1,498.72
Michelle Mcvay	\$1,486.70
Joy Graham	\$1,482.77
Michelle Davidson	\$1,323.71
Winona Heldreth	\$1,032.83
Rachel Hulbert	\$990.52
Magin Binger	\$728.83
Amy Phillips	\$722.62
Karen Harris	\$702.81
Sandra Lownds	\$533.55
Ashley Wisniewski	\$447.96
Michaela Bowman	\$411.90
Brittany Hopkins	\$410.90
Karrie Molina	\$405.88
Jeannette Forbes	\$393.92
Renae Wellman	\$378.57
Mandie Harris	\$339.94
Jessica Rosloniec	\$311.78
Cindy Feldpausch	\$306.00

Top Parties!

Shannon Sawyer	7
Michelle Davidson	4
Rachel Hulbert	3
Michelle Mcvay	3
Joy Graham	3
Heather Beard	3
Magin Binger	2
Karen Harris	1
Brittany Hopkins	1
Cindy Feldpausch	1
Jeannette Forbes	1
Lisa Legg	1
Sandra Lownds	1
Kristi Vanvalkenburgh	1
Ashley Wisniewski	1
Michaela Bowman	1
Mandie Harris	1
Stacy Lambert	1
Winona Heldreth	1
Renae Wellman	1
Amy Phillips	1
Karrie Molina	1
Jessica Rosloniec	1

Look Who Qualified

Karen Harris

Happy Birthday

Magin Binger	01/07
Lauren Tovar	01/13
Kimberly McPherson	01/15
Karen Harris	01/18
Jody Mills	01/22
Brittany Hopkins	01/23

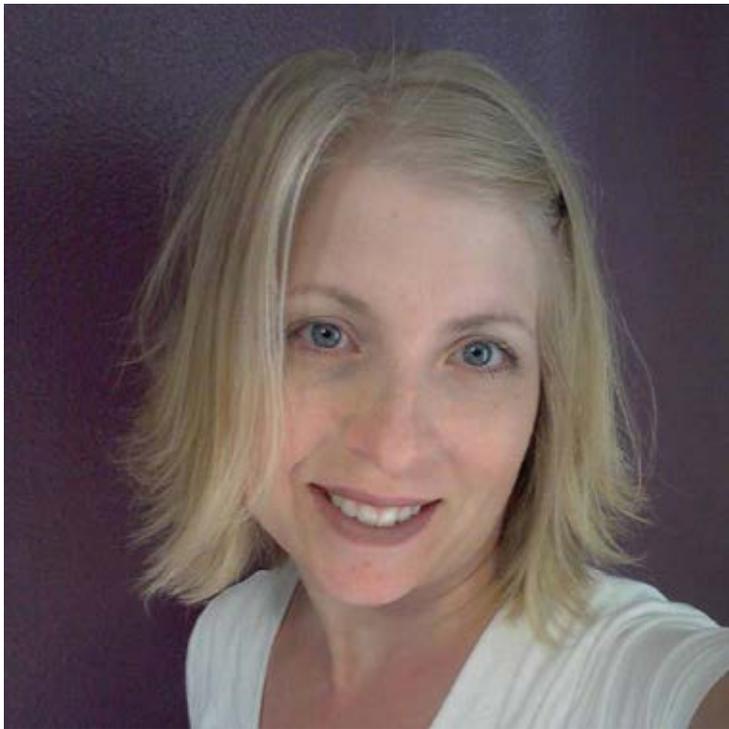
#1,000+ Parties

Stacy Lambert
Heather Beard

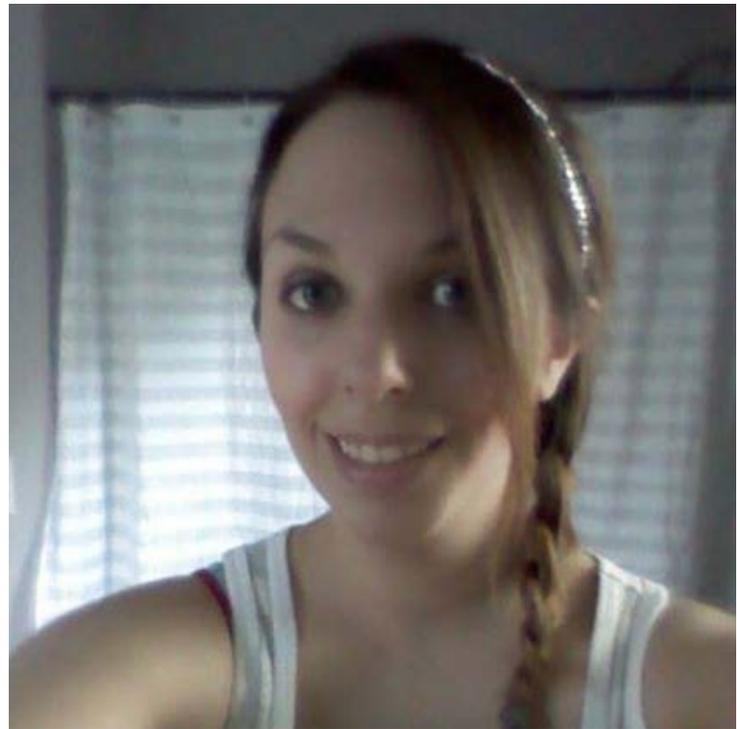
Welcome!

Lisa Luchenbill-Willis

*Look who had #1,000+ Parties!
Way to Go, Ladies!*



Heather Beard



Stacy Lambert

All Aboard! IN AND OUT EXPRESS PARTY

These days people are busy, super busy! Often times when you ask a customer if they would like to host a home party for your business, many of them will tell you that they are too busy to commit to one right now - even for an On The Go Party! Well, you now have a solution for that! You can offer "In-and-Out Express Home Parties"!

These types of parties need to be less than 1 hour in length and should include 30-40 minutes of shopping time and 15 minutes to pack up & go home. When offering these to potential hosts, let them know that you plan to be in and out within 1 hour, flat! Surely, almost everyone can set aside an hour of time.

When doing these types of parties, you will want to only carry with you 10 of your best-selling products, catalogs, order forms, recruiting packets,

and business cards. Leave everything else at home.

Keep your items organized, focus on the three chapters - Just for You, For Your Home, and For Your Family!

Go into the host's home about 15 minutes before it starts, quickly set everything up and let the guests flow in. Introduce yourself at the door, point them in the direction where you have products displayed, hand them a catalog & an order form. Let them go on their way and get busy shopping.

Once 30-40 minutes have passed, collect the orders, and start your Full-Service Checkout - this is a hallmark of Thirty-One Pink Glove Service - we won't cut corners here! Let the guests know when they can expect their purchases to arrive and thank them for coming.

Thank your gracious host and let him/her know that you will be calling them within 48 hours with their party totals and to discuss their hostess rewards. You will want to add up everything and calculate it all at home, this will save precious time and get you out of the home quicker.... this is why it is called an express party!

By offering this type of party as an option for those "always busy" hostesses, you will see your calendar fill up with more bookings from those who are just super busy and otherwise wouldn't commit to hosting a party! This is a great solution to the time-old excuse that people are just way too busy.

You are in and out in no time! If they still object - offer to have it at your house! Now who can say no to that!!

The Art OF BOOKING SOLID

How many times have you walked out of a party frustrated because, even though everyone seemed to have had a great time and there were even a few people who seemed interested in booking a party, you're walking out the door with no bookings?

Can you imagine getting three to four bookings at every home party you do? What would that mean for your paycheck each week? Using a visual direct sales tool to share your available dates during parties is the quickest way to accomplish higher bookings. Ever thought of a Booking Tree.

First things first. If you know when you're working, it not only supports the balance in your life, but it also can increase your bookings because you're intentional about offering those dates to your home party guests. Secondly, finding a way to make offering your available dates even more appealing by using some sort of direct sales tool

like an instant reward (or booking gift) can also sway someone from a maybe to a yes.

A Booking Tree is a simple, incredibly effective way to share your available dates. Take a simple photo stand with five slots. Fill out your available dates on 3x5 cards card with a space for the date of the home party and the host's name, address, phone number and e-mail address and attach them to the booking tree. When you are talking about bookings during the party simply call attention to the booking tree.

Now, here's the fun part. In the corner of each card, punch a hole and attach a small gift to that hole (like a key fob, nail file, or even a gift certificate). Tell your guests that these are the

dates you're available over the next several weeks, and that once they choose the date they want, the gift card or product attached to that card is theirs to keep. Then simply ask them to fill out their information on the card and give you 5 minutes before they leave so you can get them set up and working on their party! It's so simple you'll find your parties seem to book themselves! Someone will take a card and bring it to you all filled out. Get them setup for Hostess coaching and your off! The idea is to offer them an instant gift as a booking "bonus".

JANUARY BOOKING SEEDS
Winter Warmer
Superbowl Widow Parties

ON-THE-GO BOOKING TIP

*Someone like your purse?
Offer to book her a party on the spot! Remember, you can book parties from your smartphone on the go!*

Opportunity Incentive

MAKING THE MOST OF IT

Are you ready to double your income without doubling the time you spend on your business? Sharing the business opportunity with others will unlock unlimited income potential for you. When you build your team you are building your dream.

Whatever goal or dream you are working for now – additional income, a fun and flexible career, or an exciting new challenge – it's important to know that helping others achieve their dreams is the best way to get to yours. You will earn an additional 2-9% on your sales and the sales of your team when you recruit consistently and help your Consultants learn to do what you do.

When you recruit a new Consultant, you're inviting her to choose to fulfill her dream. You're giving women the same opportunity you were given when you joined. An opportunity that is strengthened by the

relationship you bring to her. It's a natural extension to your business and a vibrant part of the Thirty-One Difference.

Once you have shared the benefits of the business with your prospect and answered her questions, it's time to invite her to join your team.

Use words like these to gain a commitment: "We've talked about what you would like to earn, should you decide to join Thirty-One. I know we both agree that would require an income of about \$X. You've also heard about what makes Thirty-One different and a great opportunity. What I'd like to share with you now is what successful Consultants do consistently in their businesses.

- They party weekly
- They provide Pink Glove Service to their Customers
- They share the opportunity with others and help them achieve their Why
- They participate in training and learning opportunities

like C&C

- They live the values of Thirty-One

Use the current opportunity incentive as a way to show her that now is a great time to join Thirty-One! Share the styles in our Spring Enrollment Kit with new recruits to set them up for success right from the start with all of the new products and business supplies valued at over \$400, the Spring Enrollment Kit includes items from each chapter of our new Catalog, plus she can earn back her initial investment plus her commission! How great is that!

Then ask: Is there anything I've mentioned that would concern you? If no, SAY, "That's great. Let's get you started."

Express your confidence in her, and share what she will need to do to reach her WHY. Let her know that you will be there to support her and lead her along the way.

BUSINESS NEWS

What records should you keep for your business?

Keeping accurate records is essential to your success. Doing this allows you to:

Monitor the progress of your business, prepare financial statements, identify the source of receipts, keep track of deductible expenses, prepare your tax returns, and support items reported on tax returns!

Paid bills
Receipts
Donations
Mileage

Invoices
Deposit slips
Canceled checks
Inventory

DID YOU KNOW?

Thirty-One Trivia

Do you know who our Founder is?
Cindy Monroe

Do you know who her husband is?
Scott Monroe

All About Business

Thirty-One Trivia

Top 10 Tips

TOOL TIPS FOR YOUR MOBILE OFFICE

5 MUST HAVE APPS FOR YOUR PHONE

1. Thirty-One App
2. Social Media App
3. Mileage Tracker App
4. Expense Receipt Scanner App
5. RedStamp App

5 MUSTS FOR YOUR CAR

1. Catalogs - Full size and Mini's
2. Recruiting Brochures
3. Business Cards
4. Copy of your Booking Calendar
5. Order Forms for On-The-Go Requests

A great way to keep yourself organized on the road is having a SOLUTION! We are all about those! How about a Fold N'File to keep everything organized or the maybe the OUT is your solution.

Meet Jewell!

Product 101



ALL ABOUT THE Benjamins



Key Selling Points

Jewell is all about fashion & function!

- 10 new faux leather colors
- 10 new styles
- 3 new faux leather textures
- Patent pending pocket system
- 2 new crossbody styles

- 2 new totes
- 2 new shoulder bags
- 2 new wallets
- Wristlet & Straps to match