FEBRUARY 2015

Hello JK

Booking
Think About It!

Selling
Party Q&A

Recruiting
Green Light, GO!

Marketing
Hostess Coaching 101

Business Smarts
How's Your Schedule?

Plus!
Purse Scavenger Hunt!

Loved
“Nothing great was ever achieved without enthusiasm. “- Ralph Waldo Emerson

Think about that statement. A month ago, I challenged you to set your goals for the 2015 business year. Are you still excited about those goals? Are you working every day towards achieving them?

One trap that we all fall into from time to time - even me - is complacency. Things are going smoothly, why tinker. Right?

Wrong! We tinker with things to keep them moving ever forward. If you are not having conversations and sharing how excited you are about Thirty-One, then you are not moving forward in your business.

If you are not demonstrating to your party guests that you are excited about what you do then you will never get those much-needed questions that show you piqued their curiosity during your presentation.

Your excitement, your enthusiasm is crucial every single day. Do you still have it?

Danielle
Team News

Dates to Remember:

December 16th-March 15th
$99 Rebate incentive for new enrolled consultants

February 16th - 22nd
C&C

February 19th, 6:30 p.m.
Toney’s In Vernon
Danielle’s C&C

March 12th
Meeting Renee Autherson-Brown
Sales Manage Team, Thirty-One Gifts

June 13th
Spring Product Premiere

Proverbs 31 Woman

Health

A Virtuous Woman cares for her body.
She prepares healthy food for her family.
(Proverbs 31: 14 – 15, Proverbs 31: 17, 1 Corinthians 6: 19, Genesis 1: 29, Daniel 1, Leviticus 11)

Key Dates

FEBRUARY

1   Feb/March Special continue thru March 15

Start Something New Recruiting Incentive thru March 15

16  Home Office Closed

16-22 C&C Week - See ya there!

28  Staggered Month-End

MARCH

1   February/March Special continue thru March 15

3   Early Bird Registration for Conference 2015 Begins

16  March/April Special goes LIVE!

31  Staggered Month-End
How Did Our Team Do Last Month?

Gen 0

Sales $27,766
Parties 43
Recruits 6

Danielle’s Stats

Sales $7,845
Parties 7
Recruits 4

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 shown 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 $1,961
Director $3,314
Senior Director $4,159
Executive Director $4,832
Senior Executive Director $5,505
### Top in Sales

<table>
<thead>
<tr>
<th>Name</th>
<th>Sales</th>
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<tbody>
<tr>
<td>Heather Beard</td>
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<tr>
<td>Shannon Sawyer</td>
<td>$3,391.00</td>
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<tr>
<td>Michelle Mcvay</td>
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<td>April Schwab</td>
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<td>Stacy Lambert</td>
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<tr>
<td>Joy Graham</td>
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<tr>
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<td>Jessica Rosloniec</td>
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<tr>
<td>Jeannette Forbes</td>
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<tr>
<td>Megan Brabo</td>
<td>$210.00</td>
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<td>Sheri Bohnett</td>
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### Top Parties!

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<tr>
<td>Heather Beard</td>
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<tr>
<td>Carrie Miculka</td>
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<td>Michaela Bowman</td>
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</tr>
<tr>
<td>Joy Graham</td>
<td>2</td>
</tr>
<tr>
<td>Autumn Mogle</td>
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</tr>
<tr>
<td>Jeannette Forbes</td>
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<td>Megan Brabo</td>
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“*She believed she could, so she did.*”

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**GEN 0**

**JANUARY 2015**
Dreambuilders

Joy Graham 1
Michelle Mcvay 1

Happy Anniversary

Magin Binger 02/16/2013
Sheri Bohnett 02/02/2014
Amber Broadworth 02/17/2014

Welcome!

Tammy Bates
Cindy Louwsma
Nichole Slupe
Khloe Gibson
April Schwab
Mary Van Gordon

Happy Birthday

Karrie Molina 02/21

Look Who Qualified

Jessica Rosloniec

Celebrate
Encourage
Reward
Your at the party and during the full service checkout, the guests seems to be “on the fence” about booking a party. They didn’t say no, but they sure didn’t say yes! What do you do?

You try to contact them a few days after the party - but get no response. You let them leave the party empty handed - no way to reach you! EEKS!

Just like you come prepared with recruiting packets - come prepared with “Think About It” packets too!

When your customer says they want a little time to make up their mind about hosting a party - now rather than saying, “I’ll follow up with you next week” you can put a “Think About It” packet in her hands!

As you hand her the packet, let her know that you don’t share these packets with everyone, but have decided to share it with her, but it comes with three pink rules!

First, she will have a few days to look over the packet and get questions ready for you to answer when you call. She agrees to spend at least a few minutes with the information.

Second, book a time to call her! This will lead her to be accountable for the appointment to talk to you! She also has to agree to take your call for this one follow up. No obligation other than to just answer your call at the agreed time.

Third, give her permission to say no up front! Ask her to give you five minutes even if she is not interested in booking a party. She will be more comfortable - and more likely to take your call - if she knows you are not going to hound her to book a party. By giving her permission to say no, you take the pressure off her - and you just might get a yes rather than a no!

Okay - so what’s in this magic “Think About It” packet? It is basically a Hostess packet! You want them to book the party, by putting this into their hands - when they say yes during the follow up call, they have everything they need to get started.

Brilliant, right? ◊

FEBRUARY BOOKING SEEDS
Columbus Day Party
Pink Lady Party

ON-THE-GO BOOKING TIP
Someone mention losing a job? Connect with them on a personal level and share your experience and your Why! Let them know about the recruiting incentive too!
Your ultimate goal when booking a party is to book an in-home party - this gives your Hostess and her guests the ultimate Pink Glove experience! Remember, guests spend 26% more at in-home parties versus other types of party experiences. But, working with your Hostess to create the perfect party experience also means working with her schedule and her needs!

If your Hostess wants to try out Thirty-One with a catalog or Facebook party, you should always be accommodating.

Here are some pointers to help you help her create a unique and fantastic party experience.

**Should I take every product I have to a party?**
For an in-home party, your Enrollment Kit has everything you need to showcase product. You may want to take a few new or popular items as extras to showcase – but keep the display simple.

For on-the-go parties, you’ll only want to take products from the Catalog chapter your Hostess decides to feature: Just For You, For Your Home, or For Your Family.

**How much time do I need to set up before the party?**
In-home party setup should be simple and quick – no more than 15 minutes. When you are ready to go, be sure to ask the Hostess if there is anything you can do to help her get ready.

On-the-Go parties should be entirely portable – you should be able to walk in and set up in under 5 minutes.

**Should I follow up with guests who did not make a purchase at the party?**
If you have their information, yes! Make sure to follow up with every guest – you never know who will be your next Customer, Hostess or team member. Follow-ups with these guests can be excellent opportunities to plant additional booking and opportunity seeds.

**Who should I ask to join my team?**
Ask everyone! Plant opportunity seeds during the party and have a conversation with your Hostess and each of her guests during full-service checkout. Your hot prospects will likely be excited about and familiar with the product, but they could also be someone who loves the product but can’t afford to make a purchase. Joining your team could be the extra-income opportunity she has been looking for.

Spending quality party time with your Hostess and her guests is the best way to book, sell and recruit! ☯
New ways to share (& wear) the love
Hello JK!

JK by Thirty-One will be available mid-March – make sure your calendars are booked so you can add these beautiful pieces to your collection and share them at every party!

- Jewelry is part of the Thirty-One heritage, and by introducing these gorgeous styles we’ll be returning to our roots.
- Party as much as you can from February 1-28 to earn FREE products from the JK by Thirty-One collection!
- The JK by Thirty-One Sales Incentive is open to all Consultants who meet the requirements for active status during the incentive earning period 1 February, 2015 through 28 February, 2015.

For more details on the JK by Thirty-One Sales Incentive, visit the ThirtyOneToday website!
What’s In Your Purse?

HOW TO PLAY:
1. Call out items that might be found in a purse.
2. Each item is worth a certain number of points.
3. The guest with the most points wins a prize (nail file, key fob, rosette).

WHAT TO DO:
Call out items one at a time and give 30 seconds for guests to search their purse to find it.

IDEAS FOR SCAVENGER HUNT:
(Be sure to add your own!)

- Key that’s cut on one side only: 10 pts
- Month old+ grocery receipt: 25 pts
- Family photo: 2 pts
- Pink Ink Pen: 5 pts
- Chewing gum: 1 pt
- Button: 5 pts
- Band-Aid: 10 pts
- Kleenex: 2 pts
- Broken Jewelry: 5 pts
- Your Thirty-One Business card: 10 pts

Check out the sample handout on the next page - just print, play, and have FUN!
### What's in Your Purse?

Get points for each item you have in your purse. The person with the most points wins!

#### 1 POINT
- Lipstick
- Checkbook
- Pencil
- Business Card
- Spoon/Fork
- Invite to today’s party
- Something Pink
- Mascara
- Earrings
- Cell Phone
- Tissues

#### 10 POINTS
- Traffic/Parking Ticket
- Band-aids
- Book/Novel
- Sunglasses
- Tea Bag
- Letter to be mailed
- Aspirin/Tylenol
- My Business Card

#### 25 POINTS
- Traffic/Parking Ticket
- Band-aids
- Book/Novel
- Sunglasses
- Tea Bag
- Letter to be mailed
- Aspirin/Tylenol
- My Business Card

#### 25 POINTS
- $2 in change
- To-Go Restaurant Menu
- Gift Card
- Granola Bar

#### 50 POINTS
- Eye Drops
- Seashell or Rock
- 5 or more Credit Cards
- Plane Ticket
- Body Lotion
- Screwdriver
- Nail Clippers
- $100 Bill
- Dental Floss
- Dry-Cleaner Receipt
- Paper Clips
- Stamps
- Expired Coupon
- Movie Ticket
- Thirty-One Product

**TOTAL POINTS: _____________**
Sales are incredibly important, but **Building Your Team** is where you really grow your business!

Think of your business like rowing a boat. One ore is parties and sales, and the other ore is building your team. You must row with both ores to move forward, just like you must equally work both aspects of your business to move forward. Recruiting can be incredibly intimidating; however, if you change your way of thinking on Recruiting, you will see how fun and rewarding it will be, plus your efforts will be highly rewarded. Think of Recruiting as simply sharing. You have an incredible opportunity to share and you should share that gift with everyone you meet.

**Share The Opportunity With Everyone** – Just like with Parties and Hostesses, you cannot prejudge for potential Recruits. You should share the opportunity with everyone you meet. When you see a waitress working hard to satisfy table after table of people - share with her a way to make more money, in less time, while having a lot more fun! When talking to other mothers at the park, share how she too can feel good about staying home with her children, yet still make a substantial impact on the household income. The possibilities are endless.

Remember, the easier you make this business, the easier you will recruit people to join your team. Being organized, prepared, and relaxed will show others how simple it is not only to start, but run their own business.

Always follow up – When someone starts asking about the business and giving the “Green Light”, make sure to follow up with her within 24 hours. Like party leads, recruit leads go cold quickly.

Recognizing when you are Getting a Green Light! Parties are the lifeline of your business – this is where you will be most likely to find your new clients, your next hostess, and your new team members. At your party you want to always be listening for Green Lights: comments, questions, or statements that are meant to ask for more information about the business.

Examples of Green Lights
“How much money do you make doing this?” “How many parties do you do a week?” “I need a fun job like yours.” “How did you learn to do parties so well?” “How did you get into doing this?” “What does it cost to start?” “How does your family feel about you doing this?” “Where do you find parties?”

When someone is asking you those questions, they are someone you want to follow-up with and ask if they ever thought about doing what you do? ◊
One of the most crucial aspects of your business is Hostess Coaching. Nothing is worse than letting something slip through the cracks when it comes to your hostess because you’re not organized. It is essential to have a system in place to keep all of their information organized.

One super simple way is to use envelopes. This simple envelope gives you a place to keep every single detail you need for each hostess and party. Whether you’re coaching in person or over the phone, everything your hostess gives you, from mailing lists and contact information to outside orders, goes into this envelope.

Create a simple checklist with spaces for:
- The hostess name
- Phone number
- Party date and time
- Guest list and outside order forms
- Follow up dates
- Party closing info (order ship date, etc)

Simply tape this form to the front of each new hostess envelope you create or better yet, print the info directly on it. With this checklist, you’ll never worry that anyone or anything is falling through the cracks.

As soon as you get home from a party (or the first thing the next morning):
- Transfer all of the hostess information onto a simple 9X13 manila envelope (with the checklist attached).
- Transfer the date and time of the party and the hostess coaching appointment into your calendar.
- Schedule the follow up calls you need to make to your hostess and her guests into your follow up system.

All of this will take you less than 10 minutes and you’ll always know exactly what you’re doing with each hostess and when.

Create a time on your weekly calendar to check each envelope and note where you are in the coaching process with each hostess so you can incorporate that into your weekly planning.

This simple concept acts like a domino effect…the envelope keeps you on track, making it easier to follow up with your hostesses on time, securing their commitment to your party, which will potentially increase party attendance and ensure the overall success of your business.
DID YOU KNOW?

How was Thirty-One “born”?
Cindy was inspired by a ceramic purse she saw in a marketplace.

When & Where did Thirty-One begin?
In 2003 in Cindy’s basement in Soddy Daisy, Tennessee.

BUSINESS NEWS

How do you qualify to get that home office deduction on your taxes?

Taxpayers who use a portion of their home for business purposes may be able to take a home office deduction if they meet certain requirements.

Consultants generally will as they:
• Use that dedicated portion of your home exclusively and regularly for business or for certain storage use, such as inventory or product samples.
• The key is having a room or “portion” of your home that is just for your business - like your home office or a spare bedroom turned into a “Thirty-One” storage room.

For more info, visit: www.irs.gov/uac/Home-Office-Deduction-Reminders

TOP 10 GROUPS YOUR HOSTESS CAN FIND GUESTS FOR HER PARTY

1. Family
2. Friends
3. Neighbors
4. Colleagues
5. Spouse’s Friends
6. Kid’s Friends Parents
7. Holiday Card List
8. Hairstylist/Nail Technician
9. Bank Teller
10. Favorite Waitress

We all know that the more people who attend the party, the greater success the party will be.

Help your Hostess by offering these suggestions to her and have her list 4-5 people in each category. Feel free to create a few new categories of your own!