

START WITH SUCCESS

*Your guide to launching
a successful PartyLite business*



Welcome
WE'RE SO GLAD
YOU'RE HERE!



THE KEY TO SUCCESS IS PEOPLE – LOTS OF PEOPLE. The more new people you meet, the more Customers, Hosts and new Consultants you can connect with your PartyLite business.

This guide will teach you multiple ways to share PartyLite products and our opportunity. Don't limit yourself to just one way. Implement all of the ideas in this guide to reach more new people, resulting in more sales, more sponsoring and ultimately, more income.

WAYS TO EARN INCOME

SALES

You earn 25% on all compensatable sales. And each month that you reach \$2,300 or more in sales, you'll earn an extra 7% Bonus.

- \$1,500 monthly sales x 25% profit = \$375 income
- \$2,300 monthly sales x 32% profit = \$736 income

SPONSORING

Helping others succeed is one of the most gratifying rewards of PartyLite, and it's also the fastest way to grow your income! Here's what you can earn by sponsoring and moving up to the first two levels of Leadership.

LEADERSHIP

Earn 38% profit as a Leader on personal sales when you Bonus.

- 25% Profit
- 6% Bonus
- 7% Profit Plus

Earn an additional 7% Profit Plus on total compensatable sales of the Consultants in your Unit.

BRITESTART

In addition to earning income, you will receive great rewards through Brite Start.

See your Brite Start Brochure in your Starter Kit.



Online Training & Resources

As soon as you receive your I.D., you can access the Consultant Business Centre (my.partylite.com). Here are a few sections you'll want to check out immediately:

- ▶ **LEARNING CENTRE** – Learn how to book, sell, sponsor and build your business. Training from webinars, new programs and most importantly a new Consultant tab to help you start your business strong.
- ▶ **CONTACTS & LEADS** – Your online database to search information about Customers, look up their favourite items and track their Preferred membership points.
- ▶ **PARTY ASSISTANT** – Online tool that helps you manage your Parties from start to finish.
- ▶ **COMMUNICATION CENTRE** – Your up-to-the-minute information center.
- ▶ **RESOURCE CENTRE** – View monthly mailings and flyers, promotions, Consultant Guide, current catalogues and more.

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Get Started

- Read this guide and refer back to it often!**
- Schedule your Grand Opening Party to be held in the next 7-10 days**
Party date: _____
- As soon as you get your Consultant I.D. :**
Go to **my.partylite.com** and view training on the Learning Centre
Enroll in an eBusiness package
- Let everyone know you have started a new business and invite them to your Grand Opening or to place an order on your website**
Email all of your family and friends
Post a comment or set up an event on Facebook
- Schedule a Party observation with your Leader or Sponsor**
Party observation date: _____
- Attend upcoming trainings**
Next meeting or event date: _____

MAXIMIZE YOUR INCOME

- Set an income goal and make a sales and sponsoring plan to reach it!**
- Sponsor**
Give someone the opportunity to earn more income

As soon as you receive your I.D. and PIN, you can begin to market and setup your business on **my.partylite.com**

Set Up Your eBUSINESS

SET UP YOUR BUSINESS PROFILE

Your business profile is where you set up your basic information like electronic checking and direct deposit, online search profile and so much more. Do it once and it's done.

eBUSINESS PACKAGE

Set up for your Personal Consultant Website is simple. PartyLite will market to your Customers on your behalf and keep your website up to date with the latest information.

The eBusiness package includes:

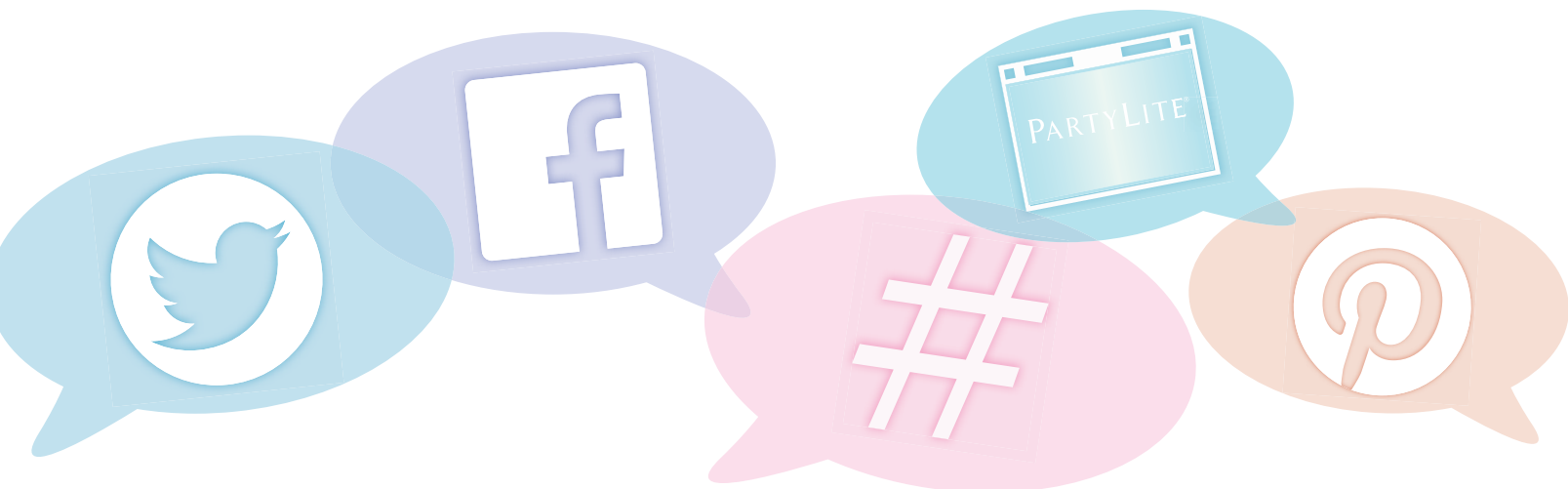
PERSONAL CONSULTANT WEBSITE

- Customers can shop 24/7
- Potential Customers can view online catalogues and see monthly promotional offers
- Booking and sponsoring leads can learn more about the PartyLite Host program and Consultant opportunity

CANDLE CONNECTION EMAILS

- PartyLite sends emails to your Customers on your behalf announcing specials offers and discounts
- Directs Customers to your website to shop
- Encourages Customers to book and reorder

NOTE: Your Customers' names and email addresses must be entered into your online Contact List in order for them to receive these emails.



Market Your Business

You're a PartyLite Consultant! Now what? Market yourself and your business.

SOCIAL MEDIA

- Use all your favourite social media channels and announce your PartyLite business to the world!
- Be sure to add a link to your website.
- Set up a Facebook Business Page (see the Learning Centre for info) and invite all your Facebook friends to "like" it. This will let you conduct business activity AND personal activity.
- Create a Facebook Event for your Grand Opening Party.

EMAIL

Send an email with a link to your website to EVERYONE in your contact list. Don't be shy; even your dentist likes candles! Announce your new business and invite them to shop your personal Consultant website.

PHONE

Everyone loves a personal invitation. Call all your family and friends to announce your new business. Invite them to your Grand Opening. Ask them who they know who loves candles.

MAIL

Let's face it, even in this techy world, we still like getting something in the mail besides a bill. Send out flyers, invitations, announcements to everyone on your holiday card list and announce you're in business.

WEAR YOUR BUSINESS WITH PRIDE

Any items with the PartyLite logo on it will immediately start a conversation while you are out and about. Don't own anything with PartyLite? During Brite Start, you can shop earn the Brite Start Boutique. See your Brite Start flyer for details.

IN PERSON

Don't forget to keep some Customer Brochures (from your Starter Kit) on you at all times with your contact and website information. Use them as your business card and hand them out to people you come into contact with daily.



BUILDING A FACEBOOK BUSINESS PAGE

Go to **my.partylite.com** and type Facebook Business in search box.

Create a Contact List

A Contact List is a list of everyone you know – friends, family, co-workers, people you do business with and people you meet while out and about. No matter how you choose to sell and sponsor, a Contact List is a valuable tool to connect people with your PartyLite business.

Contact everyone immediately and tell them about your new PartyLite business. Use the thought starters below to identify who you will contact.

Steps

Use **F.R.A.N.K.I.E.** to help you list everyone you know.

- Aim for at least 100 names in the next 30 days.
- Include a variety of people from different groups in your life so you can branch out and meet new Customers.
- Star (*) names as the first people you will invite to be your Hosts.
- Underline names of people that like to shop online.
- Circle anyone who would benefit from starting their own PartyLite business.



FRIENDS | Your immediate network, co-workers, spouse's friends, etc.

RELATIVES | Who do you mail holiday cards to? If you were getting married next month, who would you invite?

ACQUAINTANCES | Hair stylist, club members, churchgoers, dry cleaner, waiters, manicurist, doctor, banker, etc.

NEIGHBOURS | Past and present – the entire neighbourhood, not just the ones next door!

KIDS' CONTACTS | Parents of children who play sports, teachers, aides, childcare workers, babysitters, etc.

INTERNET SOCIAL GROUPS | Facebook friends, Twitter, hobby or special interest groups.

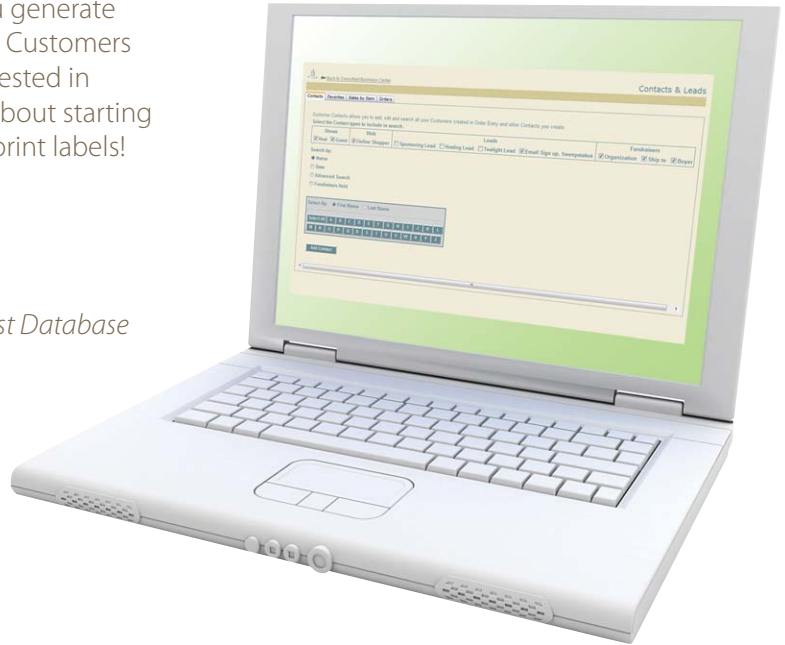
EMAIL ADDRESS BOOK | Everyone you have an email address for. If you have multiple email accounts, use them all!

Build your Contact List online

Your online Contact List is an incredible tool to help you generate business. By creating this database, you can search your Customers by name, city, products they like, whether they are interested in purchasing product, booking a Party or learning more about starting a business of their own. You can even send emails and print labels!

Steps

- Go to **my.partylite.com** > *My Business* > *Host/Guest Database* > *Customer Maintenance*
Click "Add Customer" button to enter new contact and email address.
- Set a goal to add 100 names in the next 30 days. The more contacts you enter, the more sales and leads you will generate!



MAXIMIZE YOUR CONTACT LIST ONLINE

- 1 When entering Parties online, fill in each Customer's contact information so their phone number, home address and email address will automatically be transferred to your Contact List online.
When searching your Customers, their information is displayed so you can give them a phone call, send them an email or print a label for a postcard or invitation to an upcoming event.
- 2 Add comments to the comment field. The more information you enter about each person, the more search options you'll have.
 - If a Customer likes cutting edge decorating styles, you could type "Trendy."
 - You can search specific words from your comment field.
 - Make a list of 10 or so words to use for a future search.
- 3 Take time to enter items they did not purchase but identified as a "favourite." When you see the upcoming Host specials, you can search your Customers who listed those items as a favourite then contact them about hosting a Party of their own.



After you set up your website, your next step is planning your Grand Opening Party!

Have a Grand Opening Party



At a Grand Opening Party, you are BOTH the Host and Consultant. If this is your Starter Party, you will earn your Starter Kit. If you purchased your Starter Kit, you will earn income. Either way, a Grand Opening Party is an excellent way to introduce your new business, meet new people and gain new Customers, Hosts and potential new Consultants.

Steps | BEFORE YOUR GRAND OPENING

- Invite everyone from your Contact List to attend. Invite at least 30 and aim for 15 Guests in attendance.
- Send a message to your Facebook friends announcing your "Grand Opening."
- Personally call and invite EVERYONE to come celebrate your new business.
- Ask each person to bring a friend – ideally someone you do not know.
- Send invitations with the message, "Please come and help me celebrate my new business!"
- Understanding and effectively communicating the Host program is essential to booking more Parties at your Grand Opening.

Steps | AT YOUR GRAND OPENING

- Ask each Guest to book a Party with you to receive Host Rewards: free products and monthly specials.
- Make sure to ask each Guest for their email address so they can receive Candle Connection emails and Shipment notifications for their orders. Also, encourage your Guests to go to your website and sign up to take advantage of PartyLite Preferred. (You must be subscribed to the eBusiness package to participate.)
- Have fun!



LEARN MORE ABOUT YOUR GRAND OPENING PARTY

Go to my.partylite.com and type Grand Opening in the Search Box

Words to say to invite Guests

“It’s important for me to share my new business with lots of different people! I’d appreciate it if you would bring a Guest or two, ideally someone I have never met, like a friend, neighbour or co-worker.”

“Thank you so much for your support. See you on the _____.”

“It would mean so much to me to have you here. The date is _____ at _____. Can I reserve a seat for you?”

*“I’m so excited to share my news with you. I’m starting my own PartyLite business!” (Share your reasons for starting.)
“I want to invite you to my Grand Opening Party.”*

IF THE PERSON CAN’T ATTEND, ASK THEM IF THEY WOULD LIKE TO BOOK THEIR OWN PARTY, OR DIRECT THEM TO YOUR WEBSITE TO SHOP ONLINE.

- “I’m sorry you are going to miss it, but you don’t have to miss out all together! You can go to my website and shop for my Grand Opening Party online.”
 - { If you have not yet received your I.D. your sponsor can set up your Starter Party on her Party Assistant. That way your friends’ online orders will count toward your Party. }
- “Would you like to get your friends together for a fun night out? It would really help me and you will get lots of products for free!”

Hold Parties

At your Parties, you meet new people to build relationships and gain Customers, plus book more Parties and introduce PartyLite to anyone looking for a great business opportunity



Parties can be anywhere!

Host them at:

- At home
- Restaurants
- Bars
- Bowling alleys
- Sporting events

Steps | MAKE BOOKING CALLS

FOLLOW THESE STEPS WHEN YOU CALL PEOPLE ON YOUR CONTACT LIST OR WHILE YOU'RE TALKING TO PEOPLE WHEN OUT AND ABOUT:

- Strive to book your first five to 10 Parties with people from different aspects of your life**
This gives you more opportunities to meet new people.
- Be enthusiastic!**
People need to sense your excitement.
- Share why you are starting a PartyLite business**
People will support you when you tell them why you are excited about your new business.
- Explain what they receive for hosting a Party**
On average, Hosts receive \$125 in free products, and they get great savings on monthly specials! Plus, they can become a Preferred Host and earn exclusive rewards.
- Offer a choice of two dates**
Most people choose the second date you offer, so give the closest date as the second choice.
"I have May 15 and May 8 available, which would you prefer?"
- If they can't book a Party as a Host, invite them to your Grand Opening or to shop from your website**



LEARN MORE ABOUT YOUR FIRST PARTIES

Go to my.partylite.com and type Parties in the Search Box

Words to say to book Parties

*“I want to share some exciting news! I just started my own PartyLite business.”
(Share your reasons for starting.)*

IF INTERESTED...

“I really appreciate you helping me get my business started. I have _____ or _____ available. Which date would be best for you?”

“I’ll send a Host packet in the mail and give you a call on _____ to review it with you. What time are you available?”

“I get to give away free candles and accessories to my Hosts, and you were one of the first people that came to mind.”

IF NOT INTERESTED...

“I completely understand. Do you know anyone who might be interested in receiving free candles or accessories.” (Get name and phone number.)

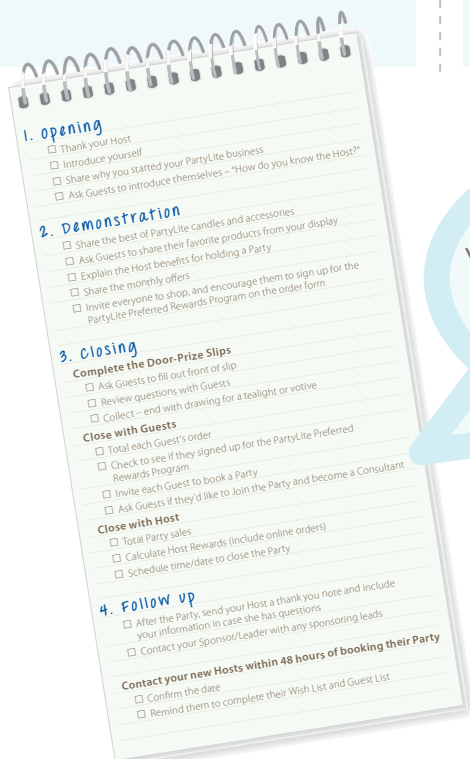
“I also want to invite you to my Grand Opening Party. I’m hoping all my friends and family will join me.” The date is _____ at _____. Can I reserve a seat for you?”

“How does \$125 in free products sound to you?”

IF ATTENDING YOUR GRAND OPENING PARTY

“Great! I’d appreciate if you could also bring a Guest or two – someone I have never met...like a friend, neighbor or co-worker.”

“Thank you so much in advance for your support. See you on the _____.”



Your Party Checklist

Use the Party Checklist to help plan and hold your initial Parties. Important checklist steps include opening the Party, conducting a demonstration and following up after the Party. The Party checklist in Starter Kit Highlights can be found in your Starter Kit.



LEARN MORE ABOUT BOOKING PARTIES
Go to **my.partylite.com** and type bookings in search box.

Coach your Host

One of the most important things you can do is coach your Hosts for a successful Party. Your time will pay off in more sales, more bookings, and more free product for your Host.

1 SET A TIME AND DATE

As soon as you book a Party, write the date on the Host Packet, in your calendar and schedule it in your online Party Assistant. Confirm the date with your future Host within 24-48 hours of booking a Party.

2 REVIEW HOST PACKET

Go over contents in the Host packet (contents listed below).

3 FOCUS ON OVER-INVITING

People are busy, and on any given night only about one-third of invited Guests will be able to attend a Party. Encourage your Host to invite at least 30-40 people.

4 ONLINE ORDERS

Urge Hosts to include names of friends and relatives who won't be able to attend. They can shop online for the Party and even take advantage of Guest specials. Friends and relatives can have items shipped directly to them, and your Host receives credit!

5 COMMUNICATION IS KEY

People respond to different forms of communication, so if your Host invites only one way, chances are she is missing out!

SUGGEST SHE:

- **Utilize PartyLite e-invitations** – Guests can view the catalogue and monthly specials. Even if they can't attend the Party, they can shop online.
- **Personally invite** – By personally calling and sending e-invitations and encouraging Guests to bring friends, Hosts will find they have more people at their Party.
- **Send Reminder Cards** – Once you receive your Host's Guest List, mail Reminder Cards (included in your Starter Kit). You may also want to give your Host some to hand out to people she sees while out and about.
- **Facebook** – Some people check Facebook more than email or voicemail. Suggest they create a Facebook Event and invite their "friends" to the Party or to shop online by posting a link to your website in the message.
- **Text reminder** – Texting is a great way to encourage Guests to "save the date" and to remind them of the Party.



Host Coaching Checklist

CONTACT 1 (BEST BY PHONE OR IN-PERSON)

DATE: _____ (One to two days after booking the Party)

- Thank her and confirm date and time
- Discuss Guest list and confirm she received email with Host password for your website
- Ask her to send her Guest list back to you by _____ (date)
- Suggest she over-invite and discuss different ways to do so — in-person, phone, email, text, Facebook
- Let her know that all orders will be shipped directly to Guests: close the Party that night to insure Guests get their products as soon as possible
- Ask if she has any questions

CONTACT 2 (DEPENDING ON HOST, USE PHONE, EMAIL, TEXT OR FACEBOOK)

DATE: _____ (Seven to 10 days before the Party)

- Let her know reminder cards and/or e-invitations were sent on _____
- Ask her to send a quick reminder to Guests and encourage them to bring friends
- Encourage anyone who can't attend to shop online. Tell them to:
 - Go to your Consultant website address
 - Click "Placing an order for a Party" on bottom of screen
 - Enter Host's first and last name
 - Your Host will receive credit for their purchases
- Ask if she has any questions

CONTACT 3 (DEPENDING ON HOST, USE PHONE, EMAIL, TEXT OR FACEBOOK)

DATE: _____ (One or two days before the Party)

- Confirm number of Guests _____
- Review Guests who have shopped online _____
- Suggest she invite two to three more last-minute people or encourage them to shop online
- Ask if she has any questions (room set up, tables, simple refreshments)
- Get directions and tell her when you'll arrive (usually 30 minutes prior to Party)

You have a multi-channel business; your sales come from Parties and online. The more sales you get, the more income you earn. Plus, because you are a new Consultant – you earn rewards from Brite Start too.

Online Business

Once you have signed up for an eBusiness Package, PartyLite will send emails to your Customers on your behalf announcing online specials and discounts. In the meantime, you'll want to let your contacts know you have started a business and they can shop from your website 24/7.

Steps

CREATE A FACEBOOK BUSINESS PAGE:

A business page is a great way to keep your business and personal information separate. Ask all your friends (and their friends) to like your business page. Once you have a Facebook Business Page you can host Facebook Parties hosted by yourself or offer it as a Party option. They are fun, quick and easy

MAKE CUSTOMER SERVICE CALLS TO YOUR CANDLE CONNECTION RECIPIENTS

- Hi ____ (name)! I started my new PartyLite business and wanted you to know about all of the discounts and specials! My first electronic newsletter was sent this week. Did you receive it?
- Great! I'd love to get your feedback about my website. Would you mind checking it out?
- Thanks! I really appreciate that! While you are there, you can place an order and sign up to become a Preferred Member. As a Preferred Member, you can earn rewards from your total purchases to redeem on future purchases and be eligible for exclusive offers!

One-on-One Sales

Know someone who can't get their friends together or isn't a fan of in-home Parties? Offer a "private shopping experience."

Steps

BRING YOUR PRODUCTS AND CATALOGUES:

Place your products in different areas of her home so she can see how a few accessories can transform any room.

LEAVE A FEW ITEMS BEHIND AND ASK HER AND HER FAMILY TO "TEST" THEM:

Once they experience our products, they will want make them a permanent fixture! Schedule a time to pick them up in three to seven days.

Fundraisers



Fundraisers are an excellent way to generate leads, increase opportunities for future business and increase your income. PartyLite fundraisers offer amazing benefits to an organization – 40% profit and items are shipped to each individual seller. You receive 10% profit while connecting new people to your PartyLite business.

Steps

- ORDER SUPPLIES AND LITERATURE:**
Available on my.partylite.com – *Ordering > Consultant Order > New Order > Fundraiser Product*
- SHARE THE BENEFITS OF A PARTYLITE FUNDRAISER:**
Find out if your Party Guests participate in any fundraisers or contact local sport teams, booster clubs, Boy/Girl Scouts, school clubs and organizations directly.
- COLLECT ORDERS FROM ORGANIZATION AND SUBMIT TO PARTYLITE:**
Orders will be shipped directly to each individual seller – no sorting or storing!

Vendor Events

Craft fairs, farmers' markets, flea markets, school fairs – any event is a great place to set up a booth.

Steps

CONTACT THE ORGANIZATION TO SIGN UP AS A VENDOR:

Each area has their own codes for vendors and fairs. Most have a small fee.

SET UP A DISPLAY AND HAVE ITEMS FOR CASH AND CARRY:

A beautiful display will bring people to your booth. Be sure to have catalogues, Customer Brochures, door prize slips and order forms. Have a supply of cash and carry items like jar candles, votives and tealights.



TO VIEW THE FUNDRAISER GUIDE

Go to my.partylite.com and type Fundraiser in the Search Box

SPONSORING

WHY SPONSOR

You'll be surprised how many people are looking to supplement their income, stay home with their children, pay off credit card debt or forge new friendships. You can earn bonuses for sponsoring and moving up in Leadership.

A great reason to sponsor

INCOME

Build a team and multiply your income

Offer others the same opportunity that someone offered you and build a team that will lead to unlimited future income.

BRITESTART

Sponsor one new Consultant

In Month 1, earn PartyLite Display Carrier and 5 dz. tealights.



TEAM BUILDER

Sponsor two new Consultants and receive a \$200 PPC*

*See Team Builder details on the my.partylite.com > Learning Centre for more information.

Tools to help you sponsor

CUSTOMER BROCHURE

Give to friends, family, Hosts and Guests at your Parties – anyone who is interested in learning more about PartyLite.

PARTYLITE SPONSORING VIDEO

Know a BFF that's interested in PartyLite? Ask them to watch this by visiting your personal website.

LEARNING CENTRE

Check out tips on how to sponsor.

DOOR PRIZE SLIP

Use these at your Parties and find out who's interested in PartyLite.



LEARN MORE ABOUT SPONSORING

Go to my.partylite.com and type Sponsoring in the Search Box

Just as there are multiple ways to generate sales, there are lots of ways to sponsor new Consultants. The more ways you offer the PartyLite business opportunity, the faster you'll grow your team and your income.

Invite others to join

Starting your new business with a friend can be fun – and rewarding! When friends sense your excitement and see your enthusiasm for what you're doing, they may want to join you.

Steps | MAKE SPONSORING CALLS

LET YOUR FRIENDS KNOW WHAT YOU ARE DOING

"I'm so excited! I just started my own PartyLite business!"

SHARE THE BENEFITS

"The income is fabulous! A new Consultant can earn \$1,000 or more in their first two months of business."

FIND THEIR NEED

"What would you do with \$1,000? Take a family vacation? Pay off bills? Buy new furniture?"

INVITE THEM TO TAKE A LOOK AT THE BUSINESS OPPORTUNITY

"Just like we share when our favourite stores are having sales, I want to share this amazing opportunity. It may or may not be for you, but I'd really like you to take a look and see what you think. It would be so much fun to build our businesses and make lots of money together! Let's meet for coffee on Thursday."



Talk to your Hosts

Hosts are your best sponsoring candidates. If they are hosting a Party, they love our products and enjoy having Parties!

Steps | GIVE HER ENOUGH (BUT NOT TOO MUCH) INFORMATION TO MAKE A DECISION

As soon as she books, ask your Host to view a quick video and more information on your personal website.

RIGHT BEFORE YOU SET UP YOUR PARTY DISPLAY, ASK YOUR HOST TO WATCH WHAT YOU DO

"Tina, before your Guests arrive, can we take just five minutes to chat? PartyLite Host rewards are great, but our Consultant rewards are even better! I'd like to ask you to watch what I do tonight and see if you could see yourself doing the same thing. As a Host of a \$500 Party, you'll earn \$125 in free products. As a Consultant of a \$500 Party, you'll earn \$125 profit. I don't want your answer right now. I'll ask you after the Party and at that time we can decide if all the bookings we get from your friends will be for you and your new business."

AFTER THE PARTY, ASK IF SHE'D LIKE TO MAKE THIS HER STARTER PARTY

"Tina, you have \$500 in sales and three bookings! This Party would pay for your Starter Kit and you could earn money on each of your bookings. What do you think?"

Share the opportunity with everyone

You never know who is looking for extra income, a way to stay home with their children or a career change. Your job is to make sure you offer the opportunity to everyone you connect with.

Steps

SHARE YOUR PERSONAL COMMERCIAL

This is a great way to begin your Party introduction.

WORDS TO SAY

FINISH THESE FOUR STATEMENTS:

"I joined PartyLite because _____."

"Before PartyLite I _____."

"What I love most about what I'm doing now is
_____."

"The reason I'm excited about telling you this is
_____."

PLANT THREE OR MORE SPONSORING SEEDS

Phrases that get people thinking about the PartyLite opportunity.

WORDS TO SAY

- "New Consultants can earn an extra \$1,000 in their first two months. That can pay a lot of bills and/or help you plan a terrific vacation for you and your family!"
- "I can't believe I can schedule my own hours AND get paid to party! You can too!"
- "Have you ever thought about doing what I'm doing? You'd make such an amazing business partner!"

SHARE SPONSORING LEADS WITH YOUR LEADER

Your Leader will help you follow up.

Steps

EXCHANGE CONTACT INFORMATION

Email, phone, etc. Use the Door Prize Slip at Parties.

WORDS TO SAY

- **OUT AND ABOUT:** "Here is my contact information. Can I get yours as well so I can keep you posted on the rewards and bonuses for new Consultants?"
- **DOOR PRIZE SLIP:** "If you'd like more information on earning extra income write 'yes' next to question number 2."

SCHEDULE A TIME TO FOLLOW UP

WORDS TO SAY

- "I'm just starting my business. I think you'd be great at this, too. I'd love for you to visit my Consultant website for more information. Can I call you in a couple of days to see if you have any additional questions?"
- "I'm new to PartyLite. Would it be ok if I asked my Leader to join us on a call to follow up with you and answer any questions you may have?"

Great Reasons to Book

1 FREE PRODUCT

Hosts earn 25% credit from the sales at their Party when they have at least one booking within 30 days. To encourage bookings, point out to Guests how much a Host receives when she/he holds a Party.

2 HALF-PRICE ITEMS

Hosts can purchase two half-price items when a Party reaches \$100 in sales and additional items as Party sales increase.

3 HOST SPECIALS

Hosts can purchase one monthly special with \$300 or more in Party sales and at least one booking within 30 days.

4 BOOKING PERKS

Hosts receive even more perks when their Guests book Parties to be held within 90 days of the Host's Party. Promote booking perks to ensure you have future bookings from each Party.

MORE GUESTS = MORE FOR THE HOST

Hosts who have 10 buying Guests can purchase the bonus of their choice: 10 dozen tealights for \$20 or any four jars for \$20. This is a great way to boost attendance at the Party and higher sales with online orders from Guests who can't attend the Party.

Party Sales	Host Credit with no booking 15%	Host Credit with 1 booking in 30 days 25%	1/2 Price Items	10 Buying Guests Bonus
\$1,000+	\$150	\$250	6+	Choice of 10 dozen tealights for \$20 or any 4 jars for \$20
\$900	\$135	\$225	5	
\$800	\$120	\$200	5	
\$700	\$105	\$175	4	
\$600	\$90	\$150	4	
\$500	\$75	\$125	3	
\$400	\$60	\$100	3	
\$300	\$45	\$75	2	
\$200	\$30	\$50	2	
\$100	—	—	2	

MONTHLY SPECIALS			
Ask your Consultant about this month's special!			

BOOKING PERKS FOR HOSTS (At Parties held within 90 days)			
1 st Party	2 nd Party	3 rd Party	4 th Party
Any item up to \$50 only \$15	Any item up to \$100 only \$25	Any item only \$30	Any item FREE

WORDS TO SAY DURING THE PARTY

“With a \$500 Party, you can get \$125 in free products, plus three half-price items and a monthly special.”



USING HOST PROGRAM WITH YOUR BUSINESS

Go to my.partylite.com and view a video on how to use the Host Program

PartyLite Preferred offers exclusive rewards to participating Customers. This builds Customer loyalty... and your income!

PREFERRED MEMBER

MEMBERSHIP
IS FREE

Keep your Customers connected and coming back to your website by sharing the PartyLite Preferred program at your Parties. Encourage everyone to join as a Preferred member on your website.

Preferred members enjoy:

- Rewards on their personal purchases to redeem on future online purchases
- Special offers exclusively for Preferred members
- Preferred members who host a Party receive exclusive member-only offers each month
- And much more!

PARTYLITE PREFERRED™

WORDS TO SAY WHEN SCHEDULING PARTIES

“Each Guest that places an order, either at your Party or online, will have an opportunity to become a PartyLite Preferred member and earn rewards on future purchases.”

WORDS TO SAY DURING THE PARTIES

“Become a PartyLite Preferred member and receive rewards for future purchases and get exclusive offers!”

Steps

SET UP YOUR eBUSINESS PACKAGE

Your Customers can only participate if you have an eBusiness package.

DISPLAY THE PARTYLITE PREFERRED FLYER AND TALK ABOUT THE BENEFITS AT YOUR PARTY

The Preferred Flyer is located on my.partylite.com.

ENROLL CUSTOMERS IN PARTYLITE PREFERRED

As Guests fill out their order, make sure they check the box “Enroll me in Preferred” on the form. Then you can sign them up for Preferred on your website.

PartyLite Preferred is an online loyalty program for your Customers. Consultants and their immediate household family members are not eligible to join.



LEARN HOW TO USE THE PREFERRED PROGRAM

Go to my.partylite.com and type Preferred in the Search Box

Take control of your calendar! This helps your business to work around you and your family's schedule – not the other way around.

Steps

PLAN YOUR CALENDAR

- Write your sales and income goals on your Calendar.
- Block off family time and personal appointments.
- Write in meeting dates.
- Fill in Weekly Business Review Calls with your Leader.
- Highlight the available dates you want to work.

Your schedule

SCHEDULE WHAT YOU WILL DO DURING YOUR AVAILABLE TIME TO HOLD PARTIES, SELL AND SPONSOR

- Hold a Party
- Build a Customer base with Preferred
- Market your personal website
- Collect orders
- Invite others to join
- Plant sponsoring seeds with your upcoming Hosts
- Add names to your Contact List online
- Make booking and sponsoring calls

*Now you have
a clear picture of the time
you DO have and when
you're available to work
your business.*



Set your goals

The first step to starting a strong business is to set goals. We suggest setting a 30-and 60-day goal. As a new Consultant, setting goals and tracking your results will get you off to a Brite Start!

YOUR 60-DAY PLAN

SET YOUR GOALS Knowing what you want from your PartyLite business helps you stay focused and achieve your goals.		
	MONTH 1	MONTH 2
	GOAL	GOAL
BOOKINGS HOW MANY PARTIES WILL I BOOK?		
SALES HOW MUCH WILL I SELL BOTH AT PARTIES AND ONLINE?		
SPONSORING HOW MANY PEOPLE WILL I SPONSOR?		
CONTACTS HOW MANY NEW CONNECTIONS WILL I MAKE TO ADD AS PREFERRED MEMBERS?		
INCOME HOW MUCH INCOME WILL I EARN?		

NOTES

CONGRATULATIONS!

You are now off to a very "Brite Start" in your PartyLite Career!
Refer back to the training in this guide often and watch your business and your income soar.





PARTYLITE®
CANDLES