What Gre Party Cards?



Party Cards are short explanations of how to book, sell solution sets and recruit at your party. These easy-to-use cards will give you confidence and help you throughout your party. Party Cards are a great resource for new and experienced Consultants. These cards will help you keep on track to create a simple, easy and fun party!

Once you have selected the cards and solutions that will work for your party, refer guests to Catalog pages that picture these products. If you brought these products along with you as part of your demonstration, pass them around. Your guests will love it!

You will notice throughout these cards some "fill in the blanks." This is a way for you to add your own personality to your party. Feel free to jot down your own recruiting and booking seeds and questions you would like to ask throughout the party.





Hostess Coaching

Pre-Party:

- Contact your Hostess
- Ask your Hostess what type of party she envisions
 - Casual gathering
 - Theme party
 - How does she feel about playing games at the party?

Tell your Hostess what she can expect from you

- When will you follow up with her?
- Will you send out invitations for your Hostess?

Discuss Hostess benefits

- Ask your Hostess what products she has on her shopping list
- > Talk with her about how she can receive these products for free or half-price

Ask your Hostess about her guest list

- How does she know them; are they friends, family, neighbors, co-workers?
- Ask her to tell you a little about what's going on in their lives right now
 - Are they thinking of traveling/vacation?
 - What keeps them busy? Work? Sporting events?
 - What types of things do they enjoy doing?
- Show your Hostess the latest Catalog and have her tell you her favorite product pages

Take notes on what your Hostess says about her guests

• Start planning simple solutions that will fit the lifestyles of her guests



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Set Up

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Simple, easy and fun party demo!

You'll need a few tools to get started

- The latest Catalog
- Products from your Enrollment Kit
- Product Feature Tags and the Fabric Swatch Set if you have them
- If you are a StartSwell earner, bring those items too!





1. Introduction



Generate some excitement about the party by giving them a preview of the fun!

- Ask, "How many of you have been to a Thirty-One party before?"
- Share that tonight they're going to find great solutions to fit their lifestyle
- Let them know that the party is a place to have a great time, and that you want them to join in the fun with lots of great suggestions on how they'll use the products
- Share with the group what the Hostess is busy with right now
- Share with the group that the Catalog has fun and functional ideas for Spring!

Welcome: You and the Company

You:

- Mini Zipper Pouch used as a "Why" bag
- Share why you love Thirty-One!
- Recruiting Seed: ______

Company:

- Proverbs 31
- Celebrate, Encourage and Reward women



2. Celebrating the Hostess



- Celebrate the Hostess by bringing her to the front of the room
- Thank her for having the party
- Guests share fun and encouraging words about the Hostess
- Present her with a small thank you gift, if you'd like
- Have the Hostess share the products she's working toward earning for free and half-price
- Share the highlights of the Hostess program with guests and why it's a great opportunity

Booking Seed: Share that if guests decide to book their own party, the Hostess will receive a special Booking Bonus product for each party that's booked!





3. Product Demonstration



On the following four cards, we give several solutions. Pick 2 or 3 for your party that best fit the guests attending.

- Open with some questions around your guests' lifestyles that you learned in Hostess Coaching; have guests share and make connections with the product.
 - Question:_____
 - Question:_____

Personalization Seed:

- This is a perfect time to talk about why personalization makes Thirty-One unique. Explain how your Customers love personalizing their favorite product
- Have your Hostess share what she is looking forward to having personalized





A. On The Go

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Open with some questions around your guests' lifestyles that you learned in Hostess Coaching; have guests share and make connections with the product.

- Questions:
- Questions:_____

Child Care: Organizing Utility Tote, Wristlet Key Fob, Scarf, Thermal Zipper Pouch

- Reference Catalog page 5, solution set 2

Gym Bag: Super Organizing Tote, Icon Coin Purse, Wristlet Strap, Lil' Expressions Mini Zipper Pouch

- Reference Catalog page 7, solution set 4
- Introduce our Lil' Expressions options!

Booking Seed: Share with your guests if they book a party tonight they could receive the Gym Bag set for free just by hosting a \$500 party!





B. Gift

Open with some questions around your guests' lifestyles that you learned in Hostess Coaching; have guests share and make connections with the product.

- Question:
- Question:_____

To Your New Home: Large Utility Tote, Keep-It Caddy, Mini Utility Bin

- Reference Catalog page 9, solution set 5

Booking Seed: Share the Hostess Exclusive stamp at the top of the page, and talk to guests about how they can get the solution shown on page 8 for only \$94!

Introduce our Retro Metro Collection

- Pass around the Retro Metro Bag
- Share the inspirational quotes inside and that each one is unique
- Share that this collection is great for all ages!

Just What I Wanted: Retro Metro Bag, Scarf, Celebrate Card Set, Pinch-Top Wristlet

- Reference Catalog page 11, solution set 9
- Share why this is a great solution: ______
- Personalization Seed: Recommend guests get the Retro Metro Bag personalized to add a personal touch!

C. Mom and Her Little Helper!

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Open with some questions around your guests' lifestyles that you learned in Hostess Coaching; have guests share and make connections with the product.

- Question:_____
- Question:

Little Traveler: Keep-It Caddy, Cinch Sac, Timeless Beauty Bag

- Refer to Catalog page 13, solution set 4
- Introduce our Icon-It personalization; refer to solution set 8 to see a sample of how cute this personalization can be

Mom's Always Prepared: Skirt Purse, Timeless Wallet, Zipper Pouch

- Refer to Catalog page 15, solution set 9
- Share why this is a great solution: ______
- Recruiting Seed: Share how you earned one or two of these items for free as part of StartSwell, a program that rewards new Consultants





D. Day to Day

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Open with some questions around your guests' lifestyles that you learned in Hostess Coaching; have guests share and make connections with the product.

- Question:
- Question:_____

Lunch Break: Inside-Out Bag, Retro Metro Wallet, Thermal Tote

- Refer to Catalog page 17, solution set 5

Savvy Spender: Organizing Shoulder Bag, Wristlet Strap, Coupon Clutch, Wristlet Key Fob

- Refer to Catalog page 19, solution set 4
- Booking Seed: Share with your guests if they book a party tonight they could get one of these sets for FREE just by hosting a \$500 party!





E. School Days

Open with some questions around your guests' lifestyles that you learned in Hostess Coaching; have guests share and make connections with the product.

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- Question:_____
- Question:_____

Back To School: Thermal Tote, Icon Coin Purse

- Refer to Catalog page 21, solution set 5
- Share how our Thermal Tote is a best-seller!
- Recruiting Seed: Share that the Thermal Tote comes in the Enrollment Kit, if they decide to join your team. Share with them how easy it is to do what you do!

Teacher's Friend: Casual Cargo Purse, Out N' About Thermal, Soft Wallet

- Refer to Catalog page 23, solution set 5
- Show both sets and how they can work for traveling back and forth to school!



F. U R U/Collegiate Spirit Collections

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U R U Collection

Open with some questions around your guests' lifestyles that you learned in Hostess Coaching; have guests share and make connections with the products.

- Question:_____
- Question:

UR Beautiful Inside and Out: UR UKeep-It Caddy and UR UCosmetic Bag Set

- Reference Catalog pages 12-13

Show Your Spirit

Open with some questions around your guests' lifestyles that you learned in Hostess Coaching; have guests share and make connections with the products.

- Question:_____
- Question:_____

#1 Fan: Cinch Sac, Retro Metro Bag and Varsity Scarf

- Reference Catalog pages 36-37
- Talk about Collegiate Spirit. Make sure you have the Personalization "How-To" Guide available when talking about Collegiate Spirit. Explain how sports fans will love Collegiate Spirit.

4. Wrap Up and Close



- Recap the solutions you shared
- Catalog page reference: Cindy's Top 10 on page 2-3
 - Share that these are Cindy's favorites. Offer to match any of these up with some additional products to create their own custom "solution"
 - Share the Shopping Guide and personalization information
- Close and recruiting seed: "If you liked two or three items tonight, I'll be happy to help you order these and choose personalization options for them. If you're having a hard time deciding because there are four or more products you want, consider hosting a party so we can work together to get these for free or half-price. If you liked our products even more, you really should consider doing what I do."
 - Catalog page reference: back cover
 - Share the Enrollment Kit contents for \$99
 - * "And if you decide to become a team member, you can earn an additional \$200 for sharing your great new career with two friends and promoting to Senior Consultant!"*
- Allow time for party guests to shop

*Remember to share the current Income Disclosure Statement (IDS) whenever you present or discuss the Thirty-One opportunity. The IDS is posted on the Become a Consultant page on thirtyonegifts.com.



5. Full-Service Checkout

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- Find a space to have one-on-one conversations with each guest
 - Ask guests to share with you what they are having personalized
- Connect with a comment they made or something you learned about them at the party
 - Recommend a great solution set for their busy lives
- Ask each guest to host a party and consider being a part of the Thirty-One family
 - Tell guests about the great Hostess Rewards
 - Ask guests if they would be interested in joining your team!



