

# The Hostess's Guide to Success

As a Thirty-One hostess, we want you to succeed and are here to support you in meeting your goals. That's why we have put together this simple and easy to use guide during the course of your show. Of course, if you have any questions along the way, please contact me, your Thirty-One Consultant.

Details of your Thirty-One show:

Date:

Time:

I will arrive:

Let's get right to the point! As a hostess, one of the major benefits is getting free and discounted products! You've come to the right place because that's what you'll get at Thirty-One. We believe in treating our hostesses well. As a hostess, you'll have the opportunity to receive:

## FREE PRODUCTS

When we say "free", we mean "free"! Based on your show sales, you'll have the choice of any product from our current catalog. The higher your show sales, the more free products you'll receive!

## HALF-PRICE PRODUCTS

You'll enjoy selecting up to three products from our current catalog that you can receive at half-price based on your show's sales.

Sounds great, doesn't it? Well, we're not done yet. In addition to free and discounted products, Thirty-One hostesses also enjoy:

## HOME SHOW

Just for allowing your consultant to share the products with your friends and family you will earn \$15 additional Hostess rewards as a bonus.

## FREE SHIPPING

We'll gladly waive the shipping costs for your shows that exceed \$500 in product sales!

## MONTHLY HOSTESS SPECIALS

Every month, we feature special products at exclusive discounts for our hostesses. This month's special:

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## the savings continue after the Show

**Booking Benefits** – By encouraging guests at your show to host their own Thirty-One party, you can earn a booking certificate when your booking guest holds her party.

**Start your own business** – If you love being a Thirty-One hostess (and we know you will!), you can easily start your own Thirty-One business! Contact your Thirty-One consultant to learn to more.

## Show Tips

As a Thirty-One hostess, it's helpful to take a few minutes to plan your upcoming show. We make it easy for you to have fun at your show, while also earning wonderful free and discounted products! Remember, we believe in a relaxing, no-pressure atmosphere. Just follow these useful tips and watch your rewards add up!

- Prior to your show, think about setting a goal for the products you would like to earn. Your Thirty-One consultant can help you with this, if you'd like.
- Write down the names of the guests you plan on inviting. We recommend inviting at least 40 people. Remember, not everyone will be able to attend, so it's best to invite as many as you can to have a successful show.
- Use your show planner to create your guest list, and if you learned about Thirty-One from another hostess's show, be sure to invite her!
- Set a Goal...
  - ▶ Have **10** orders from guests prior to your show from those who cannot attend.
  - ▶ Plan to have **16** guests that place orders during your party.
  - ▶ Have an additional **5** orders from guests that could not attend your party within 3 days.
  - ▶ All to create a successful Thirty-One Show.
- And finally, have fun! A Thirty-One show is designed to give you time with friends, so make the most of it!

10 prior

+ 16 party

+ 5 post

= 31

## GUEST PLANNER

Here's your chance to invite as many people to your show as you can. We suggest that you invite approximately 40 guests in order to meet your goals. Afraid you don't know that many people? You'd be surprised! Here are some suggestions:

Family • friends • neighbors • co-workers and their spouses • your spouse's co-workers and their spouses • babysitter's parents • hairstylist • children's teachers • church/religious group members • someone interested in part-time work.

Everyone loves to shop so let them be a part of it!

|    | Name | Phone/e-mail | Attending? |
|----|------|--------------|------------|
| 1  |      |              |            |
| 2  |      |              |            |
| 3  |      |              |            |
| 4  |      |              |            |
| 5  |      |              |            |
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| 36 |      |              |            |
| 37 |      |              |            |
| 38 |      |              |            |
| 39 |      |              |            |
| 40 |      |              |            |



## SET YOUR GOALS

You earn more rewards as your show sales increase. Review the reward levels and set your goal!

| Qualifying Show Sales* | Free Products |           | Free Shipping |
|------------------------|---------------|-----------|---------------|
|                        | Catalog Show  | Home Show |               |
| \$1,000                | \$110         | \$125     | ✓             |
| \$900                  | \$90          | \$105     | ✓             |
| \$800                  | \$80          | \$95      | ✓             |
| \$700                  | \$70          | \$85      | ✓             |
| \$600                  | \$60          | \$75      | ✓             |
| \$500                  | \$50          | \$65      | ✓             |
| \$400                  | \$40          | \$55      | 6%            |
| \$300                  | \$30          | \$45      | 6%            |
| \$200                  | \$20          | \$35      | 6%            |

In addition to the joys of hosting your own party, you can also earn great rewards, including 1/2 price items!

- Receive one 1/2 price item when you host a show.
- Receive two 1/2 price items when you host a show with 12 orders.
- Receive three 1/2 price items when you host a show with 18 orders.

Get your friends to host a show and you can earn a \$5 booking certificate toward a future purchase.

\*Guest sales exclude shipping and tax. Discount cannot be applied to 1/2 price items. For each \$100 over \$1,000 in guest sales, add \$10 in free products. To qualify for hostess rewards, a show must have a minimum of \$200 in guest sales. Hostess pays 6% shipping on the value of free and discounted products.

**Home Show** – Bonus available to hostesses who allow our consultants to demonstrate our products to your friends and family.

## CLOSING THE SHOW

You did it! You just finished a great Thirty-One show! Below is a simple worksheet to calculate your show sales, bookings and the products you have earned. Congratulations!

|                                          | Current Level | Next Level |
|------------------------------------------|---------------|------------|
| Guest Sales                              | \$ _____      | \$ _____   |
| Free Products                            | \$ _____      | \$ _____   |
| (For Home Shows, include the \$15 Bonus) |               |            |
| 1/2 Price items                          | # _____       | # _____    |

As a Thirty-One hostess, you are an important part of our organization and we thank you for opening your home to your guests. We sincerely hope you enjoyed the experience! If you would like to host another show, or even become a Thirty-One consultant, contact us today!

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