



LOVE  YOUR  
*Journey!*  
FALL/WINTER 2015

 Danielle's  
 Dazzling  
 Diamonds  
*Women Worth More Than Rubies*  
- Proverbs 31:10

WELCOME TO THE TEAM



Meet Your Director!  
DANIELLE JOHNSON

EXECUTIVE DIRECTOR

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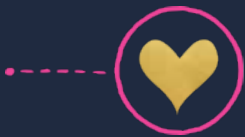
Welcome to our Team! We are thrilled to have you join us! We are all so lucky to be part of the vision Cindy Monroe had when she started Thirty-One Gifts - a company designed to empower women!

I hope you find the tips in this guide beneficial as you start your new journey - building your very own business.

We want to get to know you! Reach out to me, your sponsor, and your team members as you settle in - ask questions! You will find that the Sisterhood of Thirty-One will be welcoming, knowledgeable, and supportive!

You are part of the family now! We are excited to welcome you into our Pink Bubble and watch you grow!

Danielle



She Believed  
She Could  
So...

Get to Know Your Team!

JOIN THE TEAM ON FACEBOOK!

[WWW.FACEBOOK.COM/GROUPS/252272258241767/](http://WWW.FACEBOOK.COM/GROUPS/252272258241767/)

She Did.





# Thirty-One Archive

## PINK BUBBLE HISTORY LESSON

### Thirty-One Gifts



In 2003, Cindy Monroe began Thirty-One Gifts in the basement of her Chattanooga, Tenn., home with a dream and a calling: to provide an opportunity for women to achieve financial freedom, find personal fulfillment and realize their dreams through becoming successful business owners. Our foremost company purpose is managing and building a business that helps our Consultants succeed in theirs.

The mission of Thirty-One Gifts is to be more than just a company. We are people who believe in celebrating, encouraging and rewarding others for who they are. Through God's strength, we've built a family of individuals who feel women deserve to treat themselves and those around them to something special. Our commitment is to provide women with a fulfilling, enjoyable and rewarding experience one person at a time.

Our values are to be Purposeful, Thankful, Respectful, Accountable, Curious, Courageous, Gracious, Authentic, Trustworthy, Hardworking, Fun-Loving and Flexible as required to do the right thing, to give back, and to put other people first. We believe in being engaged with integrity in our work, in our communities, in our families, and in our mission.

### MORE THAN A BAG

When someone asks what you do at Thirty-One Gifts, what do you tell them? That you sell bags? That you party? It's important that you see your role at Thirty-One Gifts and your business for what it is. At the most basic level, you solve problems for your Customers. You connect people with solutions that make their life easier and more organized! We know that's not everything you do. Thirty-One Gifts is about so much more than just a bag!





# Thirty-One Archive

## PINK BUBBLE HISTORY LESSON



### Jewell by Thirty-One

In 2014, along came Jewell! Jewell is the story of two sisters, Christie Jewell Woodfin and Cindy Jewell Monroe, whose goals for life were both alike and different. One wanted to experience the corporate world, while the other drove toward entrepreneurship. One wanted to stay with her kids through Kindergarten, while the other wanted to work outside the home. They were two sides of the same coin, both with a deep love of family and faith, and both called to give back and be part of something bigger than themselves. This was the inspiration that grew into Jewell, a fun on-the-go boutique experience that offers women more of everything good: joy, success, support, style, life-changing experiences, new friendships, financial freedom, and the chance to welcome renewed purpose into your life.

Jewell's collection of gorgeous handbags and accessories are sold with an eye towards how you can Organize Your Life with our unique patent-pending pockets and fashion organizers.



ACCOUNTABLE

COURAGEOUS

FLEXIBLE

AUTHENTIC

CURIOUS

FUN-LOVING





# Thirty-One Archive

## PINK BUBBLE HISTORY LESSON



### *JK by Thirty-One*

Jewel Kade is a direct selling company based in Alpine, Utah, that designs handcrafted jewelry and personalized gifts. The company began in jewelry designer Janet Kinkade's basement - much like Thirty-One Gifts's origins with Cindy.

Jewel Kade was officially founded in 2009 and quickly grew into a national brand with its artisan jewelry featured on The Today Show, American Idol and The Ellen DeGeneres Show. Like Thirty-One Gifts, Jewel Kade uses hosted parties to market its merchandise to consumers.

In December 2014, Thirty-One Gifts officially acquired Jewel Kade. Many of the Jewel Kade jewelry products began to be sold as part of the new JK by Thirty-One collection. Janet Kinkade serves as principal designer for the JK by Thirty-One collection.



GRACIOUS

PASSIONATE

RESPECTFUL

HARD-WORKING

PURPOSEFUL

THANKFUL





# Begin Your Journey!

## GETTING STARTED

- **Mark StartSwell dates on your calendar!** Keep these dates in mind when you are starting to book parties.
- **Log on to ThirtyOneToday!** Click on the “New Consultants Start Here” button.
- **Watch the Welcome video.** Start getting to know a little more about Thirty-One Gifts.
- **Review our Core Values.** Find out what they mean to each of us - and now to you!
- **Explore ThirtyOneToday.** Check out all the resources it has to offer - you will find business tips, marketing tools, and more!
- **Schedule your first 6 parties!** Set a date for your Launch Party! Yes, you get to be your first Hostess! It is a great way to work through the “nerves of your first party!” Ask your family and best friends to join you for a fun evening to launch your new business! Plus, as the Hostess, you can keep the Hostess rewards for yourself and add those products to your kit.
- **Have a look and learn the Monthly Specials.** You will use these month after month as great conversation starters with potential customers and hostesses.
- **Create your List of 62!** Grab a cup of your favorite drink and find a quiet spot. Take time to list everyone you want to share your new business with. This list will be your starting point for booking your first parties and will be vital in the success of launching your new business.
- **Personalize your MyThirtyOne website.** Start on the Dashboard of your Virtual Office and review the tutorial available. Under manage your profile, click My Website Information and personalize your consultant website!
- **Enter contacts into your Virtual Office.** This will save you a ton of time later on.
- **Personalize your newsletter.** Your e-newsletter is free for the first 90 days. It is a great and minimal investment in your business after that.
- **Setup a separate checking account.** This will help keep your Thirty-One business separate from your family finances and help you manage your business and stay on track. Plus, it will make tax time much simpler!
- **Order your Business Supplies!** Be sure to order business cards, catalog labels (or a rubber stamp with your info) - be sure to include your name, phone number, email address, and your new Thirty-One consultant website URL. Always be sure everything that you hand out or mail out has your contact information on it!
- **Announce your new business!** Share the excitement on Facebook with friends and family! It’s a great day for you! Let them know and share in that joy with you!
- **Watch a party!** The best way to learn is to attend a party to see how it’s done. Attend a party with a local consultant or your sponsor. You can also watch a video of a product presentation on ThirtyOneToday!

*She  
is clothed in  
strength and beauty  
and she  
laughs  
without fear of the future.  
Psalm 31:25*



## LAUNCH PARTY 101

*Let's get this party  
started!*

What's a launch party?

It is a time to **Celebrate** and share the fun and excitement of Thirty-One Gifts and the start of your new business with your family and friends!

Plan to host your Launch Party as soon as your New Consultant Kit arrives. At your Launch Party, you will introduce Thirty-One to your guests.

Your goal is to fill your calendar with your first 6 parties, gather some sales, and share the news and excitement of your new business.

Here are a few tips for your Launch Party:

- Keep the refreshments simple.
- Invite everyone! Tell them to bring a friend!
- Approach the evening as a gathering of friends, not a sales party.
- Create a comfortable, welcoming, low pressure environment.
- Use your Launch Party as a way to get your feet wet with a group of people you feel comfortable being with and who will support you!
- Have fun! It's a great day for you!



## QUICK TIP

Having a seasonal launch party of your own with every new catalog is a great way to start a season off strong and keep momentum going!





# Making Your List of 62!

One of the great things about having your own business is being able to keep things super simple and fun!

Thirty-One is all about empowering women to achieve their why - and finding the path to success shouldn't be hard, but a joyous journey! Your **List of 62** is a perfect way to generate leads as a Consultant and also serves as a way to keep track of your leads throughout your career with Thirty-One!

As you continue in your business, you should be continually updating the names on your list, checking them off as you move them from potential to actual customers, hostesses, or recruits.

Did you know that Consultants who book 4 parties will set themselves up for success? Your launch party will count as one of those - now we have to start thinking about the other three!

FRANKS is a thought starter for you in making a list of people that you want to share Thirty-One with.

- F Friends, especially your BFF
- R Relatives - your's and your spouse's
- A Associates - people you work with or know from church or other groups
- N Neighbors - current and past
- K Kid Connections - parents from sports teams, band, cheerleading, scouts, etc.
- S Spouse - coworkers, clubs

Remember, this list will continue to evolve as your business grows! Update it often!

As you connect with each person, cross out their name and you know you have made a connection with them. Add notes to your list so you know where you are with that contact. When you meet new people or receive referrals through customers, add these names to your list.

**Alright - you made your list - now what?** Use it! Let the relationship you have with the person on the list help you know what you want to say and how to say it! Choose one name from your list - pick the one person who is most likely to want to help you get started!

When you contact that person, think about their relationship with you and then think about what they will love about Thirty-One. Then simply share why this reason made you think to call them. The conversation will sound natural and will flow easily. Ask her to join you for an evening of fun and friendship by hosting a party.

Booking parties is easy and the more you practice booking, the more successful you will be.

Now - how do you handle someone who is not your BFF (we know, you called her first - you had to right!?! - smart move!).

When you reach out to someone who is an acquaintance, consider how you know the person and again how Thirty-One products will provide a solution - this is your why for wanting to talk to them.

Always have intentional conversations with people about Thirty-One. Connect with them on a personal level and booking parties will be a breeze!







# Get to Know YOUR CATALOG



Before your Pink Box arrives with all the fabulous products in your Enrollment kit, start getting familiar with our Catalog! If you don't already have one, ask your sponsor for one or download the digital version from ThirtyOneToday!

Thirty-One Gifts catalogs are broken down into three chapters - **Just For You**, **For Your Home**, and **For Your Family**. Each section has unique product offerings that are tailored to your customers needs. Go through each chapter and pick out your favorites! What do you LOVE about those products? How will your customers love them too? This is how you start to learn how to share products with others!

Just like you know where the shoe department is at your favorite retail store, you need to know the featured sections of your Catalog so you can guide your guests. The layout of your Catalog is designed to increase your sales, make it easy for your Customers to shop and showcase the solutions you bring to every Customer.



## THINGS TO LEARN

Learn Your Chapters!

**Just For You** - this chapter is all about showcasing products that make women free beautiful and confident!

**For Your Home** - this chapter focuses on creating spaces and places in your home that you will love and want to be in.

**For Your Family** - this chapter features products that will help make life a little easier so you can focus on what matters most!

The versatility of our products may land one in more than one chapter - they are just BETTER TOGETHER that way! Think about how the product can be used and what problem it solves - that will help you determine which chapter it will be listed under. Share these solutions with your customers!

### DID YOU KNOW?!?

Several products were moved to 'online only' for Fall/Winter 2015. This means that although they are not shown in the Catalog the products will still be available for purchase.





# Personalization

## LEARN IT



Know what is Better Together? Products with personalization that makes your Customers' products unique and extra special. **Personalization can increase your sales by 15%-45%**, so be sure to share stories of personalization to engage her. This helps you work smarter, not harder, to make the sale.

Talk about personalization consistently at your parties, showing guests how it makes our products mean more! Share your favorite items to personalize or cute and creative phrases previous Customers have used. Visit our Pinterest page for more ideas!

Personalization is as simple as 1-2-3:

1. Pick your product
2. Decide what to say
3. Finalize details such as thread color, Icon-Its, and font

Show each Customer you're willing and available to assist them in choosing their personalization. Assume the sale by acknowledging a specific product they have chosen. Ask "How can we personalize this product for you?" during full-service checkout.

For Catalog and social parties or even when closing out the Hostess order, be sure to utilize the preview personalization feature on your MyThirtyOne website to help her choose a phrase, Icon-It, font and thread color that best complements her product.

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## ON THE WEB

Pinterest  
[www.pinterest.com/thirtyonegifts](http://www.pinterest.com/thirtyonegifts)

Facebook  
[www.facebook.com/thirtyone](http://www.facebook.com/thirtyone)

Instagram  
[www.instagram.com/thirtyone](http://www.instagram.com/thirtyone)

YouTube  
[www.youtube.com/user/thirtyonegifts](http://www.youtube.com/user/thirtyonegifts)

## QUICK TIP

Create a few of your own sample personalization options before the party and screenshot them on your phone or tablet to share through text message or social media. This is a great way to offer a full-service checkout even when you are not face to face.





# ThirtyOne Today!

## ONLINE RESOURCES



You are never alone in this business! You have an entire community of Thirty-One Sisters and a vast array of resources available to you 24/7!

ThirtyOneToday (or you will hear it called TOT, alot) is an online resource for consultants. Everything you need is there at your fingertips! This site should be THE place that you go to daily to check the latest announcements, do online training to advance your skills as a consultant, track your progress with incentives, StartSwell, and monitor your business!

This site is the main communication hub from Home Office to you. Monthly specials and tools to help market your business are always available, business updates will provide you with insight on products, shipping times, and items that may have been backordered or discontinued.

From your dashboard, you can see how your month is going and how you are doing compared to previous months!

Go to **"Manage My Business"** to launch your Virtual Office where you will find information about parties, orders, contacts, and reports, as well as order business supplies.

You will find training under **"Improve My Skills"** to support you! Work through at your own pace. The system will even track areas you have completed!

Under **"Resources"**, you will find forms, downloadable graphics to share on social media, videos to watch, and tips to help you grow your business. Related resources will also be listed that link to more content!

At Thirty-One, we are all about **Celebrating Success!** Our TOT website has an entire section dedicated to those Woo-Hoo moments!

Visit **"Attend an Event"** to see a list of upcoming events and get all the juicy details!

**ThirtyOneToday** should be your first stop when you need to know something, have a question, or want to learn more about Thirty-One and your business!

The ThirtyOneToday website is the launch pad to the inner world of Thirty-One, your Virtual Office, and all of the tools you need to make your business a success. Make it a vital part of your day - everyday!

## QUICK TIPS

- #1 Not sure where to find something? Hit the search box in the upper right corner of the page - you will find lots to discover!
- #2 For mobile devices, bookmark the TOT website for quick, easy access!
- #3 There is a video gallery on TOT that is full of tips from leaders, training, party demonstrations, and much more!

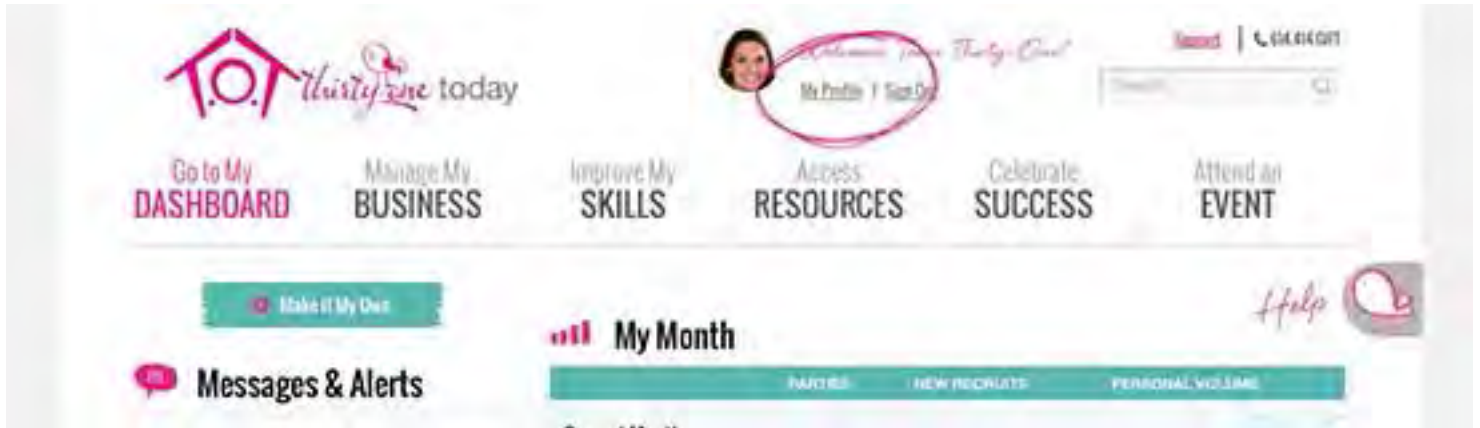






# Setting Up Shop!

## YOUR PROFILE



## YOUR PHOTO

We want to see your beautiful face! Here are some tips to creating a great profile photo that is perfectly professional for your site!

- Your photo should be square, so ideally 400x400 pixels
- Your photo should be a headshot that is cropped to your shoulders and above only
- Your photo should have your face centered in the frame
- Use a simple white background with plenty of light on your face
- Bigger is better when it comes to photo resolution! Be sure your photo is at least 300 dpi or larger.
- Make sure your photo is usable! It should be a .jpg, .png, or .tif file.

## YOUR GOALS

Make your Why visible alongside your monthly goals! You can see them on your dashboard and track your progress each month.

- Enter your Why!
- Enter how many parties you want to book
- Enter how many ladies you want to recruit
- Enter the personal volume in sales you want to achieve

Having your goals in front of you makes them real and achievable.

Change them as you and your business grow and change!

Discover new ones as you mark off ones that you have met!

Now-Say Cheese!

What's Your Why?





# Virtual Office

## OFFICE HOURS ANYWHERE



**What it is:** The Virtual Office is where you run your Thirty-One Gifts business! You may hear others refer to this as the back office.

**Why it's important:** Virtual Office is where you enter your party orders, set up party events, submit Customer returns, and check order and shipment status. Learning your way around your Virtual Office will help you manage your business!

**How to use it:** The best way to learn is by doing! Key tasks are demonstrated with videos and useful tools that you can print out and keep near your computer for quick reference.

On ThirtyOneToday, watch the video tutorials that will help you get familiar with this tool. They will show you everything from creating a party and changing your website address to processing orders and checking out customers!

Your Virtual Office is also where you will go to view your personal volume history, commissions, team sales, run reports, and check your balance.

One great feature is advanced order history where you can search for specific customers or narrow down a customer list to only those who purchased a specific product!

Watch and learn how to use the tools you have at your disposal! Your business will thrive as you master all your Virtual Office has to offer!

## QUICK TIP



Search Virtual Office to find video training and tips for your Virtual Office!

## 31 HAS AN APP!



Take your business on-the-go with the Thirty-One mobile app! Available for Apple and Android devices (tablets too), you'll quickly see just how convenient and user-friendly our mobile app is and all the features that will help you be more efficient in managing your Thirty-One Gifts business. Download the app and use your Virtual Office login credentials to access your consultant info! It's super intuitive and will give you what you need when you need it - all at your fingertips!





# StartSwell

## START STRONG FROM DAY #1

Starting your business is one thing, growing it is another! StartSwell was developed to help you achieve the goal of growing your business and setting you up for success from day #1. Your journey has already started!

Earn free products and business supplies during your first 120 days by submitting at least \$600 in personal volume during each earning period. Your reward is a free kit - earn up to four!

Using the tracker that arrived in your Enrollment Kit, set your goals and work towards them. You can also track your progress online. Remember every 30 days resets the clock - all StartSwell earning levels are independent of one another.

Remember, whatever success means to you - ThirtyOne is here to help you reach it! You can do this!



### QUICK TIP

You will receive your kit within 5-7 days!

## A FEW FAQs

### How do I earn StartSwell?

Submit \$600 Personal Volume (PV) in each 30-day period of your first 120 days:

- Earn Level 1 - Days 1-30
- Earn Level 2 - Days 31-60
- Earn Level 3 - Days 61-90
- Earn Level 4 - Days 91-120

### What do I do when I earn a StartSwell level?

Once you earn a StartSwell level, you will receive a dashboard alert on ThirtyOneToday. Click the hyperlink included in the alert. On the page that opens, simply click on one of the kit options. A selection confirmation screen will let you know that your choice has been made.

### Can I personalize any products in my kit?

No. Any personalization in your kit has been preselected. Please refer to the StartSwell flier you received in your Enrollment Kit or the StartSwell pages on ThirtyOneToday to see which items come with personalization.

### If I don't earn a level, am I still eligible for the other levels?

Yes! You get a new start to earn a level with each 30-day period. So, if you didn't earn StartSwell during a 30-day period, you can still earn the next level during the next 30-day period as long as you meet the requirements.

### What about the \$100 bonus for new Consultants that join my team?

To earn the \$100 bonus, you must sign up a new Consultant during your first 120 days AND your new Consultant must qualify by submitting \$1,000 PV in her first 90 days. The bonus will be added to your commission check the month following qualification.

### Is there a limit to how many \$100 bonuses I can earn?

No. There is no limit to the number of bonuses you can earn. However, you must sign up each new Consultant within your first 120 days and she must submit the qualifying \$1,000 PV in her first 90 days.





YOUR BUSINESS. YOUR CHOICE.  
 CHOOSE THE KITS THAT ARE RIGHT FOR YOU & YOUR CUSTOMERS.



JUST FOR YOU

Kit Option A



Kit Option B



Kit Option C



Kit Option D



FOR YOUR HOME

Kit Option E



Kit Option F



BUSINESS SUPPLIES

LEVEL 1

Parisian Garden Fabric Swatch Collection (1)  
 Catalogs (pack of 25)

LEVEL 2

URU Swirl Dot Fabric Swatch Collection (1)  
 Mini Catalogs (pack of 40)

LEVEL 3

Vintage Damask Fabric Swatch Collection (1)  
 Order Forms (pack of 50)

LEVEL 4

Black Links Fabric Swatch Collection (1)  
 Opportunity Brochures (pack of 10)

FOR YOUR FAMILY

Kit Option G



Kit Option H



Build your team to reach your dreams!

During the StartSwell earning period, you can also earn \$100 for each new Consultant who joins your team!

**GET \$100 FOR EVERY NEW TEAM MEMBER\***

During your first 120 days, you'll get a **\$100 bonus** for every new Consultant who joins your team.\*

Pay to the order of: You **\$100.00**  
One hundred Dollars  
 Net a valid check

For: Grow your team and get more cash in your pocket! *thirty-one* \*See back for details





# Pink Box Day!

**First, take a photo with your PINK BOX and email it to me! I want to see your excitement and share in your joy! Post it on Facebook and let friends and family know that TODAY is the day that your new business is officially launched!**

Open up your box and check out what's inside! Be sure to check out the Welcome Guide from home office!

After you have spent some time getting to know your kit, start making packets! You need to provide your Hostesses with packets so they can get started on their party planning straight away! Prepared Hostesses are successful Hostesses!

Start learning all about Hostess Coaching - this will make or break your business - so take time to learn all you can, reach out to your team and your director, and check out the resources on the ThirtyOneToday website!

Practice makes perfect - so practice filling out order forms while you watch some party demonstrations on ThirtyOneToday. Learn all about the WOW Party Experience and practice using it - you will use it at every party!

Get comfortable with your products before you head off to your FIRST PARTY! Take some time to practice setting up your enrollment kit and party display. Practice demonstrating products, talking about features, styles, and prints. Learn where things are in your catalog and how to use it as a vital part of your party presentation process.

Reach out to your director if you have questions and be sure to let them know how your first party went! They will be even more excited at your success than you!

Alright - get going!

*You can do this!*







# Always Be Prepared!

## PLANNING AHEAD

Whether you are talking to a friend who just booked a party or a potential new team member at the market, having the right information available at the right time is essential to being prepared! Doing a little prep work beforehand makes being prepared a breeze!

Always have them on hand so you can put the information into their hands - right then!

Digital versions are available too! Keep things simple! If you are calm and collected - that will leave an impression on them too!

## HOSTESS PACKETS

From the moment your Hostess agrees to party with you, it's important to keep the Hostess conversations going to celebrate her and keep her excited. The best tool you have to help guide these conversations is the Hostess Packet!

The Hostess Packet includes the following resources that you can order through business supplies, print at home, or have them printed at a copy & print store:

- Hostess Rewards Flier
- Hostess Order Worksheet
- Opportunity Brochure
- Party Invites
- Catalogs
- Mini Catalogs
- Order Forms
- Monthly Special Fliers
- Your Business Card

You'll print and assemble a handful of packets to keep on hand, using Thirty-One envelopes (you can order through business supplies) with a printed Hostess Packet Label.

## RECRUITING PACKETS

Growing your team is simple using the fantastic resources provided to you for sharing the opportunity! Recruiting Packets are a great way to share your why and let others know how easy and rewarding it is to be a Thirty-One Consultant.

The Recruiting Packet should include the following information:

- Opportunity Brochure
- Fall/Winter Recruiting Flier
- Income Disclosure Statement
- Your Business Card
- A Mini Catalog

## QUICK TIP



Everything that leaves your hands should communicate a way for the recipient to be able to contact you!







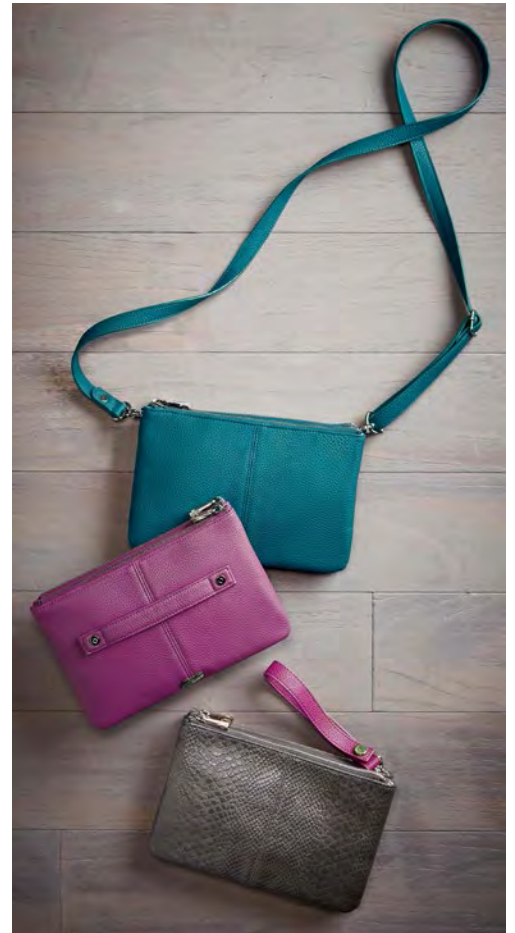
# Time to Party!

## WOW THEM FROM THE START

Becoming a party plan company was intentional by Cindy. She knows that a party isn't really about selling - sales will happen. A party is about connecting with people and YOU are your most important product. We connect best when we're in person with one another. We can hug, laugh and reconnect. Being with people can feed the soul and give us the best night out with

friends. YOU can bring these people together by having parties.

The WOW party experience was designed to provide you a simple, fun way to create that party experience that you, your Hostess, and guests will love! Thirty-One is all about making connections and building relationships!



### WELCOME

During your Welcome, you should share what Thirty-One is and who you are - share your why! You should welcome your guests and Celebrate your Hostess! You should plant booking and recruiting seeds during your initial "commercial".

### QUICK TIP

*It's All About Her!!*

A party can be anywhere, not just at home. Work with your Hostess to plan a party that works for her! Think outside the box - try a coffee shop, soccer practice, or the pool!

### OFFER SOLUTIONS

Offer Solutions as you move through the three chapters of the catalog. Share solutions that you have found using a couple of products. Keep planting those booking and recruiting seeds - you never know when someone is going to have that "hmmm" moment! You don't have to demonstrate every product in your kit - let your audience tell you what products to present. Get to know them before the party as they arrive by discovering their interests. This will help you with product solutions to demonstrate during the party.

### WRAP UP

Wrap things up and bring your party to a close. Connect with each guest during your Full-Service Checkout. Spend about 5 minutes per guest and make sure that you are providing great customer service, making a connection with them, and most importantly - ask them if they would like to book a party or join your team!

Never pre-judge anyone! everyone has the right to learn about the opportunity and benefits of Thirty-One!





# Pink Bubble Sisterhood

## TEAM TOGETHERNESS & CONFERENCE

### QUICK TIP



#### Let Your Business Pay Your Way!

Did you know that the commission earned from an extra party per month on average will pay your way to National Conference each and every year!



## CONFERENCE

Conference is the perfect opportunity to immerse yourself in the **Thirty-One sisterhood!** You'll make new friends, connect with your team, learn how to take your business to new heights through our first-rate learning classes, watch presentations from world-class speakers, be recognized for achievements, receive amazing amenities, hear about new products – and so much more. **You won't want to miss it!**

**It's the biggest party of the year, but there are so many**

**more reasons!** Don't miss the excitement, the learning and the fun as you:

- Be among the first to see all the newest products, tools, and resources.
- Get exclusive training on business and party topics.
- Hear from Thirty-One Consultants as they share lessons from their journey.
- Learn meaningful business skills from renowned national speakers.
- Be inspired by our Founder and CEO Cindy Monroe and husband Scott.
- Shop exclusive products and apparel designed only for Conference attendees.
- Celebrate one another with the recognition Thirty-One is known for.
- Meet new friends, reconnect with old ones, and immerse yourself in an inspiring, supportive, and empowering family of women just like you.
- Get product amenities to help you build your business.

## FIELD EVENTS

We love an opportunity to celebrate, encourage and reward each other, and the best way to do that is face-to-face – because face to face is heart to heart.

Field events are periodic gatherings for training and sisterhood throughout the year. Join us for an enlightening, encouraging experience with your Thirty-One family.





# Planting Seeds

## WORDS TO SAY



## BOOKING

## QUICK TIP

### Best place to book parties?

The best place to book a party is at the party! The one-on-one connection, the environment you create, and the benefits available to the hostess. It all happens at the party!



Parties are the best place to book parties - but the relationship-building process flows before, during and after the party itself.

### Before the Party:

During Hostess Coaching, ask in advance which guests she thinks will be willing to book a party, too!

Reach out to guests before the party by calling or emailing them beforehand to confirm attendance and get them excited and plant a booking seed. Demonstrate your passion for getting her what she wants. Tell her how much you're looking forward to meeting her.

### During the Party:

Arrive early to greet guests, learn about them, and build rapport. Consider nametags for a personalized approach. Mention the benefits of booking a party to the group at least three times during your presentation. Celebrate your Hostess and highlight her rewards publicly. Help guests create a wish list and invite them to host and get those products for free.

Invite every party guest to be a Hostess - it's a courtesy of your business to offer them this experience. Have FUN! If guests enjoy themselves at your party, they'll be more likely to book one of their own.

Hold yourself accountable to

the group. *"If I forget to ask you about booking a party for YOUR friends, you'll get a free Starbucks card."*

### After the Party:

Stay in touch with follow-up calls, emails, texts to Hostesses and guests. Try Red Stamp for a fun "thank you" to all party guests. When you re-connect, take a genuine interest in her. Ask about family, career and life and really listen. Thank them for purchasing and extend an invitation to host a party. Be ready to offer dates/timeframes that could work. Be flexible. If a home-party isn't her style, try a different venue like a coffee shop or break room at work.







# Planting Seeds

## WORDS TO SAY



### RECRUITING



Your excitement and enthusiasm especially in the beginning of your business is contagious and you will want to share it with everyone. Sharing this journey with someone you know can be the start of a great journey for you both and can be fun! What we are talking about is recruiting. First of all, don't think that recruiting is intimidating!

You are inviting someone to consider something - not selling them something. Think about the Thirty-One mission - empowering women - and our motto - Celebrate, Encourage, and Reward. Sharing these values along with your why are a great way to keep the recruiting conversation fun and friendly. Keep the conversation All About Her and how Thirty-One can help HER achieve HER why!

The key is to lead her to the home party schedule

that she wants and help her feel it is her decision - she is in control. To let her decide if this is what she wants, say something like this ... "If I attached \$150 to each home party that you wanted to do in the next 30 days before your paycheck on the 25th, how much money would you like to be paid?"

Let her know that it really is that simple. Talk about how easy it is to sell Thirty-One as the products sell themselves! Talk about how simple and fun it is to make extra cash and carry your business on your shoulder.

Talk with her - and listen! Discover her why and the natural progression of the conversation will take care of itself. Maybe Vacation time is coming! If she was to join Thirty-One, she could earn free products and earn extra money for her trip!

## QUICK TIP

### It's All About Her!!

A party can be anywhere, not just at home. Work with your Hostess to plan a party that works for her! Think outside the box - try a coffee shop, soccer practice, or the pool!





# Pink Glove Service

## PINK BAG CALLS



Pink Bag Calls are one of the most important ways Thirty-One Gifts Consultants offer Pink Glove Service. They are easy, fun, and a great way to re-connect with your Hostess and her guests after the party!

Pink Bag Calls are calls you make to Customers after they receive their products. It gives you a chance to thank them, make sure everything looks good, and make sure she loves her purchases!

While you have her on the phone, remind her about upcoming monthly specials. See if she is interested in making additional purchases, hosting an in-home or on-the-go party, or even joining your Thirty-One Gifts team! Do whatever you can to ensure Pink Glove Service and make a strong connection with her.



## FULL SERVICE CHECKOUT



Pink Glove Service also means a Full-Service Checkout - the one thing that goes beyond helping your Hostess and her guests make purchases. This is your chance to personally connect with each person at the party! It's time to ask her if she'd like to host her own Thirty-One Gifts Party - and to share the Thirty-One Gifts Opportunity with her.

Full-Service Checkout will be a little different for your Hostess and her guests.

For a guest, the primary focus is helping her find products that meet her shopping needs - and extending the offer to do an in-home or on-the-go party for her so she can enjoy the Hostess benefits that come along with it! Feel free to share the Thirty-One Gifts Opportunity with her, too

- you never know when you might meet your next recruit!

For your Hostess, it's about thanking her and reinforcing what a great party she had, rewarding her with free and ½ price products, and sharing the Thirty-One Gifts Opportunity! Be sure to mention how you'd love to book another party with her next season so she can share the newest styles.





# Social Media SELLING WITHOUT SELLING



*Social media is a great tool when used effectively. Below you'll find information about the different social media channels available to benefit you and your Thirty-One business. If there's a particular social media channel you're interested in learning more about - or if you have any questions - please e-mail [socialmedia@thirtyonegifts.com](mailto:socialmedia@thirtyonegifts.com).*

Facebook is an amazing tool for marketing your Thirty-One business. It's a great way to keep your Customers, Hostesses and friends excited and engaged with what's new and exciting with Thirty-One! The key to selling without selling on Facebook is engaging and socializing with your Customers by telling them about specials and keeping your Facebook presence new and fresh.

Think of Facebook as your Thirty-One storefront. Everything you post provides your Customers with just a little peek inside the store. Your goal is to keep Customers interested - but not give it all away - by starting up conversations and creating excitement. Begin by posting pictures of one of your favorite products, Like or Share items from the Thirty-One Gifts Facebook page or simply take a picture of how you're using a new product! Make sure your posts are relevant, fresh and to the point.

Here are a few ways to get started!

1. Invite your Customers to take pictures

of products they're using and tag you in the picture so you can share it! Add your own comment by saying something like this: "Check out how my Hostess, Linda, is using her new Out & About Thermal! She got it FREE at her party!"

2. Take a picture of products you're using and post it on Facebook. Make your caption something like, "I love my new Fresh Market Thermal! We have everything



we need for the baseball tournament!"

3. Share a special or promotion with your Customer group pages. Make your caption something like, "You've been asking, and it's finally here - the Thermal Special!" Approved images are available in the Social Media Library on ThirtyOneToday!

Posting on Facebook is super simple, easy and fun! Watch your business take off when you start sharing photos with your friends, Customers and Hostesses on Facebook. For additional information on Thirty-One's Facebook guidelines see page 30 of the Consultant Guidebook.



Red Stamp is a great tool to connect with your Hostesses and Customers before, during, and after parties with designs that can be shared from your mobile device and/or desktop computer via MMS, Twitter, email, Instagram, Facebook, and USPS. Learn more about Red Stamp and how to use it for your business.







# Contact Plus

## KNOW THE BENEFITS



Contact Plus is our new term for the “newsletter and website” subscription. By subscribing to Contact Plus, you will now have access to:

- **Customer Email:** Any email sent on your behalf to your Customers. These are designed, HTML emails that encourage your Customers to click over to your MyThirtyOne website. To help you market your business, we are now dedicated to sending more of these emails on your behalf!
- **Email Activity Report:** A truly valuable tool! Updated in real time so you can quickly follow-up with your most active Customers! We'll send you an email every Monday to provide you easy access to your custom email activity report.
- **Social Forward:** Allows your Customers to share key marketing messages with their friends on Facebook or followers on Twitter through their Customer Email.
- **Email Invitations:** A variety of Thirty-One email templates, updated monthly, readily available for use!
- **Subscription Center:** A one-stop shop for your Customers to manage their email preferences
- **Marketing your business** through the use of the website and email will help drive traffic and leads directly to you. It's a great investment in your business!

When you're a new Consultant, your first three months are free! To continue the Contact Plus subscription, you'll need to update your subscription in your Virtual Office, now living in Manage My Business, (see next question for how to update). Contact Plus (aka website and newsletter subscription) can be either a monthly or yearly subscription.

Cost is \$12.95/month.

Generally, Home Office will send out an email to give you the heads up that these emails are planned to be sent on your behalf. These emails may include a special holiday feature like a shopping guide or an email about one of our Outlet Sales. Check the Key Dates to see when emails will be sent.

There are three types of invitations currently available through Contact Plus - In the “My Events” tab of your Virtual Office (see Manage My Business), you'll see three options:

- Non-Party Event
- Party Event
- Party Event with Hostess Portal Options

For more information on Contact Plus, see the FAQs on [ThirtyOneToday.com](http://ThirtyOneToday.com)





# Email Activity Report

## TOP 10 TIPS

Your Email Activity Report can be the key to boosting your booking, selling and recruiting! Want to use your Email Activity Report more effectively? Check out these Top 10 Tips from Executive Director Catherine Hauschild plus check out ThirtyOneToday for scripts to use!

**1 OPEN IT/BOOKMARK IT:** This is a **GOLDMINE!** It arrives in your email inbox every Monday, but it's a **LIVE link you can access at any time. You can review it not only on Mondays – this can be a continual tool throughout the month!**

**2 HEADERS:** Pay attention to the 'headers.' This will give you an idea of what Customers are interested in – book, sell or recruit.

**3 OVERVIEW:** Take a quick look at the entire report, trying to take note if someone has clicked and opened multiple links (i.e. both hosting and business opportunity). Then go back and look more thoroughly.

**4 ORDER HISTORY/THEIR HISTORY:** Before I email/call/text a Customer, I'll go into my 'Order History' to look the person up so I have a point of reference (especially when I don't recognize the

name or where I should know them from). I find the easiest way to do this is to use my Thirty-One mobile app, pull their name up and click on the shopping cart icon.

**5 HOT LEADS:** First reach out to those who have clicked multiple times. Consider these my hottest leads. But there is nothing better than reaching out to someone who has never been a Hostess – or someone who you've never met and has only ordered thru a Catalog party – and to pull them into the Thirty-One loop. Think **NEW CIRCLES!**

**6 EMAIL:** If I only have an email address (no phone number), I'll reach out to them via email. If I know that they're active on Facebook, I'll also reach out that way.

**7 CALL/TEXT:** If I have a phone number, I'll either call or text, depending on how well I know them – if I know they're

more likely to text, I'll text. I'll typically email first, knowing that if they don't respond to my email I can then text or call them.

**8 CONNECT:** When I reach out, I try to start with a point of connection such as where I met them, or how they're enjoying the last product they purchased, etc. Then I ask if they've seen my latest newsletter (I already know they saw it, but they don't know I know!).

**9 TRACK IT:** I document **WHO** I have reached out to and **HOW** ... along with their response. I circle back after a few days from the initial contact if I have not heard back. (You can do this with Excel, Word or whatever works for you).

**10 CONSISTENCY & PERSISTENCE:** The fortune is in the follow-up! Many times once I'm able to reach a Customer, she'll mention how much she appreciates my getting back to her.









# Numbers & Letters

## INSIDER KNOWLEDGE



### WHO YOU GONNA CALL

#### Home Office

3425 Morse Crossing, Columbus, OH 43219  
614.414.GIFT (4438)

Have a question? Suggestion? Idea?  
When you need to reach out, we'll be there!

Refer to this list of e-mail addresses when  
contacting us for any business need or question.

Whatever the issue, we're here to help!

#### Consultant Support

Call Center Hours:  
8 a.m.-midnight EDT Monday thru Friday  
8 a.m.-4:30 p.m EDT Saturday

Email - [ordersupport@thirtyonegifts.com](mailto:ordersupport@thirtyonegifts.com)  
Spanish support - 614-414-4983

#### Career And Guidelines Support

Questions about policies and procedures  
Visit [ThirtyOneToday.com](http://ThirtyOneToday.com) to learn about CAGS!  
Email - [cags@thirtyonegifts.com](mailto:cags@thirtyonegifts.com)

#### Events

Questions about company-sponsored events?  
Email - [events@thirtyonegifts.com](mailto:events@thirtyonegifts.com)

### KNOW THE LINGO!

- TOT** [www.ThirtyOneToday.com](http://www.ThirtyOneToday.com)
- HO** Home Office
- BO/VO** Virtual office or back office
- PV** **Personal Volume.**  
The total sales before tax, shipping and hostess items are included. This is the amount on which you base hostess rewards, what you get paid on and how you base incentive earnings.
- RSS** **Ready Set Sell.**  
An earning period the month before catalog change where you can earn free products and supplies for the next season.
- CAGS** **Career & Guideline support.**  
Got a question about anything Thirty-One from career path to designing banners or shirts, etc? Contact CAGS!
- SS** **Startswell.**  
Rewards program in which you can earn free products by submitting orders during your first 120 days as a Thirty-One Consultant.

