

News & Notes

Danielle's Dazzling Diamonds

03.04.2015

IT'S ALL ABOUT THAT..... FREE!!

You heard right! **FREE!** Any Hostess who parties with you during the month of March can receive her half-price Hostess Reward product for **FREE** with a party of \$200 or more! Talk about a booking tool! Here it is!

There are no limits to what product your Hostess can choose for **FREE** - including Jewel and JK products!

If you have a Hostess who has already partied this month, reach out to her, share the **FREE**, and simply refund her the amount she paid for the half-price product once the item is "shipped" status.

With all the **FREE**, if she wants to change her order up - let her!! Refund what she paid once the item is "shipped" status!

Get on the phone and shout out to everyone that they can earn up to **THREE PRODUCTS FOR FREE** and have an awesome party too! Now that is what I call epic MARCH MADNESS!



WORKING YOUR BUSINESS

JK Tools plus
SAVE THE DATE

PAGE 3

BOOK

Close the Party!

PAGE 2

SELL

Be the Booking!

PAGE 2

RECRUIT

Opportunity
Overload!

PAGE 2

BUSINESS UPDATE - FEBRUARY 2015 M-T-D (over 2014)

TOTAL PARTIES BOOKED

31% ↓

CONSULTANTS SELLING

24% ↓

GUESTS PER PARTY

39% ↓

RECRUITING

12% ↓

ABOUT YOUR DIRECTOR



Danielle Johnson
Senior Director



989.277.3252



bdsjohnson@chartermi.net

Join the Team on Facebook!

www.facebook.com/groups/252272258241767/

REGISTER
FOR
CONFERENCE



HOLDING PARTIES

Did you know that holding a party really does not increase the amount of the party by much? Your goal should be to close the party within two to three days. Why?

By closing the party within two to three days, you create another opportunity for a conversation if someone needs additional products - who knows, they just might be your next Hostess!

RECRUITING CONVERSATIONS

We have three awesome incentives to grow your team going on right now - yes - three!

First, we have the Start Something New incentive! With just two weeks left, take the time to focus on sharing your why and discovering your potential recruits why.

Second, with a new PEQA on the team, sponsors will receive that awesome Style Setter (maybe even for FREE)!

Third, the Welcome Back Campaign is in full swing! Reaching out to inactive consultants, inviting them to re-engage their Thirty-One business, and encouraging them to take advantage of all the current incentives and products is a perfect way to share why now is a great time to be with Thirty-One!

Be sure to check out VW magazine this month (pages 24 & 25) for some great ideas on starting those conversations!

SELLING: Be the Booking!

...Want to party? Book your own party!

Sometimes a girl just wants to party! Right now is a great time to host your OWN party! Whether it is a ready for spring party or your very own JK by Thirty-One launch party - dust the coffee table, setup your kit, and send out those invites! Bring the party to you by BEING YOUR OWN BOOKING!

You can use the Hostess rewards - which are FREE this month - to expand your party kit - or why not offer them as recruiting incentives at the party to grow your team! The new recruit would not only have the opportunity to earn their kit cost back and get the awesome Spring kit, but a bonus product PLUS start working on their StartSwell and new Thirty-One business!

Another great idea is to let your guests know that if they come out and party with you and book a party, they can earn a bonus product for FREE just for booking and hosting that party! Talk about VIP treatment!

Get really creative with this awesome opportunity! Think about how many ways you could not only use those FREE Hostess rewards for yourself and your business, but to share the opportunity, book parties, and encourage people to realize the benefits available with Thirty-One!

So be Queen for a Day and have your own party! You know you will love it!



Just Ask Cindy!

Wondering about the 6-week specials and why we have them?
Well Cindy shared her thoughts!

By optimizing the availability of the purse special - one of our most popular of the season - you can give your customers a larger time span to take advantage of the savings! The key to the 6-week special is - you guessed it - the PARTY! The more parties you have, the more successfully the specials will work for you!

3X3 CHALLENGE

I WANT TO KNOW!

How are you doing with your 3x3 Challenge?
Are you reaching out and having those important conversations?

JK Tools - Metals 101

Know your Stuff!

Have you scheduled your JK launch party? Have you gotten familiar with the new JK by Thirty-One product line?

One thing your customers are going to ask - 'what metal is that?' Be sure you are up to snuff on the metal content of the JK products.

Check out the new JK metal sheet that is available

on ThirtyOneToday for product-by-product metal composition details!

While you are there, make sure you go through the JK by Thirty-One product training so you will be putting your best foot forward!

Once you complete your training, let me know how you plan to implement what you have learned into your JK launch party!!

JK BUSINESS TOOLS

Party Prep

You can now find new JK by Thirty-One Mini Catalogs in the Business Supply Guide. You'll also see the Small and Large Display Boards in the Business Supply Guide, available for purchase starting Friday, March 20.

The boards give you a

neat and organized way to share any JK by Thirty-One pieces with your Customers, and the purse-sized Mini Catalog is a great way to introduce people to the new collection. These additions to our Business Supply Guide will help make selling JK by Thirty-One simple, easy and fun!

TRAINING WEBINAR: SAVE THE DATE

New Virtual Office

LIVE training webinars will be held on March 5, March 6 and March 9. Registration information will be available this week for our NEW VIRTUAL OFFICE! You are going to LOVE IT! Be sure to watch TOT for news!

Remember any party that is held before Monday, March 16 needs to be entered and closed on Sunday, March 15 or you will have to hold the orders and enter them into the new system when you have access. So Excited!!

SHE
laughs
WITHOUT FEAR
OF THE FUTURE.

PROVERBS 31:25

KEY DATES

MARCH

01-15

February & March Special Continues
Recruiting Incentive Continues
FREE HOSTESS REWARDS THRU
MARCH

03

Conference Early Bird Registration
begins

05-10

SAVE THE DATE: Virtual Office
Training

16

March/April Special goes LIVE

16-19

Back Office Unavailable for
Upgrade!!

31

Month End

EARLY BIRD REGISTRATION
THIS WEEK!!

CONFERENCE COUNTDOWN

DENVER

COLUMBUS

136

143

DAYS TO GO

DAYS TO GO