



## BOOKING AT THE PARTY

You know that booking parties at the party is a formula for success. Guests are excited when they can see, touch, and feel the product in person. They also love to see how much the Hostess is earning in free products!

Use the WOW party model to sprinkle booking seeds throughout your party.

During the Welcome, let guests know that you are going to ask them if they are interested in having a home party or an on-the-go party during their full service checkout.

Make sure you are not overlooking anyone during checkout - ask every guest if they want to have a party! Just like recruiting, never pre-judge whether someone will be interested in booking a party with you!

Check out page two for some Words to Say when booking parties at the PARTY!



## CONFERENCE COUNTDOWN

DENVER

122

DAYS TO GO

COLUMBUS

129

DAYS TO GO

ALL ABOUT THE PARTY

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RECRUIT

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## ABOUT YOUR DIRECTOR



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*Join the Team on Facebook!*

[www.facebook.com/groups/252272258241767/](http://www.facebook.com/groups/252272258241767/)

REGISTER  
FOR  
CONFERENCE



**ACCOUNTABLE**

Take ownership of your **ACTIONS**; be **OPEN-MINDED** and willing to *listen*.

*thirty one*

**DID YOU KNOW?**

Remember, March is the last month to earn a spot in the summer Facebook Communities for Consultants who reach milestones in Personal Volume. It's a great opportunity to connect with your peers, share ideas and learn new ways to grow your business.

Plus the fantastic Facebook communities also give you the opportunity to be part of our exciting product testing. Members of the Facebook groups will be invited to sell the test items that could be included in future Catalogs. Set your goal to earn a place in one of these groups this season!

**KEEP ON RECRUITING**

The Start Something New Incentive might be over, but your work is not done! Remember you must PEQA those recruits by April 15!

Honestly, is the incentive ever really over? Some of the perks may have changed, but the incentive is there every single day! The REAL incentive of Thirty-One is a small investment that will change someone's life.

Keep having those recruiting conversations with people you meet. You never know where your next recruit may be!

**WORDS TO SAY: Bookings**

*...Bookings are the lifeline of your business!*

In order to maintain your business, you have to continually book new parties. Are you setting booking goals for each week, each month, and even each catalog season? You should! Hold yourself accountable and step up your game if you are not meeting the benchmarks you have set for yourself.

Continue having those intentional conversations with everyone, but especially with guests at the party!

**AT THE PARTY**

While you give your Welcome, say something like "I am so excited that you all could be here tonight! My business runs on FUN! I want all of you to know that I have a few more dates available on my calendar for you and your friends to have some fun too. I will be asking each of you when I speak to you at the end of this party, if you would like to have one of those dates!"

Then, during the full service checkout, follow up and ask them! Share something like, "You looked like you had so much fun tonight! Your friend (the Hostess) is going to be getting over \$100 in free products just for having her friends over! Wouldn't it be fun to get your friends together, have some girl time, and even earn free stuff? I have 3 dates left on my calendar for March. Which of these



dates would work for you to have either a home party or an on-the-go party?"

**OUTSIDE THE PARTY**

When you are out and about, you are asking people when their last party was hosted. It's just a great icebreaker to get the conversation started.

Now, take it up a notch!

Go **LOOKING** for Thirty-One products and when you spot one, be intentional with the conversation.

For example, you might say to someone with a Large Utility Tote at the market, "Hi! I am a Thirty-One consultant and I LOVE your Large Utility Tote. It's so functional and cute! I'm able to get my Hostesses that tote

for FREE this month. When was the last time you hosted a party?"

Have a new JK by Thirty-One mini-catalog ready to hand her. It is quite possible that she has no idea we now have a jewelry collection. We just might happen to have a sale on a style she will love.

I challenge you to go outside your comfort circle. I want you to get as many new referrals from friends, family, and previous customers as possible in a one-week period.

If you meet 1 new person every day, in a year you will have expanded your comfort circle by 365 people!

Now that is what I call a whole new book of business!



## GET FRANK AND UPDATE *Your List of 62*

Business feeling a little stagnant? Seem to be in a rut? Make sure you are breathing new life into it daily. One great way is to update your FRANKS list.

Your FRANKS list is a living, breathing document. It is not a "one and done" list. It changes daily!

When you meet a new "Friend", add them to the list. If you haven't spoken to a neighbor in a while, put a new neighbor on your list. Dust off your FRANKS list, update it with the names of people who not only might love Thirty-One, but based on friends who might love jewelry!

With the new JK by

Thirty-One collection, your FRANKS list just grew! Tally up to see how many new contacts you have and then get busy reaching out to your new list of names!

When you continually refresh this list, you will discover new contacts, new leads, all the time! Get your list out and start having even more conversations about Thirty-One!

### FRANKS

F = Friends

R = Relatives

A = Acquaintances

N = Neighbors

K = Kid's Connections

S = Spouse Connections

## NEW VIRTUAL OFFICE NEWS

You know that now thru April 30, customers can choose up to three Oh-Snap Bins or Oh-Snap Pockets for \$5 with every \$35 spent or she can purchase the new JK by Thirty-One monogram initial necklace for just \$20.

One thing to be aware of prior to going into the NEW Virtual Office on Thursday, you will enter your orders and the new system will be set up so that up to THREE monogram initial necklaces can be purchased for just \$20, when really the Customer Special is just for ONE.

It is important to know that we will all be on the honor system. Home Office trusts us to keep this as the Customer Special and use the honor system when entering orders during the

next six weeks.

Think of it this way:

- If you have just one Customer who spends \$35 and takes advantage of being able to purchase three JK necklaces for \$20 each, you'll have a \$95 spend which is \$23.75 in commission for you.

- However, if you keep the Customer Special the way it's intended to be and have three separate Customers spend \$35 and each of them purchase \$20 necklaces, you'll have a \$165 total spend which in the end is a much higher commission for you - \$41.25.

So as you see, keeping this 6-week Customer Special the way it's intended to be will be better for you in the long run.

Scout's honor!

## KEY DATES

### MARCH

- 03 Conference Registration underway
- 16 March/April Special LIVE Personalization **50% OFF** Hostess Half-Price is **FREE!**
- 31 Month End

### APRIL

- 03 Good Friday: Home Office Closed
- 15 Conference Early Bird Registration Ends Sponsor with Style Ends
- 16 Regular Conference Registration continues thru May 31
- 18-25 Welcome to the Party Event
- 30 Last Day to earn the Leadership Incentive Trip

## Thirty-One Gifts is expanding in **Canada!**

*Join the party in:*

British Columbia, Manitoba,  
Saskatchewan, New Brunswick,  
Nova Scotia, Prince Edward Island,  
Newfoundland & Labrador!



Thanks to the amazing growth and success in Ontario and Alberta, we're excited to announce that we are expanding our Canadian sales field to seven additional provinces! Effective April 7, we'll be expanding into British Columbia, Newfoundland, Nova Scotia, Manitoba, Saskatchewan,

Prince Edward Island and New Brunswick & Labrador.

We're thrilled to build new relationships while sharing the opportunity and continuing our mission of empowering women.

New Consultants in these provinces can sign up April 7 at 7:30 p.m. PST.

# 31 Things to do During the Black-Out!

1. Make Pink Bag Calls
2. Party Party Party
3. Follow up with past Hostesses
4. Hand out recruiting flyers to 5 people
5. Book Parties
6. Host a JK Party
7. Have dinner with your Thirty-One sisters
8. Take a "fence-sitter" to coffee or lunch
9. Make Hostess Packets to get ahead
10. Make Recruiting Packets to get ahead
11. Complete Training on TOT
12. Work on your taxes
13. Have a one-on-one with your leader
14. Read your team newsletters
15. Reach out to home office leads
16. Refresh your List of 62
17. Setup a Hostess of the Month Club
18. Send Happy Mail to customers
19. Organize your Home Office
20. Create a mobile office for your car
21. Have a Flash Sale from your inventory
22. Share Donuts & Catalogs with a local business
23. Host a Neighborhood Spring Block Party
24. Find an accountability partner
25. Send Cindy Monroe or someone at Home Office a Thank You!
26. Find Product Testers to help market and book parties
27. Start a fundraiser
28. Book a vendor show
29. Spend time with your family
30. Say a prayer for the team that is updating the system
31. Do a scavenger hunt in your customer group

