

# Danielle's Dazzling Diamonds

*Women Worth More Than Rubies*  
- Proverbs 31:10

AUGUST 2014

08

## Danielle Johnson

*Independent Director*



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Join the Team on Facebook!

<https://www.facebook.com/groups/252272258241767/>



One-on-One Call with Me!

<http://www.signupgenius.com/go/10c0a4facaa2da5fb6-working>

## director's corner



## TEAM NEWS

August 1-15	Earn RSS products Purchase Add on Kit
August 3-9	Shiawassee County Fair
August 9-16	August C&C Dates
August 12	August C&C 5:30 p.m. Treasures in Owosso
August 16	Fall Enrollment Kit goes live
October 11-18	October C&C Dates
October 25	Tote-ally Michigan

### *a note from me...*

In the Great Gatsby, F. Scott Fitzgerald wrote, "and so with the sunshine and the great bursts of leaves growing on the trees, just as things grow in fast movies, I had that familiar conviction that life was beginning over again with the summer."

We are going to switch that up - Fall is going to be our new beginning! With a sense of renewal post-conference, having a few weeks now to fully absorb and revisit what has been learned, we can harness the excitement and finish off our Summer season with a spark! Keep that spark simmering and build it into a full blaze as you launch your Fall business.

We all enjoy the anticipation of the fall season - the leaves, the crisp air. What a joyous and exciting time to be with Thirty-One! I wish you your most successful season yet!

*Danielle*





# KEY DATES

## AUGUST 2014

- 1 Fall is live on TOT.com  
Fall StartSwell begins  
Earn Ready, Set, Sell  
Get Fall Business Supplies  
Get Fall Add-On Kit
- 9-15 August C&C Meetings
- 16 Fall Enrollment Kit  
goes live
- 19 September Inspire  
releases

## SEPTEMBER 2014

- 1 Fall Catalog debut  
Host your Launch Party!  
Home office closed
- 2 New TOT.com is live!
- 16 October Inspire releases
- 21-28 Leadership Incentive Trip
- 30 Fall for Us Opportunity  
Incentive ends

JULY 2014

GEN 0

# TOP SALES

## TOP IN SALES

Carrie Shelly	\$2,316
Rebecca Adams	\$1,154
Ashley Wisniewski	\$995
Lauren Tovar	\$896
Sandra Lownds	\$875
Megan Brabo	\$871
Shannon Sawyer	\$845
Sheri Bohnett	\$811
Winona Heldreth	\$770
Kristi Vanvalkenburgh	\$693
Michaela Bowman	\$677
Kimberly Hunt	\$672
Renee Nichols	\$654
Teri Lover	\$601
Stefanie Palermo	\$599
Autumn Mogle	\$563
Stacy Lambert	\$447
Magin Binger	\$402
Joy Graham	\$346
Carrie Miculka	\$305

# TOP PARTIES

## TOP IN PARTIES HELD

Carrie Shelly	3
Rebecca Adams	2
Ashley Wisniewski	2
Lauren Tovar	2
Shannon Sawyer	2
Winona Heldreth	2
Michaela Bowman	2
Stefanie Palermo	2
Stacy Lambert	2
Megan Brabo	1
Sheri Bohnett	1
Kristi Vanvalkenburgh	1
Kimberly Hunt	1
Renee Nichols	1
Teri Lover	1
Autumn Mogle	1
Magin Binger	1
Joy Graham	1
Carrie Miculka	1
Tara Coates	1
Jeannette Forbes	1
Karen Goss	1

JULY 2014

GEN 0

## DREAMBUILDERS

### TOP RECRUITERS

Heather Beard	3
Joy Graham	1
Stacy Lambert	1
Magin Binger	1

### LOOK WHO QUALIFIED!

Kimberly Hunt  
Carrie Shelly  
Kristi VanValkenburgh  
Rebecca Adams  
Sheri Bohnett

### WELCOME TO THE TEAM!

Jessica Rosloniec  
Sandra Lownds  
Megan Brabo  
Tara Coates

## CELEBRATIONS

### HAPPY BIRTHDAY

Amber Broadworth	08/01
Sandra Lownds	08/01
Diane Waldie	08/26

### HAPPY ANNIVERSARY

Carrie Miculka	08/20/2013
Michelle Mcvay	08/28/2013

### PROMOTIONS

Congratulations  
Winona Heldreth  
on promoting to  
Senior Consultant!

JULY 2014

GEN 0

# HOW DID OUR TEAM DO?

## GEN 0

TEAM SALES

\$18,662

TEAM PARTIES

34

TEAM RECRUITING

7



Sales \$2,272

Parties 4

Recruits 1

## Are You Ready For Leadership?

Based on my stats for July, a consultant earning 25% commission would earn \$568.00 in commission.

Based on our team and downline sales for this month, a Director or above could earn paychecks as shown below based on title! Becoming a leader increases your paycheck! Be sure to share the gift of Thirty-One with everyone you meet! Call me if you want to advance and achieve leadership!

<b>DIRECTOR</b>	\$1,159.30
<b>SENIOR DIRECTOR</b>	\$1,548.26
<b>EXECUTIVE DIRECTOR</b>	\$1,921.50
<b>SENIOR EXECUTIVE DIRECTOR</b>	\$2,294.74

# WAY TO GO LADIES!





# NATIONAL CONFERENCE 2014







[X] G<sub>o</sub> to Conference

[ ] E<sub>arn</sub> Ready, Set, Sell and buy the Fall Add-On Kit

[ ] A<sub>ttend</sub> August Celebrate & Connect

[ ] R<sub>eward</sub> Hostesses & Customers with a Fall Launch Party

*thirty-one*

She turned her  
can'ts into  
cans  
and her  
dreams into  
plans!

-KOBI YAMADA

## From Summer to Fall - Just keep on going!

There are so many ways to party yourself right into the Fall selling season! It is the perfect time to party, earn your Ready, Set, Sell kit, and really build momentum going into the launch of the new Fall 2014 catalog!

- Use the Retirement List to book parties – reach out to Customers about these products before they're gone! On the invites, ask everyone to wear their summer favorites, like flip-flops and breezy dresses, to give the season a proper send-off! Before the party, plan to serve summer foods – think about a fresh fruit salad or ice cream. At the party, ask everyone to share their best memory from the season.
- Reach out to moms with kids in activities to host a party – get them ready for the new season with our Spirit Collection! On the invites, encourage them to bring the kids; ask an older child or a local high-schooler to watch them for a few hours. Serve easy snacks like popcorn, peanuts or chips. The Hostess can use her rewards to add more to each order, or donate products to a local group in need!
- Invite guests to an exclusive party for an exclusive product – ask moms with kids who might want a little break! Make the whole night about fun – relate the products to her everyday life! Don't forget, the Chill-icious Thermal is available for just \$10 with every \$35 purchase during the month of August – after that, they'll be gone!





Wondering how you can make *Contact Plus* work for you and your business?

# CONTACT PLUS

## What is Contact Plus?

The website and newsletter subscription in your Virtual Office is now known as "Contact Plus".

## What are the benefits?

Monthly Customer Emails sent on your behalf to your Customers that are designed to encourage interaction with your mythirtyone website and to help market your business!

You also receive a monthly activity report giving you valuable insight about how your customers engaged with that email.

Contact Plus also allows Customers to share this information with their friends on Facebook or Twitter followers.

There are a variety of templates that are updated monthly and readily available for you to use!

## What is the Email Activity Report and How do I Use It?

Your Activity Report will arrive every month and it is there to help you build your business! It is also a great conversation starter!

**Recruiting** - When a customer clicks on a link, contact her! Offer to meet for coffee or answer questions she might have - she might be your next recruit!

**Bookings** - When a custom opens the catalog or clicks on the specials link, call her to talk about the amazing hostess rewards and offer her the gift of a Thirty-One party! Have your dates handy!

**Selling** - Customers will love seeing the specials, but be sure to follow up! A quick call just may add up to more sales for you! Ask her what she thinks about the special. Ask her to host a party and get the products she loves for free or at half-price!



# Fall for US

Opportunity Incentive



## NOW IS THE TIME TO BUILD YOUR TEAM!

The Fall For Us Opportunity Incentive runs Aug. 16-Sept. 30, making it the perfect time to grow your team AND your business!

When a new Consultant joins your team during the incentive, **YOU'LL BOTH EARN A FREE MEDIUM UTILITY TOTE** when she reaches StartSwell Level 1. New recruits can also earn a **FULL \$99 REBATE** on their Enrollment Kit when they reach StartSwell Level 1 & 2!

What are you waiting for? Share the Thirty-One opportunity with recruits – have them join you

on an Opportunity Call to hear about the Thirty-One difference! Opportunity Calls start mid-August so don't miss out!

Why Now? What's in it for you?

First, the gift of sharing the fabulous opportunity of Thirty-One with another! Think of all the blessings you have received and then imagine how that will impact someone's life.

But then, there are perks!

**A FREE MEDIUM UTILITY TOTE!\*** This exclusive style will be featured in an upcoming special this fall,

meaning it will be a **HUGE** hit at your parties!

**A \$30 PRODUCT CREDIT IN YOUR BACK OFFICE!** For each additional recruit after your first that reaches StartSwell Level 1 you'll receive \$30 in your Virtual Office, to be used by November 30, 2014.

**SET YOURSELF UP FOR FALL SUCCESS!** Fall is our busiest season of the year, so this is the perfect time for new recruits to join Thirty-One. And the more recruits you add, the more money **YOU'LL** earn this fall! It's a win-win!



## Why Recruit?

### *For you...*

#### PROMOTE FASTER & EARN MORE MONEY!

The more you recruit, the more likely you are to promote! And with every promotion comes an increase in earning potential. Our top two levels both average more than \$150,000 per year!

#### HELP OTHERS REACH THEIR DREAMS

Make a difference in someone's life. Whether they have big dreams or small, short-term goals, you can help make them come true.

### *For them...*

#### THE EARNING OPPORTUNITY

On average, our Consultants earn FOUR TIMES MORE than those at other direct-selling companies. Last year, we paid more than \$216 million in commission to Consultants!

#### SUPPORT EVERY STEP OF THE WAY

Joining Thirty-One means being part of an amazing sisterhood! Let her know about all the support she'll receive from you and our Home Office team.

## Best Ways to Recruit?

#### SHARE THE OPPORTUNITY - WITH EVERYONE!

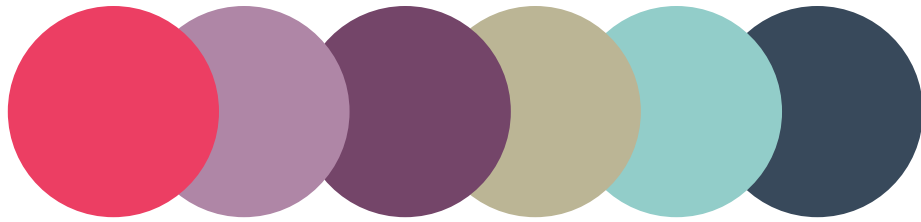
Be a walking Thirty-One billboard - carry Thirty-One products every day. People are going to ask you - where did you get that bag? They are going to comment - wow, that is a fantastic tote! Have a business card and recruiting flyer ready to hand to them and give them five minutes of you! Share your why and let them know how Thirty-One has made a difference in your life!

#### FANTASTIC HOSTESSES!

You know them - they are your go-to Hostesses. They always have the best parties, really invest their time and energy in making sure they have the most successful party. These Hostesses make excellent consultants! Show them how joining Thirty-One will not only afford them the opportunity to keep earning gorgeous Thirty-One products for themselves, but will allow them to earn money while doing so and start to receive the same blessings you have gained too!

GETTING  
SERIOUS  
ABOUT  
RECRUITING

# FALL 2014 COLOR PALETTE



- 17 New Styles
- 10 New Prints
- 2 New Threads
- 2 New Fonts
- 1 New Icon-It



HER *Fall*

*thirty-one*<sup>TM</sup>

# STYLE

With our fabulous new Fall Catalog, there's so much newness to get excited about this season! We have 17 new product styles in the Fall Catalog, including a new Hostess Exclusive item – the True Beauty Bag!

We now have over 80 styles your Customers will love! Check out the How to Market pages on [ThirtyOneToday.com](http://ThirtyOneToday.com) to find all the tools you'll need to make the most of the fall season.



**Two new thread colors** – Charcoal and Dark Violet, with returning thread colors Seaweed and Tropical Wave. Although it's not included in the Catalog, Kelley Green will still be available for orders! We now have 31 thread colors for your Customers to choose from! Check them out on page 43 of the Catalog.

**Two new fonts available**, #16 and #18, plus three updates to our existing fonts. Check out our updated Personalization Guide on page 42 of the Catalog to see all the newness. We now have a total of 32 styles!

Don't forget about the new feature of Pop-Up Personalization!



*thirty-one*



*thirty-one*

# Back to School

# STYLE



**One new Icon-It option** that is sure to be a hit with your Customers – Super Stars. Also, Basketball is back! Eight Icon-It options that aren't shown in the Catalog: Daisy, Music Notes, Butterfly, Tennis, Golf, Bicycle, Headphones, and Chick!!

**Two new Everyday Solution Sets –** “Family Gathering” and “Shopping.” Don't forget to check the back of the Catalog for alternate prints offered for our Everyday Solution Sets. You'll love sharing all the possibilities with your Customers.



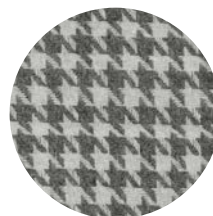
*thirty-one™*



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OFF TO COLLEGE

STYLE





# THEME PARTY IDEAS FOR AUGUST & SEPTEMBER

## AUGUST

Football Widows party  
Back to School Bash  
College Send-Off  
Bring your Sister and Celebrate  
Mocktail Party  
Summer Sizzle

## SEPTEMBER

Your Fall Catalog Launch Party!  
Fall Open House  
Canned Food Drive Party  
“Leave” the Clutter Behind Party  
Touchdowns n’ Totes  
Cider and Sweaters

## THIRTY - ONES C R I S S C R O S S

Q	H	L	U	F	E	S	O	P	R	U	P	P	J	T	R	R
S	X	A	F	L	E	X	I	B	L	E	S	Y	H	X	E	G
R	U	R	R	Y	E	B	T	M	Q	U	P	I	Q	S	P	M
N	Z	O	M	D	D	L	C	H	O	N	R	Z	P	L	B	J
D	Q	W	I	L	W	O	B	I	A	T	Y	E	V	D	P	Q
D	W	Z	T	C	U	O	R	A	Y	N	C	N	R	N	B	N
Q	Z	P	V	R	A	U	R	O	T	T	K	R	Y	N	T	R
M	Y	F	A	R	C	R	N	K	F	N	G	F	A	W	X	L
Q	Y	G	A	S	N	E	G	U	I	N	U	U	U	D	W	G
K	E	T	D	I	S	D	L	B	I	N	T	O	Y	L	P	B
M	Y	R	Y	Q	T	I	G	V	Y	H	G	Y	C	Z	J	Y
T	B	X	G	G	P	H	O	Q	E	N	R	X	Y	C	J	D
N	D	V	N	K	P	L	F	N	J	J	X	N	B	K	A	N
R	K	P	D	J	N	V	T	U	A	N	T	M	B	R	L	B
V	P	G	G	U	Y	I	D	T	L	T	L	M	Q	L	T	P
N	Y	Z	F	V	C	R	L	K	V	M	E	D	J	X	T	K

## SEARCH WORDS

ACCOUNTABLE

AUTHENTIC

COURAGE

CURIOUS

FAITHFUL

FLEXIBLE

FUNLOVING

GRACIOUS

HARDWORKING

PASSIONATE

PURPOSEFUL

RESPECTFUL

THANKFUL

THIRTYONE

*In order to succeed, your desire for success should be greater than your fear of failure.*

*-Bill Cosby*