WELCOME to the Party!
Why ARE WE ALL HERE?

Mission statement

Thirty-One is 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 CORE values

PASSIONATE
Despite obstacles you may face, ACT with heart and desire.

PURPOSEFUL
Think and ACT intentionally.

THANKFUL
Appreciate all the blessings YOU have been given EACH DAY.

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

AUTHENTIC
Be YOU. Be real.

COURAGEOUS
STAND for what’s RIGHT and what you believe, even if you’re STANDING ALONE.

FLEXIBLE
Be accepting of change and willing to EMBRACE it at a moment’s notice.

RESPECTFUL
CONSIDER others first; treat them as you would like to be TREATED.

HARD-WORKING
Do whatever it takes to SEE a task through until it’s finished and finished right.

GRACIOUS
DISPLAY a SERVANT’S heart.

CURIOUS
Seek NEW opportunities and new ways to EXPAND your mind.

FUN-LOVING
Enjoy your life. FOCUS on the POSITIVE.

WHY DID you JOIN THIRTY-ONE?
Getting started is SIMPLE, EASY & FUN!

LIST OF 62

LAUNCH PARTY

YOUR ENROLLMENT KIT

COMMUNITY & RESOURCES

WHO IS YOUR:

Sponsor: __________________________

Leader: __________________________

NED: __________________________
**DOUBLE YOUR THIRTY-ONE BUSINESS**

Use this list to write down the names of 62 people you can contact about your exciting new business!

Use **FRANKS** to fill your List of 62: Friends, Relatives, Associates, Neighbors, Kid connections and Spouse connections.

Be sure to include: work friends, MOPS friends, Bunco group, neighbors, book club and Facebook friends.

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<th>Name</th>
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Welcome to the Party!

Take notes of what to say to bring women together.

BOOKING OPPORTUNITY #1:

BOOKING OPPORTUNITY #2:

BOOKING OPPORTUNITY #3:
Think about the best home party you’ve attended.

What made the best party you’ve ever attended so special?

What’s one thing about that party that made it so memorable?

Given these reflections, what will you do in your party?
WELCOME to the Party!

Go through each chapter and pick your favorite product from the Enrollment Kit. What do you LOVE about the product? What are your FAVORITE features? What solution will it provide for others?

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<th>Write the product name here</th>
<th>Why do you love it?</th>
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What solution will it provide?
The Party Experience

Welcome
Offer solutions
Wrap up

Welcome
Offer solutions
Wrap up

Welcome
Offer solutions
Wrap up

Remember to offer Pink Glove Service throughout the party experience!

Be sure to check out the In-Home and On-The-Go party videos to see the Party Experience in action. Find them on TOT: Improve My Skills ➤ Party Experience
Take the 31 Challenge!

- Book three new parties
- Recruit one friend to share the journey with you

Use the learning to make new connections and gain new business in May.

Three New Bookings

Hostess
1. ___________________________________
   Date:  ______________
2. ___________________________________
   Date:  ______________
3. ___________________________________
   Date:  ______________

One New Recruit

Recruit
1. ___________________________________
   Date Joined:  ______________

Share your success with your sponsor!

* To earn the bonus, your new recruit must qualify during her first 90 days as a Consultant which will involve your new recruit meeting certain sales requirements. StartSwell Kits are subject to change based on available inventory. This StartSwell program is valid through 6/30/15.

Four reasons why people join:

1. Book three new parties
2. Recruit one friend to share the journey with you
3. Use the learning to make new connections and gain new business in May.
4. 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!

During your first 120 days, you'll get a $100 bonus for every new recruit who joins your team.*
SPRING/SUMMER ROAD MAP

Use the key below to navigate your road map throughout the season!

PRODUCT OPPORTUNITY!
Purchase exclusives, earn styles for free or receive an amenity just for attending!

TIME FOR TRAINING!
Information to help you improve your business

BUSINESS SUPPLIES!
New supplies are available for sale!

ATTENTION!
A key date or announcement

CONFERENCE CALLOUT!
Don’t miss the biggest party of the year!

LEADERSHIP INCENTIVE TRIP
Important information about our Leadership Incentive Trip to Riviera Maya

TAKE NOTES!
Write info, goals and events to plan your success each month

CONSULTANT INFO!
Mark these dates on your calendar – they’re all about you and your business!

CONVERSATION-STARTER!
This information applies to Customers – make a phone call!

** My WHY:**

* Consultants who have joined on or after December 16 and have earned at least one level of StartSwell.
Use the key below to navigate your road map throughout the season!

### MARCH
- **Conference 2015!**
  - **Product Opportunity!**
    - Purchase exclusives, earn styles for free or receive an amenity just for attending!
  - **Time for Training!**
    - Information to help you improve your business
  - **Business Supplies!**
    - New supplies are available for sale!
  - **Attention!**
    - A key date or announcement
  - **Conference Callout!**
    - Don't miss the biggest party of the year!
  - **Leadership Incentive Trip**
    - Important information about our Leadership Incentive Trip to Riviera Maya

**DENVER:** 7/18-7/20  
**COLUMBUS:** 7/25-7/27

### APRIL
- **Product Special 5/1-5/31**
  - **Fall Product Premiere Registration Opens 5/1**
  - **NEW Style Setter $40** (when you host a $200+ party)
  - **Large Utility Tote for $10** (when you spend $35)
  - **OR**
    - **Hang-Up Activity Organizer, Pack N’ Pull Caddy, Flip-Top Organizing Bin & Made In The Shade Pocket**
    - **All four styles – for FREE with a $600+ party, or just $31 with a $200-$599 party**

### MAY
- **LIT earning period ends 4/30**
- **Special Event 4/18-4/25**

### JUNE
- **To Do/Goals:**

### JULY
- **To Do/Goals:**

### AUGUST
- **To Do/Goals:**

### SEPTEMBER
- **To Do/Goals:**

### OCTOBER
- **To Do/Goals:**

### NOVEMBER
- **To Do/Goals:**

### DECEMBER
- **To Do/Goals:**

### November
- **Conference 2015!**

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### Income Planner

**YOU CAN EARN**

<table>
<thead>
<tr>
<th>NUMBER OF PARTIES</th>
<th>AVERAGE PARTY SALES</th>
<th>TOTAL SALES IN THE MONTH</th>
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<tbody>
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<td>2</td>
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* For more information about the income of Thirty-One Gifts Consultants, please see the Income Disclosure Statement at thirtyonegifts.com or call your Consultant.
List of 62:
Improve My Skills ► Got Bookings ► Making Connections ► List of 62

W.O.W. Party Experience:
Improve My Skills ► Party Experience

Check out the tools available on ThirtyOneToday.com!