

How to Start a Home Party Business

Using Other People's Homes to Conduct your Business



In this class you will learn how to begin your own sales rep program, you will learn how to conduct successful home parties, and for an added extra...**I will teach you how we used to do ONLINE HOME PARTIES. This Class will be quite extensive, so get ready for your brain to explode!**

You say you don't have enough money to rent a commercial shop? You say you don't have the time to go out and market your products?

Stop Making Excuses

Hire Sales Reps to Do Home Parties for You!



During the last few years, most of our candle sales were obtained from what we called "Wholesale Distributors" or Sales Reps. We called them Wholesale Distributors because they were not actually employees of our company, but independent contractors. These individuals obtained their sales through HOME PARTIES, direct sales, craft booths, etc. Each of these individuals were responsible for filing their own taxes accordingly, since they were considered their own BOSS. Let me explain our program to you.....

1. If someone was interested in becoming a wholesale distributor, they were expected to purchase a starter display kit from us which included samples of some of our candles, receipt books, catalogs, post cards, and a carrying case. We charged only \$75 for our starter kit so that anyone could afford to get started.

2. A new wholesale distributor was expected to read and understand all of our company policies and especially how our candles were superior to the competition so that they would know what to say during their HOME PARTY presentations.

3. A new distributor earned 25% of the total net sales (before taxes). After this same distributor sold \$500 in merchandise, he/she began earning 37% of the total net sales. This is how it would work: The distributor would book home parties, add up the total amount of the party, deduct her % earned, and mail us the rest plus shipping. We did not collect tax on the merchandise since it is actually sold to the distributors tax free because they all had to have a tax exemption certificate. Each distributor would earn money with each order they received, so they did not have to carry any type of inventory.

4. The distributor would compensate the hostess who was having the home party as follows:

(a) the hostess would receive a free 10oz. apothecary jar just for having the home party,

(b) the hostess would receive 10% of the total sales in FREE MERCHANDISE, and

(c) the hostess would earn more free gifts if she booked any other home parties or book parties from her own party. When I say booked, I mean that someone who came to her home party was also willing to throw a home party or book party. A book party is when someone takes catalogs and asks friends and family and coworkers to buy your candles. We would offer someone who did a book party the same benefits as a home party hostess except we would not automatically give them the free 10 oz. apothecary jar.

5. The distributors would inform the customers that their orders would be done in 2 weeks. This gave us some time to fill all orders and ship them out. All orders were shipped or picked up by the distributors in bulk order form (we did not break the orders down per customer for them). Once the distributor would receive their merchandise, he/she would bag it according to customer and then deliver all of the merchandise to the hostess. The hostess would then see that all of the people who ordered from her party received their merchandise.

NOW...Let's Take it One Step Further!

Below you will Find a Sample of what we Posted on Our website for Our Online Parties...These are So Cool!



- Receive a Free Gift just for having a party of \$100 or more
- Receive 10% of your total net sales in Free Merchandise
- Receive More Free Gifts for each person that books a party from you
- Best of all....your guests will enjoy buying candles at discount prices!

It's Easy! It's Fun! It's FREE!

1. Read this form completely, then print it so that you may refer to it in the future.

2. Contact us by email to let us know that you would like to have an online party. In your email make sure you let us know your name, address, phone number, and the date you would like your party to start.

3. At that time, we will fill-out your invitations for you with your name on them, and email it back to you so that you can invite all of your friends by email. It is so easy.....all you have to do is forward the invitation to everyone you know!

4. **IMPORTANT!** You will also receive an ONLINE PARTY NUMBER . It will be located on each invitation. When your party guests place their orders, make sure that they place the party number next to their name on the order form .

5. Once your guests receive their invitations, they are free to visit the online store to place their orders.

6. There is no time limit for your online party! We fill the orders the same day that we receive them! (if paid by Visa or MasterCard)

7. Once you are certain that all of your guests have had a chance to place their orders, please contact us by email to let us know to close your party and to calculate your earnings! It will be at that time that you should mention any bookings that you received from your party. (a booking is a guest who has decided to have an online party too).

8. Once we receive payment for all ordered merchandise (Visa, MasterCard, money order, debit cards), we will notify you by email with your free merchandise totals!! Just email us back with your order! You will receive your free bookings gift once the booked party of at least \$100 is closed. You may book as many parties as you would like.....earning unlimited amounts of free merchandise!



9. **HINT:** You may wish to print a copy of our online catalog and sell to your friends that do not have internet access! In this case, you would take down their orders and place their orders for them at our online store! You will earn even more free merchandise when you take advantage of this opportunity!

