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## BUSINESS BUILDERS

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SCENTSY, INC.  
3876 E. LANARK  
MERIDIAN, ID 83642

## BOOKING COUPON

Name of Hostess Holding the Party: \_\_\_\_\_

Name of Person Booking a Party: \_\_\_\_\_

Scheduled Date of Booked Party: \_\_\_\_\_

Consultant and Phone #: \_\_\_\_\_

Coupon may only be redeemed by the "Hostess Holding the Party" when she attends the Party of the "Person Booking a Party" or the date listed. Submit this coupon to your Independent Scentsy Consultant as cash at the party listed above.

One 1/2 Price Item to be redeemed at the Qualifying Party (\$150+ in Sales) listed above.

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# CREATING YOUR "LIST OF 100"

Before doing anything else, you should complete your 'List of 100'. This is a running list of people who can help you to set your new business in motion. This list includes everyone with whom you would like to share the products and opportunity that Scentsy has to offer. This is a living document – every time you take someone off the list, be sure to attach another name in his/her place. Use the suggested groups below to help you think of specific people to call.

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## **AT WORK**

People who do not like their jobs  
Co-workers/former Co-workers  
People who talk about starting their own business  
Co-workers of your spouse

## **NEIGHBORHOOD**

Housewives  
Newlyweds  
Working Moms

## **SERVICE PEOPLE**

Dry Cleaner  
Restaurant Workers  
Mail Carrier  
Maid Service  
Gardeners

## **PROFESSIONALS**

Doctors/Dentist  
Accountants  
Attorneys  
Nurses

## **SCHOOL CONTACTS**

Teachers  
PTA/PTO Members  
Parents of child's friends  
College Friends  
Homeroom Moms

## **RELIGIOUS AFFILIATIONS**

Youth Workers  
Class Teachers  
Ministers/Spouses

## **SPORTS ORGANIZATIONS**

Coaches  
Teammates  
Golf, Bowling, Tennis league Members  
Fitness Center Members  
Team Parents

## **SOCIAL ACQUAINTANCES**

Club Members  
Community Volunteers  
Lodge Members  
Sorority/Fraternity Members  
Boy/Girl Scout Members  
Holiday Card list  
Craft Classes/Night School

## **SALES PEOPLE**

Jeweler  
Florist  
Insurance Agent  
Real Estate Agents  
Decorators

## **PLACES I PATRONIZE**

Banks  
Bakery  
Pharmacy  
Travel Agency  
Grocery Stores  
Child Care Center  
Department Stores  
Rental Stores  
Gift Shops  
Beauty Salon  
Farm Stores  
Discount Stores

# CREATING YOUR "LIST OF 100"

1	_____	51	_____
2	_____	52	_____
3	_____	53	_____
4	_____	54	_____
5	_____	55	_____
6	_____	56	_____
7	_____	57	_____
8	_____	58	_____
9	_____	59	_____
10	_____	60	_____
11	_____	61	_____
12	_____	62	_____
13	_____	63	_____
14	_____	64	_____
15	_____	65	_____
16	_____	66	_____
17	_____	67	_____
18	_____	68	_____
19	_____	69	_____
20	_____	70	_____
21	_____	71	_____
22	_____	72	_____
23	_____	73	_____
24	_____	74	_____
25	_____	75	_____
26	_____	76	_____
27	_____	77	_____
28	_____	78	_____
29	_____	79	_____
30	_____	80	_____
31	_____	81	_____
32	_____	82	_____
33	_____	83	_____
34	_____	84	_____
35	_____	85	_____
36	_____	86	_____
37	_____	87	_____
38	_____	88	_____
39	_____	89	_____
40	_____	90	_____
41	_____	91	_____
42	_____	92	_____
43	_____	93	_____
44	_____	94	_____
45	_____	95	_____
46	_____	96	_____
47	_____	97	_____
48	_____	98	_____
49	_____	99	_____
50	_____	100	_____



# YOU KNOW MORE PEOPLE THAN YOU THINK...

It is amazing how many people we actually know. Use this worksheet to write down the names that pop into your head as you read each category. In no time at all you will have at least 40 names of guests to invite to your ScentEvent. It really works! Do not limit yourself to the number of spaces in each category, or the categories listed. Be Creative! You really do know more people than you think.

## FRIENDS AND FAMILY

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## SPOUSE'S FRIENDS & FAMILY

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## SCHOOL FRIENDS (YOURS AND/OR YOUR CHILD'S)

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## NEIGHBORS

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## TEACHERS

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## SOMEONE WHO LOVES CANDLES

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## CONTACTS THROUGH CHILDREN

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## CO-WORKERS (YOURS AND YOUR SPOUSE'S)

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## SOMEONE WHO TRAVELS

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## SOMEONE WANTING EXTRA INCOME

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## CHURCH OR SOCIAL CONTACTS

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## PLACES YOU DO BUSINESS

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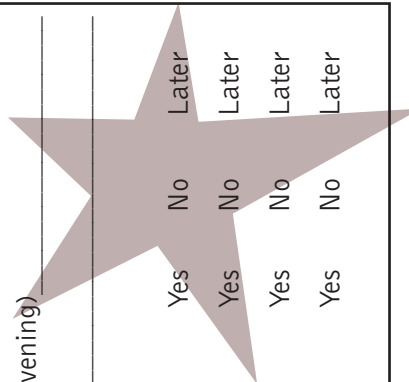
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### DOOR PRIZE DRAWING ENTRY FORM

Date \_\_\_\_\_ Hostess \_\_\_\_\_  
Guest Name \_\_\_\_\_  
Street Address \_\_\_\_\_  
City, State, Zip \_\_\_\_\_  
Phone (day) \_\_\_\_\_ Phone (evening) \_\_\_\_\_  
Email \_\_\_\_\_

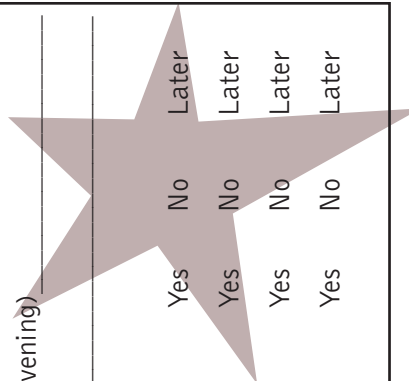
Interested in Hosting a party ?      Yes      No      Later  
Interested in having a Basket Party?      Yes      No      Later  
Want info on becoming a Consultant?      Yes      No      Later  
Know someone who would love Scentsy?      Yes      No      Later



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Date \_\_\_\_\_ Hostess \_\_\_\_\_  
Guest Name \_\_\_\_\_  
Street Address \_\_\_\_\_  
City, State, Zip \_\_\_\_\_  
Phone (day) \_\_\_\_\_ Phone (evening) \_\_\_\_\_  
Email \_\_\_\_\_

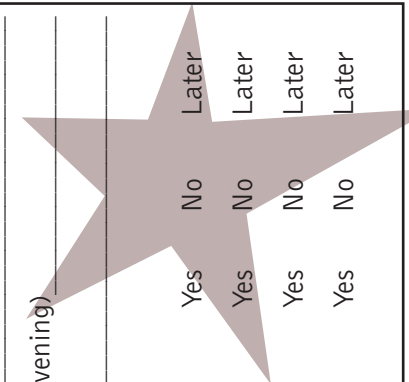
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City, State, Zip \_\_\_\_\_  
Phone (day) \_\_\_\_\_ Phone (evening) \_\_\_\_\_  
Email \_\_\_\_\_

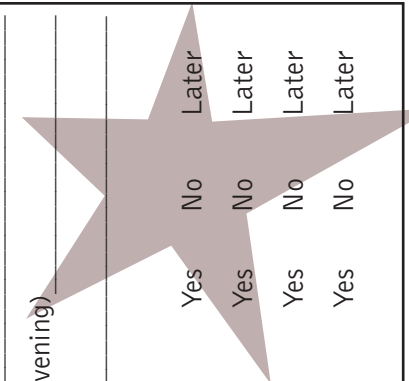
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City, State, Zip \_\_\_\_\_  
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Email \_\_\_\_\_

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Interested in having a Basket Party?      Yes      No      Later  
Want info on becoming a Consultant?      Yes      No      Later  
Know someone who would love Scentsy?      Yes      No      Later



# CUSTOMER WISH LIST

Name \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Email \_\_\_\_\_

Birthday \_\_\_\_\_ Anniversary \_\_\_\_\_

## E-MAIL ADDRESSES OF SPOUSE/GIFT GIVERS

Name \_\_\_\_\_ Email \_\_\_\_\_

Name \_\_\_\_\_ Email \_\_\_\_\_

Name \_\_\_\_\_ Email \_\_\_\_\_

Name \_\_\_\_\_ Email \_\_\_\_\_

Name \_\_\_\_\_ Email \_\_\_\_\_

## MY FAVORITE SCENTS

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

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\_\_\_\_\_

\_\_\_\_\_

## MY FAVORITE WARMERS

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

# CUSTOMER WISH LIST

Name \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Email \_\_\_\_\_

Birthday \_\_\_\_\_ Anniversary \_\_\_\_\_

## E-MAIL ADDRESSES OF SPOUSE/GIFT GIVERS

Name \_\_\_\_\_ Email \_\_\_\_\_

Name \_\_\_\_\_ Email \_\_\_\_\_

Name \_\_\_\_\_ Email \_\_\_\_\_

Name \_\_\_\_\_ Email \_\_\_\_\_

Name \_\_\_\_\_ Email \_\_\_\_\_

## MY FAVORITE SCENTS

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## MY FAVORITE WARMERS

\_\_\_\_\_

\_\_\_\_\_

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\_\_\_\_\_

\_\_\_\_\_

**COMPENSATION  
PLAN**

Essential Consultant	20%									Commission from Personal Retail Sales
Certified Consultant	25%									Royalty from Personal Wholesale Volume
Lead Consultant	25%	2%								Frontline Essential or Certified Consultant GWV Royalty
Star Consultant	25%	4%								Frontline Lead Consultant GWV Royalty
SuperStar Consultant	25%	7%								Frontline Star Consultant GWV Royalty
Director	25%	9%	9%							Frontline SuperStar Consultant GWV Royalty
Star Director	25%	9%	9%	7%						1st Generation Director TWV Royalty
SuperStar Director	25%	9%	9%	7%	5%					2nd Generation Director TWV Royalty
						3%				3rd Generation Director TWV Royalty





★							PRSV: Recruits:
					★		PRSV: Recruits:
			★				PRSV: Recruits:
	★						PRSV: Recruits:
						★	PRSV: Recruits:

★							PRSV: Recruits:
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	★						PRSV: Recruits:
						★	PRSV: Recruits:

**Qualifications & Awards**

You can qualify with your own PRSV or with a combination of PRSV and active recruits. Each level includes the following awards: a lapel pin, certificate of achievement, recognition in national newsletter and merchandise credit in the amounts listed below. Level 3 Consultants will also have their name listed on the Scentsy Wall of Fame.

<b>Level</b>	<b>PRSV</b>	<b>OR</b>	<b>Active Recruits</b>	<b>AND</b>	<b>PRSV</b>	<b>=</b>	<b>Credit</b>
1	\$1,250		3		0		\$50
2	\$2,500		3		\$1,250		\$125
3	\$5,000		6	\$2,500	\$200		



## ESSENTIAL CONSULTANT

Qualification	18 years or older U.S. citizen or permanent resident Valid Social Security number or Green Card number Accepted Independent Consultant Agreement Purchased a Starter Kit
Income	20% profit on personal retail sales

## CERTIFIED CONSULTANT

Qualification	\$1,000 personal retail sales as an Essential Consultant
Income	25% profit on personal retail sales

## LEAD CONSULTANT LEVEL

Qualification	Personal Retail sales of \$500 in a month Achieve \$1,000 in GWV in the month One Active Frontline Consultant/Director
Income	25% Profit on Personal Retail Sales 2% Royalty on PWV 2% Royalty on Frontline Essential or Certified Consultant GWV

## STAR CONSULTANT LEVEL

Qualification	Personal Retail sales of \$500 in a month Achieve \$2,500 in GWV in the month Two Active Frontline Consultant/Director
Income	25% Profit on Personal Retail Sales 4% Royalty on PWV 4% Royalty on Frontline Essential or Certified Consultant GWV 2% Royalty on Frontline Lead Consultant GWV

## SUPERSTAR CONSULTANT LEVEL

Qualification	Personal Retail sales of \$500 in a month Achieve \$6,000 in GWV in the month Three Active Frontline Consultant/Director
Income	25% Profit on Personal Retail Sales 7% Royalty on PWV 7% Royalty on Frontline Essential or Certified Consultant GWV 5% Royalty on Frontline Lead Consultant GWV 3% Royalty on Frontline Star Consultant GWV

## DIRECTOR LEVEL

Qualification	Personal Retail sales of \$500 in a month Achieve \$10,000 in GWV in the month Achieve \$2,000 in TWV in the month Three Active Frontline Consultant/Director
Income	25% Profit on Personal Retail Sales 9% Royalty on PWV 9% Royalty on Frontline Essential or Certified Consultant GWV 7% Royalty on Frontline Lead Consultant GWV 5% Royalty on Frontline Star Consultant GWV 2% Royalty on Frontline SuperStar Consultant GWV 3% Royalty on First Generation Director TWV

## STAR DIRECTOR LEVEL

Qualification	Personal Retail sales of \$500 in a month Achieve \$30,000 in GWV in the month Achieve \$6,000 in TWV in the month Three Active Frontline Consultant/Director Two First Generation Directors
Income	25% Profit on Personal Retail Sales 9% Royalty on PWV 9% Royalty on Frontline Essential or Certified Consultant GWV 7% Royalty on Frontline Lead Consultant GWV 5% Royalty on Frontline Star Consultant GWV 2% Royalty on Frontline SuperStar Consultant GWV 3% Royalty on First Generation Director TWV 4% Royalty on Second Generation Director TWV

## SUPERSTAR DIRECTOR LEVEL

Qualification	Personal Retail sales of \$500 in a month Achieve \$80,000 in GWV in the month Achieve \$10,000 in TWV in the month Three Active Frontline Consultant/Director Four First Generation Directors
Income	25% Profit on Personal Retail Sales 9% Royalty on PWV 9% Royalty on Frontline Essential or Certified Consultant GWV 7% Royalty on Frontline Lead Consultant GWV 5% Royalty on Frontline Star Consultant GWV 2% Royalty on Frontline SuperStar Consultant GWV 3% Royalty on First Generation Director TWV 4% Royalty on Second Generation Director TWV 5% Royalty on Third Generation Director TWV



## 10 Ways to Use Your Business Cards

1. Make sure ALL family members, close friends, neighbors and co-workers carry plenty of your cards to pass out to their friends and co workers. They are in direct contact with many people you would not otherwise reach. Instruct them to let people know what you do and what they can BENEFIT from you. You increase your "business area zone" by having your family working on your behalf. Advertise your "referral program" on the back of your business card. You could give them some cards with a label on the back already pre printed to say Referred by: \_\_\_\_\_, they put their name on it and hand them out to EVERYONE they know. Then you offer a FREE gift for every booking, sale or recruit! When a lead calls you, you can ask them who they were referred by and they can see it on the back of the card!
2. You can also offer your guests the REFERRAL program and give them cards. Try to give ALL your guests at least 5-10 cards. Offer a GIFT for all sales, bookings and recruits you get. Keep in mind, they are EXCITED about the products they just saw and their enthusiasm can turn into \$\$\$\$ for YOU!
3. Leave your cards at all bulletin boards, restaurant counters, restrooms, Laundromats, grocery stores, hairdressers, cleaners, doctor's office, dentists. Anywhere YOU see 2" x 3 1/2" space!
4. Leave a business card with a tip when you are eating out. Waitresses work hard and they are always looking for something better to do or perhaps free merchandise from hostess programs, they usually know a lot of people. They are friendly and are GREAT party givers!
5. Give away or pass out a certain number of cards per day. Set a specific number and take these cards with you when you leave the house. Don't bring them back with you no matter what! A reasonable number is 10. Have several in your pockets, handbags, briefcase and in your car.
6. Include a card in all correspondence being mailed out. Whether it's a personal card, letter or bills that are being paid. After all a person will be opening the letter and perhaps will be curious enough about you to call or visit your website.
7. JUNK MAIL? Yes, we all get that, why not turn the tables around and send them your business card with a campaign brochure, address it to Secretary or Receptionist!
8. Give your Hostess at least 25 cards to pass out for you as she is inviting Guests to her party. This way if they can not attend they may call you or visit your website!
9. Use your cards to offer a discount or as a "coupon" and make sure you write a specific discount or special and put down an expiration date for your special offer. This would work especially well when you do this in conjunction with #3, 4 and 7.
10. Pass out cards at the beginning of a party. Tell Guests when they decide to have a party to write down the exact time they decided to do this. They will be curious as to why you are asking them to do this. AT THE END OF THE PARTY ask them what time they decided and see who booked a party at the earliest time. She gets a prize for being the first to book. At the next party if they know this happens they will book earlier in the evening! This usually prompts others to book as well. Involve those who were at earlier parties by asking them to keep your SECRET about this.



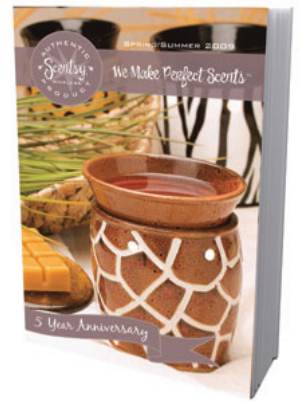


# 42 Ways to Find Customers

1. Take advantage of the advertising of others.	22. Hang a sign on your car window about your business.
2. Call others about their ads and offer them your service.	23. Fundraiser Car Washes – stop in and tell them of your fundraiser.
3. Post flyers in apartments.	24. Bumper stickers.
4. Leave catalogs a auto repair shops.	25. Put up catalogs in all waiting rooms.
5. Wear a badge.	26. Join a club or network group.
6. Wear buttons.	27. Former Business Associates.
7. Approach bake sales with a fund raiser.	28. Former Customers
8. Let your bank know what the deposit is for. Give the teller a catalog.	29. Go to garage sales. Give them flyers to pass out for you. Offer a gift incentive.
9. Barter: Trade your product/service.	30. Always keep flyers with you to hand out.
10. Hang a flyer inside a bathroom stall door. Captive audience.	31. Look on the internet for new bulletin boards to post your product.
11. Bring a catalog to a beauty salon.	32. Fast food, where the Moms are
12. Use bumper stickers.	33. Wear a name tag to the grocery store.
13. Let everyone you ever worked with know what you do.	34. Corporate Gift Giving. Offer your product.
14. Make a goal to give out a certain number of cards per day.	35. Go door to door – introduce yourself and your business.
15. Hand out your business card with all transactions each day. Always ask for a business card in return.	36. Use your card as a bookmark in the library books. Leave them in the books when you return them.
16. Free lunch drawings. Put your card in fish bowls.	37. Leave a lead box in businesses you go to a lot.
17. Get a restaurant to sponsor your drawing.	38. College newspapers and bulletin boards.
18. Magnetize your business card.	39. Home Shows.
19. Do cross-promotions with other businesses.	40. Home Owner Association. Put an ad in their paper.
20. Instead of tear flyers use your business card at the bottom of the flyer.	41. Hospital waiting rooms – Always leave a catalog.
21. Look for bulletin boards and leave a flyer.	42. Always wear a logo to the health club.



## 65 Places to Leave Your Scentsy Catalog



- \* Doctor's Office
- \* Dental Office
- \* Mechanics Waiting Room
- \* Laundry Mats
- \* College Campuses
- \* Back of Bathroom Stall Doors
- \* Library
- \* Hair Salons
- \* Tax Preparation Offices
- \* Orthodontist Offices
- \* Insurance Office
- \* Dry Cleaners
- \* Dairy Queen / Baskin Robbins
- \* Bagel Shops
- \* Donut Shops
- \* Deli's
- \* ATM's
- \* Veterinarians
- \* Nail Salons
- \* Day Care Centers
- \* Retirement Homes
- \* Model New Home Centers
- \* Real Estate Agent Offices
- \* Corner Stores
- \* In Front of Magazines at Check Out Lines
- \* With Your Tip at Restaurants
- \* With Toll Booth Collectors
- \* Grocery Store Clerks
- \* Video Stores
- \* Dressing Rooms
- \* Bank Tellers
- \* Shoe Stores
- \* Kids Resale Shops
- \* Gymboree Centers
- \* Temporary Staff Offices
- \* Flower Shops
- \* Restaurants
- \* Pet Stores
- \* Dance Studios
- \* Grocery Stores Where You Leave Your Ads
- \* Mortgage Offices
- \* Computer Stores
- \* School Administration Offices
- \* Fabric Stores
- \* The Bakery
- \* Print Shops
- \* Cashiers at Dealerships
- \* Tanning Salons
- \* Vitamin Stores
- \* Sales People At Any Store
- \* Senior Activity Centers
- \* Walk In Medical Clinic Waiting Rooms
- \* Credit Unions
- \* Supply Stores
- \* Park Benches
- \* Bus Stops
- \* Pharmacies
- \* Bowling Alleys
- \* Clerks At The Post Office
- \* Gas Station Attendants
- \* Movie Theater Lobbies
- \* Print Shops
- \* Furniture Stores
- \* Place Where You Pay Your Bills
- \* Cable Offices
- \* Water and Gas Utilities
- \* Telephone Answering Service
- \* Apartment Leasing Offices
- \* Rest Area Bathrooms
- \* Any Place Where There Is A Woman Receptionist Or Secretaries



# 6 Super Tips to Building a Successful Team

SIX SIMPLE WAYS TO TRAIN YOUR TEAM, WHILE BUILDING YOUR OWN INCOME AT THE SAME TIME



While you always want to put your customers first, don't forget about your silent income - your team members! Having a well trained team selling for you can account for half your income. Your downline is one of your most important parts of direct sales.

A good team member usually won't take up too much of your time. Aside from a few questions here and there, the hardest working downline members are busy working their business and training themselves.

However, it's important to remember this - even if they don't ask for your help, they may need it. Make sure you are paying attention to all of your team, not just the ones contacting you.

Here are a few things you can do to help keep motivation up, and to let your downline know you are behind them 100%:

- ★ **1. Team Newsletters**  
Do you have information or tips to give? Organize them in a simple newsletter. This can be monthly, weekly, or random. Include expert articles designed to help motivate and train your team. You can also include a summary of your meeting as well, for those that didn't make it.
- ★ **2. Team Incentives**  
Hold a monthly contest for the most sales, or something similar. This helps boost your own income, while getting your team motivated at the same time. If your company holds a contest, sweeten the deal and offer something extra if someone from your team wins.
- ★ **3. Give a Personal Touch**  
Don't forget about birthdays, holidays, and other special days. Keep good track of these important dates and include your downline members on your "card-giving" lists. The extra note will let them know they are important to you!
- ★ **4. Team Blog**  
A great way to keep in contact with everyone. There is many different ways you could set this up to fit your needs. You can give all team members full access to make posts or you could have it set up so they can only leave comments, ask questions etc. You can keep your blog private so only yourself and your team members have access or you can keep this open to the public so everyone can read it.
- ★ **5. Team Training**  
Part of your responsibilities as a direct selling leader is to train your team members on the specifics of building their direct selling business. One way you can do this is to hold face-to-face team meetings with local team members. Use meetings not just to direct your team, but let it be open for ideas as well. Holding monthly meetings to talk about the month is a great way to help everyone as a whole. Talk about who sold what and where, and any special tips anyone might like to share. It's a great time to answer questions as well!  
  
Another way thanks to the wonderful World Wide Web, you can now hold meetings with team members from all over the world. No matter how you choose to do it, training is a necessary part of your role as a team leader.
- ★ **6. Teach by Example**  
If you aren't selling products yourself, this needs to be at the top of your list. Just as children pick up things from their parents, your team is doing the same.

There are many other ways to help motivate and train your team. Just remember...

*They are working for you as hard as they are working for themselves!*





## CUSTOMER SERVICE IDEAS WITH A TWIST!

Build your business using these scentsational ideas!

Print, cut and use the tags to attach to your gifts or just write a quick note!

### Box of Microwave Popcorn –

Attach a Scentsy Thank You Card to a box or package of microwave popcorn, with a little note inside. You can say something like this...



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**Kool-Aid Container** – Attach a Scentsy Thank You Card with a Scentsy Car Candle to a 19 oz. container of Kool-Aid. Write a message inside saying something like...



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**Wrigley's Doublemint Gum** – Attach a "Scentsy Car Candle" or "Room Spray" to a package of Wrigley's Doublemint gum. Make a little note card that says "DOUBLE your sales...by Recruiting!" This is a great tool to use for your team meetings, new recruits, etc.



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**Wrigley's Extra Gum** – Attach a "Scentsy Room Spray" to a package of Extra gum with a ribbon, or a piece of tulle around it. A fun couple of things to say would be..."I think your EXTRA special!" This is another great tool for your team meetings and directors!



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**Scentsy Pens & Thank You Cards** – Using the "Scentsy Pens" with a "Scentsy Thank You Card" is a great way to advertise and at the same time, say a little Thank You to some one. It could be a customer, a friend, or even a new recruit! People like to hear that you appreciate their business! They will keep coming back time and time again, if you treat them right!

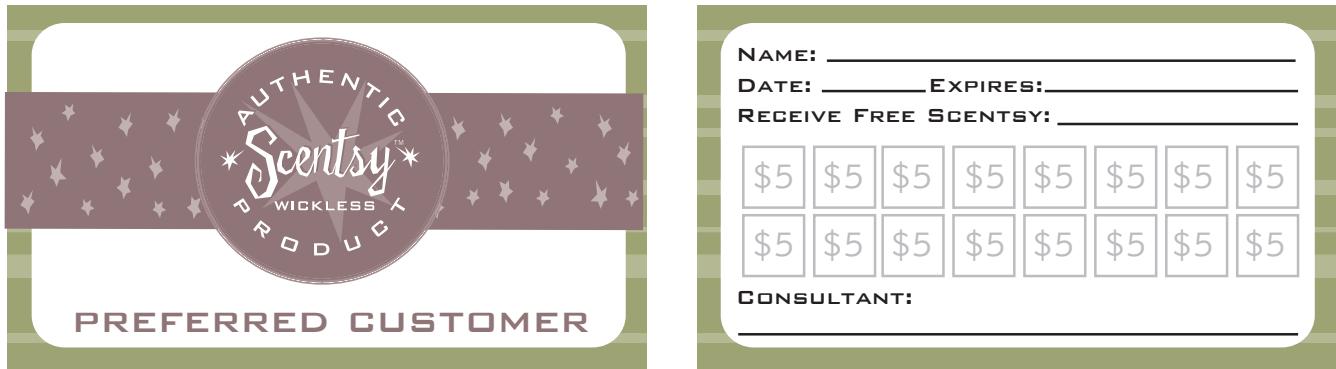


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**"Double Bubble" Bubble Gum** – Make a little note card... Attach a piece of "Double Bubble" bubble gum to the card. This would be an awesome tool for your monthly meetings, something to give your new recruit, or send to everyone in your down line.



**Candy Bar Wrappers** – Jenny Bywater from “The Booster.com” has lots of great products! One in particular is her candy bar wrappers! There is one that says “Be a Hostess! You are appreciated!” and on the back it says... “Dream Big! I’m here to help!” There’s also another one that says... “Thank You! You are appreciated!” These are great to package with your orders, give away at parties, and play a game with! How to play the game: Put both sets of candy bars in the basket and pass it around. Explain that if they want to become a Hostess and book a party, then they need to choose the “Hostess” candy bar. If not, then they would choose the “Thank You” candy bar. Each candy bar has a prize under the wrapper, but the bigger prizes will be found or maybe the grand prize will be found under the “Hostess” wrappers.

**Preferred Customer Cards** – Jenny Bywater from “The Booster.com” also have these cards available, but it would be easy to make your own as well. Here is one example...



Your customers always like to feel like they are getting rewarded! Tell them that if they place an order with you that night, then you will punch extra squares for them that night!

**Packaging Testers** – Wrapping a basket tester in a simple piece of Toole with a ribbon wrapped around it is a really cute way to present it to your hostess as a gift to kick her party off to a good start! She can pass it around to her friends, and get them excited to come to the party! You can also do the same thing with the new Party Testers, wrapped in a cute cellophane party bag with Toole tied around it. When they’re done with it, they can melt it down, and pour it into their warmer!

**Presenting Your Scent of the Month** – There are lots of creative ways you can present the scent of the month each month, depending on the scent! For example, “Lime Sublime” – I took a margarita cup and put the new “Lime Sublime” in it, along with a couple of umbrellas with a cute sparkly ribbon around it. You can apply this around each Holiday, and make it a theme oriented way to present it at your parties as well!

**Packaging Your Products for Delivery** – It’s always nice to feel like your receiving more than just an order! Customers like to feel like their receiving something special! Wrap their items like a gift! Put a Room Spray and a Car Candle together in a cute bag, or simply tie a cute bow around the warmer! Throw some candy in with their orders! Anything you can do to make them feel special, will keep them coming back time and time again. Having repeat customers is like having repeat parties and having repeat piles of money! You wouldn’t want to walk away from that second pile of money! (from convention – Ha, Ha!) Follow up with your Customers!!!



*Just Remember to Have Fun With It!*

# ★ Sample Welcome Letter ★

Carolyn,

Welcome to the "Scentsy \_\_\_\_\_ Team"!!! We are so excited to have you join our Team of Consultants!!! Being a part of the Scentsy Team is a FUN & REWARDING EXPERIENCE!!!

Here are some attachments that are FULL of ideas & information that we hope you will find EXTREMELY helpful as you start your new Scentsy Business!!!

Having your own Scentsy Business really does \$\$\$Make Perfect Scents\$\$\$ . First, I would recommend scheduling a Launch Party to introduce your new business to Family & Friends. This is a wonderful way to get future party bookings & you are the Hostess so you qualify for FREE products as well as the 1/2 price items. This is a great opportunity to add products for your display table at little or no cost. If you live near your Upline Sponsor make sure to let her know the date so she can plan to come & help if possible.

Your first 15 days of business you can qualify for an enhancement kit if you sell \$500 (retail) in Scentsy products. The enhancement kit contains 10 warmers that you can purchase at the special price of \$150. You can also earn cash bonuses for you first 60 days of business with the Scentsational Start Program. ( For details see the attached Flyer)

Also, here are a couple Scentsy Websites that you will find helpful in starting your Scentsy Business.

<http://www.scentsyonline.com/news/> Scentsy Consultant News Site

<http://www.scentsysuccess.com/> Scentsy Business Supplies

<http://www.websitetoolbox.com/tool/mb/candles> Scentsy Message Board

<http://finance.groups.yahoo.com/group/ScentsationalScentsys/> Scentsy Yahoo Group

<<Team Meeting Information>>

Our next Team Meeting will be August 4th 11:00am  
New Consultant Training 10:00-11:00am

Betty Barker's Home  
1234 Reach for the Stars Ave.  
Scentsational City, Ut 84444

Our next Team Training Conference Call will be  
August 15th - 9pm EST, 8pm CST, 7pm MTN & 6pm PST.

Call in # (655)222-1133 Access # 252525

We hope you can join us! Have a "Scentsational " Day!

Sincerely,

<<Your name>>



# ★ ★ Open Date Calendar ★ ★

The following dates are available to book a Party. Put your name and number by the date you are interested. At your event, you will receive your Booking Gift.

Day/Date/Time	Name/Phone #

Booking Gift:

## ONE FREE CAR CANDLE



FRAGRANCE CHOSEN AT RANDOM BY THE CONSULTANT. OFFER ONLY GOOD AT SCHEDULED PARTY.

Copyright © 2007 Scentsy, Inc.



# 5 Steps to Host A Sensational Party



Call to let your friends and family know that you are having a Scentsy Party. Let them know the date & time of the party.



Be EXCITED when you talk to them. Let them know how wonderful the Scentsy products are, and ask them to bring a friend.



Mail or hand out your invitations at least 1 week before your party.



Call to remind them the day before the party. Don't feel bad about calling, we are all busy and it is very easy to forget.



Get outside orders by showing those who can't make it to the party the Scentsy catalog.

# ★ Frequently Asked Questions ★

- ★ **Q. HOW LONG WILL SCENTSY CANDLE BARS LAST?**  
A. They will last a minimum of 80 hours. However some fragrances have lasted longer. It depends on the strength of the fragrance.
- ★ **Q. HOW HOT DOES THE WAX GET WHEN WARMED?**  
A. The wax will get to just above body temperature, so it won't burn or harm anyone.
- ★ **Q. HOW DO I CLEAN THE WAX OUT OF THE WARMER?**  
A. While the wax is warmed and melted pour it back into its original container if there is scent left or into a lined garbage can if the scent is used up. While the cup is still warm, wipe it out with a paper towel.
- ★ **Q. WHAT WATTAGE OF LIGHT BULB DOES THE WARMER USE?**  
A. A standard 25 watt candelabra base light bulb, found at any home improvement store.
- ★ **Q. DOES THE WARMER COME WITH A LIGHT BULB?**  
A. Yes, all warmers include a light bulb with purchase.
- ★ **Q. HOW LONG CAN I LEAVE MY WARMER ON?**  
A. As long as you feel comfortable leaving it on. Think of it as a lamp, I leave mine on 24/7 in my kitchen.
- ★ **Q. HOW LONG SHOULD I KEEP MY PARTY OPEN?**  
A. About 3-5 days is the longest you should leave a party open. Leaving it open any longer will delay delivery of the products to customers.
- ★ **Q. DO I PAY S/H?**  
A. If the party reaches \$150, there is no s/h on any orders shipped to you the hostess, or to the consultant.
- ★ **Q. CAN A CUSTOMER SHIP PRODUCT DIRECTLY, OR TO SOMEONE ELSE?**  
A. Yes, if someone wants to ship their product to an address other than the hostess/consultant address, it costs 10% of the product subtotal.
- ★ **Q. DO I PAY TAX ON S/H?**  
A. No. Just on the product amount.
- ★ **Q. WHAT AMOUNT IS THE HOSTESS BENEFITS CALCULATED ON?**  
A. Just the product totals, before tax and s/h.
- ★ **Q. HOW LONG UNTIL DELIVERY?**  
A. Approximately 2 weeks from the time the party CLOSES.
- ★ **Q. HOW DO I EARN 1/2 PRICE BOOKING COUPONS?**  
A. When one of your guests/customers books a party from your party you will receive a 1/2 price coupon to be used at that person's party.

## ★ Dear Scentsy Hostess ★

Thank you for the opportunity to offer a Scentsy Home Party in your home.

As discussed, we will start your show at \_\_\_\_\_ on the \_\_\_\_\_ day of \_\_\_\_\_.

In this Hostess Packet you will find everything you will need to help you make your Scentsy Home Party the best it can be.

I will arrive at your home at \_\_\_\_\_ in order to set up for the show. Please read the tips provided in the Hostess packet and let me know if you have any questions. You may reach me in the following ways:

Cell Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Thanks again,



## ★ Dear Scentsy Hostess ★

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Cell Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Thanks again,







# ★ Launch Party Preparation ★

- Set Date: \_\_\_\_\_
- Set launch party goals (sales, bookings, recruits)
  - ✎ Sales: \_\_\_\_\_
  - ✎ Bookings: \_\_\_\_\_
  - ✎ Recruits: \_\_\_\_\_
- Create your "List of 100" worksheet
- Send invitations
  - ✎ Date Sent: \_\_\_\_\_
- Create launch party flyer
- Personally deliver invitation or flyer to neighbors. Introduce Scentsy and show them the latest catalog.
  - ✎ Date Delivered: \_\_\_\_\_
- Give a reminder call to all guests the day before the party.
  - ✎ Date Called: \_\_\_\_\_
- Get to know your products. (Catalog, scents, warmers, pricing, benefits etc....)
- Get to know and understand your compensation plan.
- Learn about the history of Scentsy.
- Gather supplies needed for the launch party.
  - ♦ Extension Cords
  - ♦ Power Strip
  - ♦ Table Cloth
  - ♦ Calculator
  - ♦ Money Bag
  - ♦ Change
  - ♦ Pens
  - ♦ Container for Prize Drawing
  - ♦ Sign Holders for Table Top Display
  - ♦ Calendar with Highlighted Days Available for
  - ♦ Booking Future Parties
- Print Signs
  - ♦ Scent of the Month
  - ♦ Monthly Specials
  - ♦ Multipack Discount Flyer
- Print needed Materials
  - ♦ Drawing Slips
  - ♦ Booking Coupons
  - ♦ Scentsy Wish List
  - ♦ Price Sheet
  - ♦ Top 25 Scents
- Put Recruiting Packets Together
- Print Consultant Labels and adhere to:
  - ♦ Catalogs
  - ♦ All Products
  - ♦ Printed materials (Order forms, Business cards, etc.)
- Small Gift for those who book a party
- Practice Presentation  Create Table Top Display
- Prepare Door Prize Giveaway  Prepare Simple Refreshment



## Post-Party Checklist

- Contact guests that were unable to attend party. See if they want to place an order.
- Close Party  Enter Party
  - ✎ Date Closed: \_\_\_\_\_
  - ✎ Date Entered: \_\_\_\_\_
- Prepare a handwritten thank you to place in each guests order.

# Mentor Guide

## CONSULTANT INFORMATION

Name: \_\_\_\_\_ Entry Date: \_\_\_\_\_

Address: \_\_\_\_\_ Phone: \_\_\_\_\_

E-mail: \_\_\_\_\_

Welcome Email  Date Sent: \_\_\_\_\_

Welcome Phone Call  Date Made: \_\_\_\_\_

New Consultant Education  Date Completed: \_\_\_\_\_

Shooting Star Enhancement Kit  Date Completed: \_\_\_\_\_

Scentsational Start  Date Completed: \_\_\_\_\_ Level Reached \_\_\_\_\_

Starter Kit Arrived  Date: \_\_\_\_\_

Launch Party  Date Set: \_\_\_\_\_

Close Launch Party  Date: \_\_\_\_\_

Launch Party Arrived  Date: \_\_\_\_\_

## CONSULTANT CONNECTION

Significant Other: \_\_\_\_\_ Birthday: \_\_\_\_\_ Anniversary: \_\_\_\_\_

Children: \_\_\_\_\_ Grandchildren: \_\_\_\_\_

Best time you can be reached: \_\_\_\_\_

Current Occupation: \_\_\_\_\_

How were you introduced to Scentsy? \_\_\_\_\_

What inspired you to join the Scentsy Team? \_\_\_\_\_

What would you like to achieve with your Scentsy business? (i.e.....make additional money, build a team, simply keep it a hobby.....) \_\_\_\_\_

Are there any areas that you would like additional training? (i.e.... Home parties, booking future parties, recruiting team members, public speaking, website usage, trade shows.....) \_\_\_\_\_

# Scentsy Party Steps

MULTIPLYING YOUR BUSINESS

## Preparing for the Party

- ✦ Step 1: Send a hand-written "thank you" note!
- ✦ Step 2: Mail the reminder cards.

## Calls to Make Before Your Party

- ✦ Step 3: 2-3 Weeks Before Event
- ✦ Step 4: 1 ½ Weeks Before Event
- ✦ Step 5: 2-3 Days Before Event

## Hold Your Party

- ✦ Step 6: Mark off when you have actually held the event.
- ✦ Step 7: Follow up on your outside orders.
- ✦ Step 8: Close event
- ✦ Step 9: Place order

## Scentsational Customer Service

- ✦ Step 10: Send hand-written thank you
- ✦ Step 11: Deliver product
- ✦ Step 12: Follow-up calls to all potential customers, booking, and recruits

# Party Checklist

Hostess	Phone/Show Date	Sent Thank You Immediately	3 Week Call	1-2 Week Call	2-3 Day Call	SCENTSY PARTY	Follow up on Outside Orders	CLOSED SCENTEVENT	Placed Order	Deliver Products	Sent Hand-written Thank You	Call Potential Customer



BUILD A MAGNIFICENT EVENT  
BY CLIMBING THE STEPS TO SUCCESS

# Tic Tac Toe

<p>HAVE ONE DATED BOOKING BEFORE YOUR SHOW</p>	<p>HOLD YOUR SHOW ON THE ORIGINALLY SCHEDULED DATE</p>	<p>CALL AND REMIND ALL GUESTS THE DAY BEFORE THE SHOW AND TELL THEM TO BRING A FRIEND</p>
<p>SET A PARTY GOAL WITH THE HOSTESS WISH LIST BEFORE THE SHOW</p>	<p>SEND GUEST LIST TO CONSULTANT WITHIN 7 DAYS</p>	<p>\$100 IN OUTSIDE ORDERS</p>
<p>10 ADULT GUESTS IN ATTENDANCE</p>	<p>SAVE TIME TO HEAR THE SCENTSY OPPORTUNITY BEFORE CLOSING YOUR SHOW (TAKES 10 MINUTES)</p>	<p>\$500 IN TOTAL SALES (BEFORE TAX AND SHIPPING)</p>

Directions: Cross off the squares as you finish to earn extra prizes!

3 in a row \_\_\_\_\_  
 2 rows filled \_\_\_\_\_  
 4 corners \_\_\_\_\_  
 Full Board \_\_\_\_\_

Work to fill up your board. Place an X in each square after you accomplish your goal. The more squares you cross off the better the prizes you will earn.

## Have Fun!