

NEW CONSULTANT **HOW-TO** *guide*

Simple steps to launch your business.



WELCOME to the family

We're so excited you're here! Whatever brought you to Thirty-One, we're confident that this opportunity will empower you to be better today than you were yesterday. With dedication, commitment and one step forward each day, we believe dreams can become reality – even if that dream is simply to feel more organized and put together.

I founded Thirty-One Gifts in 2003 with one simple goal in mind – to help women by giving them the opportunity to run their own successful business. That goal remains our No. 1 priority today.

Over the past 17 years, our sales Consultants have held over 6.5 million parties. Along the way we've also been blessed to give back to organizations that share our mission in North America and around the world.

By combining function with fashion, our high-quality products make life easier – and with hundreds of personalization options, you can be confident that they'll always be uniquely yours!

Our signature solutions make life simpler and more organized so you can focus on what matters most.

This How-To Guide is full of everything you'll need to launch your business – think of it as your one-stop shop for all things Thirty-One!

From discovering your WHY to hosting your first party, you'll find all the tools, training and support right here to be successful and make this opportunity exactly what you want it to be.

I'm excited to see where your Thirty-One journey takes you.



Cindy Monroe, Founder of Thirty-One Gifts



MY DETAILS

CONSULTANT ID:

MY BUSINESS EMAIL:

MY WEBSITE:

MY SPONSOR DETAILS

NAME:

PHONE:

EMAIL:

DIRECTOR (*Your upline Team Leader*):

SUPPORT & TRAINING

ThirtyOneToday.com

Manage your business in your virtual office and find information and training.

CONSULTANT SUPPORT

This Home Office team is dedicated to helping you succeed by answering any questions you have about your business. They're available via phone 9 a.m. to 5 p.m. ET every weekday.

U.S. CONSULTANTS:

1-866-GIFTS31 (1-866-443-8731)

ordersupport@thirtyonegifts.com

CANADIAN CONSULTANTS:

1-855-GIFTS31 (1-855-443-8731)

ordersupportcanada@thirtyonegifts.ca

we sell SOLUTIONS



Our products make day-to-day life easier, organized and more fun! By understanding your Customer's specific needs, you can help her find the perfect combination of styles – we call this **solution selling**.

THE SOLUTION SELLING FORMULA:

1 core product
+ 2 enhancing products

a complete solution set
(or, core + 2 = ❤️)

Our products are designed to work together and complement each other. Here are a few Customer-approved solutions that we love!



CLUTTER CLEARERS

- + Stand Tall Bin
- + Littles Carry-All™ Caddy
- + Double Duty® Caddy



STYLE ON THE GO

- + Modern Tote
- + All About the Benjamins®
- + Wristlet Strap



ADVENTURE ESSENTIALS

- + Away for the Weekender
- + Hanging Traveler Case
- + Glamour Case



NO SOLUTION IS COMPLETE WITHOUT PERSONALIZATION!

It's a competitive advantage that sets Thirty-One apart. Encouraging every Customer to personalize their purchase makes our products even more meaningful, plus it boosts your commission!

your WHY



All great moments in life can be traced back to a bigger WHY. This WHY is unique to each person, and clearly defining it can help us stay focused and motivated along our journey.

Some Consultants use Thirty-One to pay for their children's music lessons or sports equipment. Many are striving to build a profitable business that keeps growing every year. Others joined because they love the products or they fell in love with our supportive sisterhood.

Your WHY may change over time or as your Thirty-One business grows, but for the moment let's focus on what's inspiring you right now.

What's your WHY?

what's inspiring you right now?

GETTING STARTED

checklist



STEP
#1

LAUNCH YOUR BUSINESS!

- ___ Write down your WHY (pg. 5)
- ___ Schedule your Launch Party (pg. 6)

STEP
#2

CONNECT – START SHARING YOUR BUSINESS!

- ___ Identify 3-4 other times to party in your first month (pg. 6)
- ___ Create your Contact List (pg. 9)

STEP
#3

IT'S TIME TO PARTY!

- ___ Partner with your Insiders (pg. 11)
- ___ Learn how to Party (pg. 11)

SCHEDULE YOUR LAUNCH PARTY

Pick a date ASAP – you have 30 days to start earning Jumpstart rewards with \$500 in sales!

Then, choose other days you'll be launching your business with parties in your various social circles.

MONTH:

SUN	MON	TUE	WED	THU	FRI	SAT

SUCCESS TIPS:

- We recommend holding your Launch Party within two weeks of enrolling.
- Hold one party every week during your first month. The consistency will help you build confidence and refine your selling skills – plus, don't forget the income!

set up your tech



We know you can't wait to start partying, but there are some important online steps you need to take first.

2

SET UP YOUR THIRTY-ONE WEBSITE*

Learn how at

[TOT > New Consultant Toolkit >](#)

[Personalize your Website](#)

*In order for Customers to place online orders with you, you must have a paid website subscription (pg. 14)

4



DOWNLOAD THE MY THIRTY-ONE APP

Access your virtual office from anywhere with our mobile app. It's free to download on Google Play and in the App Store.

1

LOG IN TO THIRTY-ONE TODAY (AKA TOT)

TOT is where you'll manage your business plus find information and training. Enter your username (*Consultant ID*) and password (*the one you set up during enrollment*) to log in.

ThirtyOneToday.com

3

SET UP YOUR LAUNCH PARTY IN YOUR VIRTUAL OFFICE

Go to

[TOT > New Consultant Toolkit > Plan Your Launch Party](#)

Then, scroll down to watch the short video labeled "Launch Party"



connect

AND SHARE YOUR BUSINESS!

This new adventure is exciting, so don't be shy about reaching out, making connections and sharing with your network.



SHARE YOUR EXCITEMENT WITH FRIENDS AND FAMILY ON SOCIAL MEDIA

SHARE:

- Why you joined Thirty-One
- When your kit arrives – go live and share everything that comes in it!
- How you can help Insiders earn rewards
- When you're partying
- When you're proud of the work you've done

START INVITING PEOPLE:

To come to your **Launch Party**.

DO: Reach out individually when asking someone to party with you.

DON'T: Post and wait. People are much more likely to respond to a personal message than a social media post or mass group message.

SHARE THE FUN OF BEING AN INSIDER (AKA PARTY HOST!)

WHO DO YOU KNOW THAT:

- Loves social media
- Is busy
- Has a lot of friends
- Loves Thirty-One
- Likes to entertain
- Loves to shop
- Is super organized (or completely unorganized)
- Loves to give back to the community
- Is fun and you like to spend time with

START INVITING PEOPLE:

To host parties that will launch your business in their social circle.

Share the goodies your friends can receive when they host a party with you! Excitement is contagious, so when you're excited, they'll be excited! Our Insider Rewards can be found on page 10.

SHARE YOUR LOVE FOR THE BUSINESS

WHO DO YOU KNOW THAT:

- Would like to earn additional income
- Loves Thirty-One
- Is looking for a flexible schedule
- Has always wanted to have their own business
- Would enjoy working from home
- Has both big and small income goals
- Is saving for something in the future

START INVITING PEOPLE:

To join the fun with a business of their own.

Every adventure is more fun with friends! Invite a bestie to join and start a business of their own. You'll both have a blast embarking on this new experience together, and they'll feel special knowing you wanted them by your side on your journey!

- Find tools to sponsor at [TOT > Marketing > Sponsoring Tools](#)
- Find tips to sponsor at [TOT > Sponsoring & Qualifying Toolkit](#)



WHO DO YOU *know?*

Pull out a blank sheet of paper and start jotting down everyone you know. Here are a few categories to get you started.

- Friends
- Neighbors
- Co-workers
- Groups you belong to (church, PTA, book club, etc.)
- Relatives
- Facebook friends
- Kids' friends' moms
- Places you visit (salon, gym, etc.)
- Teachers

After you make a list of at least 50+ names, use the words on pg. 10 to start connecting!

SUCCESS TIP:

Typically, 1 out of 6 people will say yes to helping you launch your business by hosting a party during your first month! Since your goal is to party every week for the next four weeks, you'll want to connect with at least 24 people right away.

INVITING CONNECTIONS TO BE AN INSIDER

POST ON SOCIAL:

I'm excited to help you have a FUN Thirty-One party where you can shop for gifts or even earn FREE products! Message me if you're interested in grabbing a date on my party calendar!

CALL OR TEXT:

"Hi there! I just joined Thirty-One as a Consultant and would love your help getting started! You invite your friends, and I'll bring the fun! Plus, you can snag all the Insider Rewards like FREE and discounted products. What do you think?"

"Hi friend! I just started my business as a Consultant for Thirty-One Gifts! I'd love your help sharing my business with new people to see what they think. In return, you could earn all the Insider Rewards like FREE and discounted products! How does that sound?"

"Hey girl! I'm excited to share that I am now a Consultant with Thirty-One! I love to help Insiders earn rewards like FREE products, discounted items and exclusive products. I'd really appreciate your help getting started! Can I reserve one of my party dates for you?"

SUCCESS TIP:

If they can't be an Insider right away, be sure to invite them to your Launch Party!

{words to say}



INVITING CONNECTIONS TO YOUR LAUNCH PARTY

CALL OR TEXT:

"Hello friend! I recently became a Consultant with Thirty-One and would love your help getting started! Here's a link to join my launch party: [\(Insert party Facebook Group link\)](#)"

"Hi! I'm excited to share that I just started my business with Thirty-One, and I'd love to help you with your gifting and shopping needs! Here's a link to check out my launch party: [\(Insert party Facebook Group link\)](#)"

"Hi friend! I just joined Thirty-One as a Consultant and am excited to share the Catalog with you! I'm holding my launch party and would love to include you – here's a link to join. You'll find products for you, your home and your family! [\(Insert party Facebook Group link\)](#)"

SUCCESS TIP: *Have friends who aren't on Facebook? Reach out to them via text, call or email to share your shopping link and invite them to shop.*

INVITING CONNECTIONS TO JOIN YOU IN THE BUSINESS

*"Hi friend! I just joined Thirty-One as a Consultant and I'm so excited about this new opportunity. I was thinking it would be so fun to have a friend join the business with me, and I immediately thought of you because *(share with them why they would be great at Thirty-One, or why Thirty-One would be great for them)*. Would you like to learn more about how easy it is to get started?"*



INSIDER REWARDS

At your Launch Party, you'll be the Insider (AKA the host)! Based on your Launch Party sales total, you can unlock:

- Insider Credits (to spend on products you love)
- Half-off items
- Insider Exclusives (styles that are ONLY available to party hosts)
- Monthly Insider Special – find details at [TOT > Marketing > Monthly Marketing Material](#)
- Find this flier at [TOT > Marketing > Fall Marketing Material > Fall 2020 Insider Flier](#)

When your connections book a party with you, these Insider Rewards are the same perks they'll earn when they help you launch your new business in their social circles!



it's time to PARTY

You're open for business! It's time to get your friends and family together to celebrate your new adventure.

You've picked your Launch Party date. With just a few more steps, you'll be ready to go! Find all the steps to make your Launch Party a hit at

[TOT > New Consultant Toolkit > Plan Your Launch Party](#)

{party tips}

- Set a goal to book 2 more parties from your Launch Party. This is a great way to expand your business and keep the income coming in! Find ideas to get bookings at [TOT > New Consultant Toolkit > How to book parties: Your first 90 days](#)
- Learn by doing! The best way to learn how to party is to dive in headfirst and throw your own Launch Party!
- Visit Thirty-One Today for more information on how to party both virtually and face-to-face.

[TOT > Marketing > Virtual Party](#)

[TOT > Resource Library > Party Know-How > Face-to-Face Parties](#)

LEARN HOW TO PARTY FROM YOUR SPONSOR:

Your sponsor and Director (your upline Team Leader) are here to support, encourage and celebrate you as you build your business. It's your first time partying, but don't worry – your team has your back! Check in with your sponsor for support and tips.

{coach your insiders}

- Once you've booked a party, prepping your Insider is key to making it fun and successful! Find Insider Coaching tips at [TOT > Resource Library > Party Know-How > Prepping Your Party Partner...the Insider!](#)
- Plus, find our Insider Coaching Script for Virtual Parties at [TOT > Marketing > Virtual Party > Virtual Party Insider Coaching Script](#)



Observe one of her parties. Watch how she books more parties!



Host your Launch Party. Be both the Insider and the Consultant!



Coach your Insiders to a successful party!

LET'S SET SOME

goals

{income goals}

I want to earn _____ per month.

I will have _____ parties per week.

Earning _____ each month will allow me to _____

My plan to fit working my business into my schedule:

Action steps to achieve my goal:

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

Target date

Completed

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

Who will hold me accountable? _____

After completing my action steps and achieving my goal, I will reward myself by:

POTENTIAL MONTHLY INCOME			
	Monthly Sales (\$600 party avg.)	Consultant Income (25% commission)	Leader Income* (35% commission)
1 party/week	\$2,400	\$600	\$840
2 parties/week	\$4,800	\$1,200	\$1,680
3 parties/week	\$7,200	\$1,800	\$2,520
<p>Curious about the perks of being a Leader? Find out more at TOT > Programs & Events > All My Perks (AMP) > Leader Perks</p>			

DECIDE HOW MUCH YOU'LL EARN!

The best part about being your own boss is that you determine your own income! The more parties you hold, the more income you can earn.

EARN 25% COMMISSION

You earn commission based on your sales. So, if you sell \$1,000 in product, you make \$250 in commission!

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THIRTY-ONE GIFTS CANADA INC. THIRTY-ONE GIFTS LLC STATEMENT OF TYPICAL PARTICIPANT'S EARNINGS – 2019 Thirty-One Gifts Canada Inc. Statement of Typical Participant's Earnings – 2019 The primary source of income of a Typical Participant in the Compensation Plan (the "Plan") of Thirty-One Gifts Canada Inc. ("Thirty-One") is from compensation on personal and downline sales of products. Personal earnings will vary. A Typical Participant in the Plan is defined as an Independent Consultant has been engaged in the Plan for at least one year, and who actively engages in the activities necessary to realize the benefits of the Plan (i.e. active in at least five of twelve months). A Typical Participant in the Plan earns between Cdn \$132 and \$1,000 annually. Please note that these earnings have been derived from the past earnings experiences of Thirty-One. This Statement of Typical Participant's Earnings will be updated annually.

* Leaders (Director and above) earn a 10% Sales Bonus on their Personal Volume when they are paid at Director level or above. For more information, go to [TOT>Essential Articles>Career Path](#).

{jumpstart goals}

Select the Jumpstart goals you will achieve!



_____ **I will sell \$500**
in my first 30 days and earn the
Around the Clock® Thermal



_____ **I will sell \$1,000**
in my first 90 days and earn the
All Packed® Mini Duffle



_____ **I will sell \$2,000**
in my first 90 days and earn the
Modern Tote



_____ **I will sell \$3,000**
in my first 90 days and earn the
High Street Backpack



_____ **I will sell \$4,000**
in my first 90 days and earn the
Wheels to Wander Duffle

TEAM-BUILDING GOALS

I would like to share the business opportunity with _____ friends during my first month.

I want to increase my commission to 35% by becoming a Director** by _____ date.

**Personally invite and sponsor 4 new Consultants who are qualified and active*

EARN PROMOTION BONUSES!

Sponsoring others to join Thirty-One has its rewards! Promote to Director and qualify to earn a \$1,000 bonus when you maintain your Director title for three months.

After promoting to Director, you can keep earning \$1,000 bonuses by helping your team members become Directors just like you! Earn a \$1,000 bonus for each person on your team who becomes a Director and maintains their title for 3 months.

For details on the Thirty-One Career Path, visit [TOT > Business Support > Career Path](#)

This New Consultant How-To Guide covers the Fall 2020-Winter 2021 season. Product selection will change on February 15, 2021.

{additional resources}



LEARN HOW TO NAVIGATE YOUR VIRTUAL OFFICE

Learn how to check your commissions, create an order, do order checkouts and more:

[TOT > New Consultant Toolkit > Navigating Your Virtual Office](#)

HOW TO SUBMIT A PARTY:

[TOT > Virtual Office > Parties > Choose party > Review & Submit > Click "Submit Party"](#)

WEBSITE & EMAIL SUBSCRIPTION

Stay open for business 24/7 with your own personalized MyThirtyOne website! The cost of this subscription is \$16.95 plus applicable taxes per month in both the U.S. and Canada. Visit [TOT > Virtual Office > Home > Subscriptions](#) to set up your subscription, which also includes professionally created marketing emails that we will send on your behalf directly to all of the Customers uploaded in your Virtual Office contacts.

ORDER TYPES

To place a new order in your Virtual Office, select [Orders > New Order](#). Next, you'll need to select your Order Type from the drop-down menu. Here are the 3 main order types and what they're used for.

1. PARTY ORDER: Used for parties where guest(s) orders total over \$200 in Personal Volume (does not include tax and shipping) and allow an Insider to earn and redeem Insider Rewards. You will earn 25% commission on the Personal Volume of guest orders placed on this order type.

2. RETAIL ORDER: Individual orders placed on your MyThirtyOne website by a Customer or with you directly where no Insider is involved. Unlike party orders, retail orders don't depend on groups of people. You will still earn 25% commission on the Personal Volume for this order type.

To learn how to place party and retail orders step by step, go to

[TOT > Resource Library > Business Basics > Gathering and Submitting Orders: Three Easy Ways](#)

3. CONSULTANT BUSINESS ORDER: Consultants use this order type to buy Business Supplies, product and for specific incentive redemptions.

Consultants receive a 25% discount on regular retail price product and personalization through this order type. Business Supplies can only be purchased at full retail price.

Consultant Business Orders do NOT count towards Personal Volume or your \$200 for the rolling 3-month period to remain active. To earn PV and 25% commission on product, submit a Retail or Party order.

For more details, go to [TOT > Business Support > Consultant Business Order Type](#)

[PINK BUBBLE FACEBOOK GROUP](#)

You're invited to be a part of this exclusive online community, open only to Consultants! Join to get important updates from Home Office and connect with your Thirty-One sisters. To join, simply follow the steps outlined in your welcome email.

THIRTY-ONE BY VISTAPRINT CORPORATE SOLUTIONS

Make your business your own with customized supplies including business cards, stationery, invitations, car magnets, apparel and water bottles. To place a Vistaprint Corporate Solutions order, go to [TOT > Business Support > Business Supplies](#). Select Thirty-One by Vistaprint Corporate US or CA.

{talking Thirty-One}

**ACTIVE CONSULTANT:**

A Consultant who submits \$200 in Personal Volume (PV) in every rolling three-month period (current month and two months prior).

ALL MY PERKS (AMP):

Our signature rewards program; includes AMP Jumpstart for New Consultants and AMP Leads for Leaders.

BOOKING:

The act of scheduling a Thirty-One party.

COMMISSION:

You receive 25% commission on all Personal Volume you submit. Commissions are paid out twice a month.

CONSULTANT:

The first title in our Career Path. Also used as a general term referring to the independent sales field as a whole, regardless of title.

CONSULTANT GUIDEBOOK:

A detailed guidebook available on TOT, outlining additional information you might need during your Thirty-One journey.

CONSULTANT SUPPORT:

The Home Office team that helps answer questions you have as you operate your Thirty-One business.

DIRECTOR:

The first level of leadership on the Thirty-One Career Path. Directors lead a team and are eligible for bonuses and other perks. Beyond the first level of Director, the leadership levels are Senior Director, Executive Director, Senior Executive Director and National Executive Director.

DOWNLINE:

The Consultants who have signed up under you, plus any other Consultants who have signed up under them.

ENROLLMENT DATE:

The date you submitted your online agreement, or the date your agreement was entered into the system if sent by mail or fax. Your enrollment date is used to define the earning period for various incentives.

INSIDER (AKA PARTY HOST):

Someone who brings their friends together (either in person or online) to shop with you!

INSIDER COACHING:

The act of working with an Insider before her party to create her guest list, send invitations, build her wish list and get her prepared for the party.

INSIDER REWARDS:

Every Insider can earn amazing rewards like credit to use on products she'd like, plus half-price items and access to shop Insider Exclusives!

MTO:

Abbreviation for Thirty-One's public website (mythirtyone.com & mythirtyone.ca), that links to your personal business. Customers can order online and your Insiders can invite guests to parties and accept online orders.

PERSONAL VOLUME (PV):

The dollar value of the products sold by a Consultant, minus tax and shipping charges. Consultants don't receive commissions on products purchased using Insider Rewards.

PEQA:

A Consultant who you Personally Enrolled, is Qualified and is Active.

QUALIFIED CONSULTANT:

An active Consultant who submits her first \$1,000 in Personal Volume (PV).

QUALIFYING PARTY:

A party with a minimum of \$200 in sales.

SPONSOR:

Refers to the Consultant who enrolls an individual as a Thirty-One Consultant (or the person a Consultant is transferred to through a roll-up or otherwise).

THIRTY-ONE OPPORTUNITY:

The opportunity we offer people to join our family as a Consultant and start their own business.

TOT:

Refers to ThirtyOneToday.com. Designed exclusively for Consultants, this website is where you will find company updates, training, product information and much more to help you as you operate your Thirty-One business.

UPLINE:

The team of leaders you signed up under, starting with your Sponsor.

VIRTUAL OFFICE:

This is the back office where you place orders, personalize your website, view information for downline Consultants, view commissions, set up party events, manage contacts and view account balances. Your Virtual Office is accessible by clicking on "Virtual Office" in the navigation on TOT.

WHY:

The reasons "why" you decided to become a Thirty-One Consultant.

HOW WILL THIRTY-ONE CHANGE

your life?



"My why is flexibility and freedom to choose my yeses and choose my nos."
– Kerrie Early, National Executive Director

"One of my fondest memories with Thirty-One is telling my husband we were going to Maui! It was not our first trip, but he gets so excited for the trips to see all his friends that he has also made because of my journey with Thirty-One!"

– Tiffany Heil, Director



*"My 'Why' has evolved so much over my time with Thirty-One. I feel like I have finally settled into my lifetime goal, which is to have a fun and flexible job that provides endless opportunities **BOTH PERSONALLY AND PROFESSIONALLY.**"*

– Jennifer Pasalakis, National Executive Director



A THIRTY-ONE BUSINESS IS YOURS TO DREAM, BUILD & DEVELOP!

When you promote to Director, there are even more opportunities to be rewarded! You'll earn overrides on your team members' sales (G0, G1), plus you can earn a \$1,000 bonus by promoting and maintaining your Director title for three months!

As a Director, you can earn up to 35% in commission and you'll ALSO have the opportunity to earn \$1,000 Developing Director Bonuses for helping others on your team promote into leadership. With a Thirty-One business, you can always dare to dream bigger – the possibilities are endless.

For details on the Thirty-One Career Path, visit [TOT > Business Support > Career Path](#)



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