

EARN THE FRAMEWORK PILLAR TRIO



NEW FOR
WINTER/SPRING
2013!

GET IT
FREE!

SUBMIT \$1,600 IN
SEPTEMBER SALES...

To help you

EARN THIS CHALLENGE:



Senior Regional Vice President **Beth McCoy** explains why you want to earn the Framework Pillar Trio this month, and how you can use it at Parties to build your sales and bookings.



WATCH THE
VIDEO!

Party WITH A *Cardi*

SPONSORING CHALLENGE



Earn a **\$200 PPC** for every new Consultant you sponsor who **achieves \$500 in sales** in Brite Start Month 1.

Earn the fashionable new **PartyLite cardigan** when you sponsor two new Consultants: one must **achieve \$500 in sales** in Brite Start Month 1, and the other must be **Brite Start Qualified** with \$1,400 in Brite Start Month 1.

To help you

EARN THIS CHALLENGE:

Learn how to sponsor at Shows. And you've got to try the "finger game" that uses the five questions shown in the Customer brochure to help identify leads!



Put your Back to School coupons to work to book an additional six Parties, Sept. 1-18.



Download your six coupons

Check out these ideas and learn how to use these coupons to book Parties.





PARTYLITE® MONEY FOR MOVERS

**STARTS
SEPT. 1**

REWARDS FOR ADVANCING UP AND INFLUENCING YOUR TEAM



**ADVANCE
TO UNIT
LEADER**

\$750 - \$1,250 PERSONAL ADVANCEMENT BONUS POTENTIAL

MONTH 1
\$250

MONTH 2
\$250

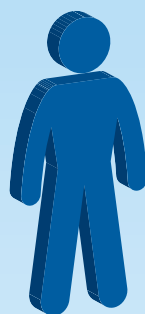
+\$250 BONUS when Unit sales are \$5,000 or more!

MONTH 3
\$250

+\$250 BONUS when Unit sales are \$5,000 or more!

TOTAL

\$750 - \$1,250



**PROMOTE-
OUT A UNIT
LEADER**

\$1,000 - \$1,500 LEADER SPECIAL INFLUENCE BONUS POTENTIAL

MONTH 1
\$334

MONTH 2
\$333

+\$250 BONUS when new Unit sales are \$5,000 or more!

MONTH 3
\$333

+\$250 BONUS when new Unit sales are \$5,000 or more!

TOTAL

\$1,000 - \$1,500

ADVANCE TO ...



**SENIOR UNIT
LEADER**



**GROUP
LEADER**



**DISTRICT
LEADER**



**REGIONAL
LEADER**



**REGIONAL
VICE PRESIDENT**



**SENIOR REGIONAL
VICE PRESIDENT**

PROMOTE OUT
A FIRST LEVEL...



\$1,500 LSIB!



\$2,000 LSIB!



\$3,000 LSIB!



\$4,000 LSIB!



\$5,000 LSIB!



\$6,000 LSIB!

PAB = Personal Advancement Bonus LSIB = Leader Special Influence Bonus

Senior Regional Vice Presidents in proper structure receive \$7,000 for each first level RL, RVP and SRVP who earns a PAB.

\$7,000

All bonuses are paid in 3 monthly installments. See program details for complete rules and qualifications.

©2012 PartyLite



- 1 MEET ONE NEW CUSTOMER A DAY
- SPONSOR ONE NEW CONSULTANT A MONTH

SIMPLE BUT POWERFUL!

- At the end of each month, you will have added 30 new Customers to your business.
- If each Customer spends \$50, you will have \$1,500 more in sales.
- If each Customer joins PartyLite Preferred, chances are very good that they'll make a repeat purchase within 2 months. Imagine 10-15 of those Customers re-ordering while you are continuing to add 30 more new Customers to your business.
- From every 30 new Customers you meet, sponsor one.

Try it! Then tell us how you're doing on the Power of 1 Facebook group. Go to facebook.com and search "PartyLite Power of One."

PARTYLITE®



May 22-27, 2013



WATCH THE VIDEO!

The Hilton Waikoloa Village® on the Kohala coast of the big island of Hawaii. A once-in-a-lifetime island getaway.

This is how you can earn points starting Jan. 1, 2013

SALES

1 POINT for every \$1 in personal compensatable sales

SPONSORING

- **5,000 POINTS** when you personally sponsor three or more new Consultants that submit cumulative total sales of \$4,500 or more
- **1,000 POINTS** for each new Consultant with \$1,000 in sales you personally sponsor after the above requirement is met

LEADERSHIP DEVELOPMENT

- **3,000 POINTS** for promoting-out to Unit Leader
- **3,000 POINTS** for promoting-out a Unit Leader
- **5,000 POINTS** for promoting-out to RVP
- **3,000 POINTS** for promoting-out an RVP

EARN A TRIP FOR ONE

21,000 POINTS

AND 3 or more personally sponsored new Consultants with cumulative sales of \$4,500 or more.

New Consultant Agreements must be received and accepted Jan. 1, 2013 – March 31, 2013.

WANT TO BRING A FRIEND?

EARN A TRIP FOR ONE

AND AN ADDITIONAL 19,000 POINTS

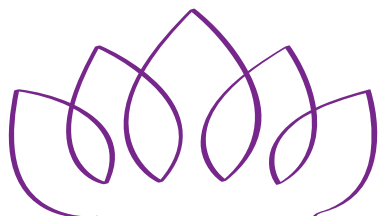
New Consultants

Aug. 1-March 1

All new Consultants receive **DOUBLE POINTS** for sales and sponsoring in Brite Start Month 1

- 2 points for every \$1 in personal compensatable sales
- 2,000 points for every new Consultant sponsored who Qualifies with \$1,400 in sales during Brite Start Month 1

EVERYONE CAN EARN THE TRIP!



PARTYLITE preferred

NO PURCHASE
NECESSARY
TO JOIN.

CUSTOMERS
MAY SIGN UP
BEFORE, DURING
OR AFTER A PARTY!



- Hosts and Guests can join PartyLite Preferred by visiting your personal website, creating an account and checking the box to join.
- Enrolling also opts them in to receive *Candle Connection!*
- When Customers place online orders without first enrolling in Preferred, they will receive a pop-up message asking them to join PartyLite Preferred after their order is submitted.



LEARN HOW TO PROMOTE THE PREFERRED PROGRAM BEFORE, DURING AND AFTER YOUR PARTIES.

National Conference 2012 presentation featuring Vice President of eCommerce Joan Connor and Regional Vice President Dawn Corrie



WATCH THE VIDEO!



PIN AND PROMOTE

Pinterest can help you build your Customer base and generate additional sales. [LEARN MORE!](#)

New

BOOKING PROGRAM

BOOKING BONUS

Your Parties are your best source of new Hosts. Booking Bonus is a great incentive for your current Host to encourage Guests to book Parties of their own – 5 dozen tealights for only \$15!



Booking Bonus is easy to explain: A Host is eligible to redeem a Booking Bonus at subsequent Parties hosted by their Guests.

ORDER BOOKING BONUS COUPONS

Available on Consultant Purchase
YC656 | \$1 per pad/50

Coupons also available to download at [my.partylite](#) >
Host & Booking Program > Booking Bonus Coupon

For complete Booking Bonus program details, refer to [my.partylite](#) >
Host & Booking Program > Booking Bonus Details

People HELPING People

Special thanks to these generous contributors whose donations to the American Cancer Society, the PartyLite charity of focus, reached the Home Office. In the last 14 years, the PartyLite family has donated nearly \$14 million to the American Cancer Society to help in the fight against cancer.

REGIONS

Bright Light
Chariots of Fire
Energy
Masterpiece
On Cloud Nine
On Eagle's Wings
Real Diehl
\$ellebration –
Louisville, Ky., area

OTHER

Buffalo, NY Regional
Students, staff, parents and friends of Veterans Park Elementary School in Lexington, Ky., in memory of Laura Lemieux. In the last 14 years, the school has contributed \$22,395 to the PartyLite fundraising efforts for ACS.
Don and Donna Ellis of Express Yourself in Olathe, Kan., and proceeds from the sale of Pink Ribbon Products purchased by Consultants
The Kelley Family
Steve Tucky and Best of Boards group
PartyLite 2012 National Conference Attendees
PartyLite Consultants
PartyLite Gifts, Inc.
PartyLite Home Office

UNITS

Wicked Wax
Wicked Wicks
of the East

HELPFUL BUSINESS TIPS

CUSTOMER SUPPORT



- Always ask for your Customer's email address. If they do not share it, do not use another Customer's or the Host's email address. This can impact your Customer's order information, Preferred Rewards and more.
- Credit and debit cards are charged as soon as an order has shipped completely.
- Never share your credit card and Social Security information, especially by email or chat.

BUSINESS OPERATIONS



- When requesting a replacement order, please remember to include the original order number, item number, item description and reason for replacement.
- The quarterly profit check schedule is available on the CBC > *General FAQs*
- Always refer to the Dates & Qualifications page of *YourBiz* for important information about Host and Guest Rewards, challenges and promotions.

CREDIT & COLLECTIONS



- The Credit & Collections department is available from 8:30 a.m. to 5 p.m. Eastern time, Monday - Friday, excluding holidays. The toll free number is 888-701-7278.
- **TIP:** Many Consultants find it easier to keep private and business funds separated by maintaining a different bank account for each.

SEPTEMBER DATES & QUALIFICATIONS

Host Rewards	Party Held Dates	Received & Accepted by	Party Minimum	Consultant Samples (limit one each)		Details
				Price	Dates	
\$250 Party Sales	Sept. 1-30	Oct. 3	\$250	See details	See details	Limit two Framework Hanging Candle Lanterns at the special price. No limit for 60% off any pillar offer. Light Illusions Color Changing White Outdoor LED Pillars are not included. Starter Shows are eligible for these offers. Consultants are eligible for the Framework Hanging Candle Lantern at the special price beginning Aug. 15. Host Credit may not be used toward Host Rewards.
\$500 Party Sales	Sept. 1-30	Oct. 3	\$500	N/A	N/A	With Party sales of \$500-\$749, Host may select an additional \$75 Host Credit for \$20. This offer may be combined with the \$250 Party sales offer but may not be combined with the \$750 or \$1,000 offers. Starter Shows are eligible for this offer. Consultants are not eligible for this offer.
\$750 Party Sales	Sept. 1-30	Oct. 3	\$750	N/A	N/A	With Party sales of \$750-\$999, Host may select an additional \$125 Host Credit for \$20. This offer may be combined with the \$250 Party sales offer but may not be combined with the \$500 or \$1,000 offers. Starter Shows are eligible for this offer. Consultants are not eligible for this offer.
\$1,000 Party Sales	Sept. 1-30	Oct. 3	\$1,000	N/A	N/A	With Party sales of \$1,000+, Host may select an additional \$200 Host Credit for \$20. This offer may be combined with the \$250 Party sales offer but may not be combined with the \$500 or \$750 offers. Starter Shows are eligible for this offer. Consultants are not eligible for this offer.

Guest Rewards	Party Held Dates	Received & Accepted by	Consultant Samples (limit one each)		Details
			Price	Dates	
With every \$50 purchase	Sept. 1-30	Oct. 3	N/A	N/A	With every \$50 purchase, Guests may select any full retail-priced item from the Fall/Holiday 2012 catalog or Halloween 2012 brochure at half price. Purchase of half-price item does not count toward next \$50 requirement. Exclusions: <ul style="list-style-type: none"> • Fall/Holiday catalog: mix-and-match tealight/votive offer, pages 52-53 • Halloween brochure: mix-and-match tealight/votive offer, back cover, and discounted items Consultants are not eligible for this offer but are eligible to purchase items on Consultant Purchase at regular 50% discount (\$250 compensatable sales in July is required.)
Amazing Savings	Sept. 1-30	Oct. 3	N/A	N/A	No purchase required. No limit. Current Hosts cannot choose these sale items as a Half-Price selection. Sale items may be purchased with Host Credit. Consultants are not eligible for special pricing on these sale items.
Fragrance of the Month	Sept. 1-30	Oct. 3	N/A	N/A	No purchase required. No limit. Current Hosts cannot choose these sale items as Half-Price selection or with Host Credit. Fragrance of the Month votives must be purchased in units of one dozen to be eligible for discount. Consultants may purchase these items at regular Consultant discount. Fragrance of the Month may not be combined in-catalog mix-and-match tealight/votive offer. No purchase required. No limit.

	Challenges/Promotions	Requirements	Details
Consultant	September Sales Challenge	Sales received and accepted Sept. 1-30	Submit \$1,600 or more in sales, receive the Framework Pillar Trio, new for Winter/Spring 2013. New Consultants in Brite Start are eligible for this reward.
Sponsoring	Sponsoring Challenge	New Consultant Agreements received and accepted Aug. 1-Oct. 31	Receive a \$200 PPC for each new Consultant personally sponsored Aug. 1-Oct. 31 who achieves \$500 in sales in Brite Start Month 1. Awards ship bi-weekly. New Consultants in Brite Start are eligible for the \$200 PPC after the conclusion of their Brite Start Month 2.
	Party With a Cardi Sponsor 2 or More	New Consultant Agreements received and accepted Aug. 1-Oct. 31	Earn the PartyLite cardigan when you sponsor two or more new Consultants Aug. 1-Oct. 31: one must achieve \$500 in sales in Brite Start Month 1 and one must Qualify with \$1,400 in sales during Brite Start Month 1 by Nov. 30. Awards ship 4-6 weeks after challenge ends or as new Consultants Qualify.
Leadership	Qualification to Promote-out to Team Leader	Promote-out by April 1, 2013	A Team Leader is defined as one who has personally sponsored 2+ qualified Consultants in the last 24 months and has \$500+ in personal sales in the qualifying month. A Team Leader with \$500+ in personal sales and with team sales of \$500+ will earn 2% Profit Plus on monthly team sales. Personal sales are not included in team sales. Team sales are from personally sponsored Consultants.
	Qualification to Promote-out to Leader	Promote-out by April 1, 2013	New Leaders and re-promoting Leaders: During the month of Qualification, the new Leader must Bonus with \$2,000 or more in personal compensatable sales, have six or more participating Consultants each with a minimum of \$250 in personal compensatable sales and have group sales of \$5,000 or more, including Leader sales.
	Qualification to Maintain Leadership	March 1, 2011-April 1, 2013	Leader must have \$1,400 or more in personal compensatable sales, have three or more selling Consultants and have group sales of \$3,000 or more, including Leader sales.
	Money for Movers	Advance Sept. 1, 2012-April 1, 2013	Refer to Money for Movers chart, pages 2-3. Additional details and information can be found on the CBC.