

PARTYLITE®

FALL/HOLIDAY 2012

STARTER KIT HIGHLIGHTS

WELCOME! YOUR KIT HOLDS THE KEY TO A SUCCESSFUL PARTYLITE BUSINESS!

GET THE
PARTY
STARTED!

What to **LEARN,**
SAY and **DO**

LITTLE BLACK BOX
Fragrance Organizer

56 Captivating
FRAGRANCE
SAMPLES



LEARNING
CENTER

Discover the secrets of experienced Leaders!

VISIT **my.partylite.com**
Learning Center > New Consultant

Decorative Accessories

A. Symmetry Trio (P91205)

- Glass votive cup suspended in glass base
- Customize for every season
- One each: 5" h, 6" h, 7" h

B. Weathered Zinc Lantern – Medium (P91057)

- Textured metal frame and prism tempered glass
- Weather-resistant style looks good indoors and out
- Three sizes available; Customer will book to get all three

C. Universal Tealight Tree (P9615)

- Three-tier stand allows multiple points of light
- Use in hurricanes and most lanterns

D. Pomegranate & Cassis Tri-Glow™ Reed Diffuser (RD299)

- Colorful layers and continuous fragrance
- Shake it up! Innovative design keeps layers constant
- Includes glass bottle, metal collar, 4.5 fl. oz. fragrance oil and rattan reeds
- Provides opportunity to speak to flameless fragrance options

E. Change O Style ScentGlow® Warmer (P91296)

- A flameless alternative for powerful scent
- Plug-in warming plate diffuses fragrance while cool-to-the-touch LED light casts a soft glow
- Includes three changeable panels, one of each design: snowflakes, birds and scrolls
- For use with Scent Plus® Melts and Scented Oil
- Create custom fragrance combinations. Discover Scent Plus Melts recipes at www.partylite.com > Products > Melts > Invent Your Scent



F. Antique Brass Snuffer (P9611)

- Hinged to snuff inside hard-to-reach places
- Protects furniture, safely centers wick and extinguishes flame
- Great for add-on sales

G. Sculpted Leaf Pillar Garden Tray (P90356)

- Molded faux stone with rustic hand-painted finish
- Great way to showcase 3-Piece Pillar Gardens

H. Amaretto Swirl Tealight Holder (P90923)

- Crushed artisan glass, mosaic rim and aged brown metallic accents
- Classic European design complements every décor
- Encourage booking for the full collection

Little Black Box (FSBB12)

Fragrance sampling tool

- Great way to present exclusive PartyLite fragrances
- Wax-filled stackers in ALL 56 Fall/Holiday fragrances
- Sleek, professional and organized
- Fragrance map insert provided in literature box — simply slip into case

Fragrances & Candles

Strawberry Rhubarb GloLite by PartyLite™ Jar Candle (G26272)

Instant, all-over glow plus a richer, stronger scent. Comes in a reusable glass jar.

A portion of every candle purchased is donated to the American Cancer Society.

White Tea & Fir Votives – 6 pack (V06453)

Brighten a winter's day with a light woody scent of white tea and balsam fir blended with floral and raspberry notes.

Vanilla Citron Pillars

Exotic vanilla laced with fresh citrus and florals.
3" x 3" (C33249)
3" x 5" (C35249)
3" x 7" (C37249)

Cherry Blossom Universal Tealight® Candles 12 pack (V04230)

A romantic, dewy fragrance of cherry blossoms blends with jasmine, freesia and a whisper of fruit.

Tamboti Safari™ Universal Tealight® Candles 12 pack (V04744)

Alluring blend of herbs and citrus enhanced with the notes of amber, cedarwood, musk and spice.

Vanilla Silk Votives – 6 pack (V06454)

Treat yourself to rich vanilla and caramel indulgence. Sweet, creamy and smooth as silk.

Mahogany Apple™ Scent Plus® Melts 9-pc. tray (SX452)

Dramatic woody notes of ripe apples and tart pears add a crisp, sparkling air. For use in ScentGlow™ or Fragrance Warmers. Each melt lasts up to 80 hours.

WHAT TO READ NOW



Start with Success Guide

Rely on this step-by-step guide for a successful start.

- Learn how to fill your calendar with Parties
- Set up your online business for 24/7 access
- Map out your plan for success



Brite Start Brochure

Make your first three months fun and rewarding.

- Enjoy generous sales and sponsoring rewards
- Achieve cash bonuses for reaching Leadership



New Consultant Basic Information Flier

- Important information about your account
- An overview: how to place orders
- Tools to help you build a thriving business

GET READY TO PARTY



Fall/Holiday 2012 Reminder Postcard

Important tool to build attendance at your Parties. Reminds Guests of Party date and details.



Host Party Planner

Explains the Host Rewards program. Prepares Hosts ahead of time with quick steps for a successful Party.

PARTY FAVORITES



Two Sisters Gourmet® by PartyLite® Flier

Highlights PartyLite gourmet products for easy entertainment solutions.

- Suggests sample pack options for you to gift to Hosts
- Describes individual seasoning sample packs available for purchase

TAKE ME TO THE PARTY



Fall/Holiday 2012 Catalog

Showcases the newest fragrances, candles and accessories.

- Includes fragrance guide, product prices and item numbers
- Use catalogs at Parties and give to customers outside Parties



Halloween Flier

Can be mailed directly to excite potential Hosts and Guests about the Halloween collection.



Customer Brochure

Introduces the world of PartyLite in one, convenient guide.

- Use each panel to guide you through your Party presentation (see pages 6-7)
- Includes "one dozen tealights for \$6" coupon for gathering leads and building Party and online business



Door-Prize Slips

Provide a way to gather Guests' contact details, including emails for the PartyLite Preferred program.

- Captures wish-list items
- Ask Guests to complete for door-prize drawings at Parties



New Consultant Agreement

Use this form when someone wants to join PartyLite with you!

Ask your Leader for assistance.

GREAT PERFORMERS



Guest Order Form

- Guest copy is their receipt
- Host copy helps with sorting and delivery
- Consultant copy records Guest orders



Host Order Form

- Office copy for submitting order
- Host copy to track purchases, offers and credits
- Consultant copy as record of Host order



Show Summary Form

- Party sales summary
- Compensatable sales summary
- Host Product total



CONSULTANT GUIDE

Refer to this business guide for answers to all things PartyLite. Look for it on the Consultant Business Center at my.partylite.com.

PARTYLITE® *Advantage!* A long history of quality, fragrance & style

Each of our **quality** candles features a **lead-free wick** and a special formula for **even burning**. We offer the best selection of **distinctive fragrances** created especially for us by the **world's finest fragrance houses**.



TEALIGHTS

- Fully liquefy and consume
- Clear, recyclable cups provide illumination and beauty
- Innovative Large Tealights in Forbidden Fruits and Fresh Home by PartyLite™ fragrances



VOTIVES

- Unique, bell-top design prevents tunneling
- Fully liquefy and consume
- Fragranced and colored throughout
- 8-11 hours burn time



JAR CANDLES

- Burn cooler than other jar candles
- Exceed industry standards for performance
- **NEW!** GloLite by PartyLite™ Jar: the world's brightest candle™
- 33-55 hours burn time



PILLAR CANDLES

- Available individually or as 3-Piece Pillar Gardens
- Fully consume for greater value-for-money – the "PartyLite pancake"
- Realistic LED pillars provide the flicker without the flame
- Best to burn one hour for every inch in diameter (3" = 3 hours)



SCENTGLOW® WARMERS

- 10 styles, including Ginger Jar
- Electric warming plate diffuses fragrance on top as LED light glows below
- Scent Plus® Melts – our most highly scented wax formula – lasts 60-80 hours
- Scented Oils – an instant fragrance option – last 6-8 hours



REED DIFFUSERS

- 7 styles, including porcelain and Tri-Glow™
- No need to flip rattan reeds for continuous fragrance
- 17 exclusive fragrances – all alcohol free!
- Fragrance refills last 60-90 days

PARTYLITE® *Fragrance* Exclusive fragrances you'll only find here!

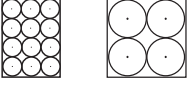




THREE WAYS TO USE THE LITTLE BLACK BOX

1. Display for when Guests arrive and suggest they find a favorite.
2. Pass stackers around during introductions for Guests to share their favorite.
3. Display when taking orders to remind Guests to add favorite candles to their orders.




TIP! Purchase an extra Little Black Box so you can display one for Party Guests while you use one at Guest checkout.



56
FALL/HOLIDAY 2012
FRAGRANCES

												
	TEALIGHTS		VOTIVES	TAPERS	DÉCOR PILLARS				GLOLITE BY PARTYLITE™			
	Small	Large	Round	10" Handiapt	3"x 3"	3"x 5"	3"x 7"	6"x 5" 3-Wick	2"x 4"	3"x 4"	3"x 5"	3"x 6"
Burn hours	4-6	9-14	8-11	7-8	30-35	65-70	90-95	100+	25-35	50-60	60-75	80-100
Should I trim the wick?	No. Straighten the wick on your tealight and votives before burning, making it easier to light.		Yes. Extinguish tapers when they have burned down to an inch to prevent damaging taper holders.		Yes. Keep the wick centered before each burn to prevent any spillover.			No*	Yes. The wick may curl during burn. This does not affect the burn.			
To hug or not to hug?	No				Yes. Gently press in and down to reshape between burns.				No - reshape. After each burn gently reshape by pressing inward on the soft wax of the outer wall.			
How should it look as it burns?	Burns evenly, consumes completely. PartyLite tealights and votives are unique because they liquefy completely. Always burn votives in a PartyLite votive holder or container.		Burns evenly, consumes completely. Be sure tapers are straight in their holder before burning; keep at least two inches apart to prevent excessive heat build-up.		Burns evenly, consumes completely. If you cannot burn your 3-wick for six hours, make sure you burn for six hours on the next burn to prevent tunneling.				Ballooning occurs as core burns faster than outer shell. Candle shell will remain. GloLite Pillars offers instant illumination from top to bottom the moment they are lit.			

* Not required. However, California regulations require product packaging to recommend trimming the wicks.

											
	SPECIALTY WAX JARS						MELTS	AIR CARE			
	3-Wick	GloLite by PartyLite™	Celestial Lights	Forbidden Fruits Candle	Nature's Light by PartyLite™	Natural Rituals™ Soy	Scent Plus® Melts	Tri-Glow™ / Reed Diffusers	Tri-Glow™ / Reed Diffuser Refills	Scent 4U Refill	Scent 4Me™ Refill
Burn hours	35-55	55-65	50-60	45-55	40-60	40-50	60+	N/A		45 days	45 days
Should I trim the wick?	Yes. Position the wick(s) toward the center of the jar before burning.				No. Do not try to straighten a wooden wick.	Yes. Two wicks deliver the best fragrance throw in a soy candle.	No Wick	No Wick			
How should it look as it burns?	Burns evenly, consumes completely. Clean burning and richly scented!						Fragrance disappears, wax will remain. For best results, use 2-4 melts.	N/A		N/A	

Let the *brochure* be your guide.



Relax ... you don't have to do all the talking!

Guests can follow along with their own copy of the Customer brochure to help create an interactive Party demo.

Each panel tells a story about our product, hosting or becoming a Consultant – all the things you want to cover in your Party.

These bullets show you an easy way for Guests to follow along with their own copy.

The key is to ask lots of questions and keep your remarks short and fun!

COVER

- Hold up the GloLite pillar from your display.
- Ask: *"What's special about this candle?"*
Guest Response: *"GloLites are the brightest candles in the world!"*
- Light the candle to show how it glows from top to bottom.

WE ♥ CANDLES

- Allow Guests to share experiences burning PartyLite candles.
- Use the candle sketch to point out why PartyLite is the #1 direct seller of candles in the world:
 - Lead-free wicks
 - Burns clean
 - Best noses in the biz
 - 65-70 hours of great fragrance (pass pillar)
- Ask: *"Has anyone ever seen a PartyLite pancake?"* Bring attention to the candle pancake photo, which proves that you get more candle for your money.

FRAGRANCE LAYERING

- Point out the cutaway of the home.
- Ask: *"Where in a home do you need..."*
 - *a constant backdrop of fragrance?"* (Pass reed diffuser.)
 - *a burst of fragrance to kick up the freshness of a room?"* and share: Electric ScentGlow® Warmers provide fragrance without the flame while Fragrance Warmers use a tealight. (pass Scent Plus® Melts – each lasts up to 80 hours)
 - *to sit back and relax at home?"* (pass Little Black Box and share new scents)
- Ask: *"Does anyone fragrance their car?"* (point out fragrance diffuser in catalog, page 37)

WE ♥ HOSTS

- Thank your Host for inviting you and helping you to start your business.
- Explain to Guests how easy it is to do what [Host name] did tonight.
- Read from the brochure:
 - *"Let's get your BFFs together at home or meet at your favorite coffee shop for a personal shopping experience."*
 - *"Our Hosts score \$100 in free products plus other sweet deals."*
 - *"The best night out is a friends' night in!"*



A YOU-BASED BUSINESS

- Ask: "How much extra income would you like to have every month? \$100? \$200? \$300?"
- Share why you started your PartyLite business and how it's made a difference to you.
- Read from the brochure: "PartyLite is designed to fit with your schedule. A few hours a week or a full-time gig, it's up to you. The more time you spend, the more \$\$ you can earn."



Everyone loves coupons!

They walk away with your contact information and a reason to (re)order. Be sure to include your website address!

TIME TO UPDATE YOUR STATUS

- Ask Guests to read aloud as you go through the five questions.
- Say: "If you answered 'yes' to one or more of the questions, you should do yourself a favor and check us out."

ZIP. ZERO. ZILCH

Say: "Zip, Zero, Zilch is how much it cost me to get started."

THE BUSINESS THAT CLICK\$

Ask Guests during order-taking what part of the brochure clicked with them and if they'd like to give PartyLite a try.

How to use outside a Party

Advertise your new business and build contacts! The more contacts you have, the greater the opportunity to expand your business.

- Use it as your new "business card." Hand it out with your contact information along with the coupon.
- Give one to everyone you meet **out and about**. Leave a stack at doctors' offices, etc.

You'll receive an email confirmation when someone uses the coupon. Use that as a reason to **make a customer service follow-up call**. Thank them for their order and let them know about the upcoming Host offers to see if they'd like to book a Party.

Say: "My gift to you is this coupon for a dozen tealights for just \$6! When you are ready to restock, simply go to my website, order your tealights and enter the code."



Did you know?

PartyLite Hosts earn nearly \$90 million in free products every year!

1. Opening

- Thank your Host
- Introduce yourself
- Share why you started your PartyLite business
- Ask Guests to introduce themselves – “How do you know the Host?”

2. Demonstration

See Kit Highlights pages 6 and 7 to create an interactive Party using your Customer brochure.

- Present the GloLite pillar from display – the brightest candles in the world™
- Share PartyLite quality - We ❤️ candles
- Describe Fragrance Layering
- Explain the generous Host benefits – We ❤️ Hosts
- Present A You-based business
- Share five questions – Time to update your status?
- Explain what it costs to start – Zip. Zero. Zilch.
- Encourage Guests to consider PartyLite: The business that CLICK\$!

3. Closing

Complete the Door Prize Slips

- Ask Guests to fill out front of slip
- Review questions 1-6 with Guests
- Collect – do drawing for a tealight or votive

Close with Guests

- Total each Guest's order
- Invite each Guest to book a Party
- Identify sponsoring leads and give sponsoring information

Close with Host

- Total Party sales
- Calculate Host Rewards (include online orders)
- Schedule time/date to close the Party

4. Follow up

- After your Party, send your Host a thank you note. Include your information in case she has questions.

Contact your new Hosts within 48 hours of booking their Party.

- Confirm the date
- Remind them to complete their Wish List and Guest List

GET READY

- Check the Product Hotline at my.partylite.com before every Party.
- Arrive 30 minutes early to set up display and greet Guests.
- Provide name tags and Guest folders.

PACK YOUR DISPLAY

- Products
- Cloths or runner
- Catalogs, Host/Guest fliers
- Guest/Host order forms
- Door-prize slips
- PartyLite brochures
- Prepared Host packets (see *Start with Success Guide* for list)
- Pens
- Calendar
- Calculator
- Lighter
- Name tags and markers (optional)
- Gift for Host (tealights or votives)



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