Pulling it all together – Review and action!
Step 1: Develop Your Contact List

Let Everyone Know You Are Open For Business!
Using the list below, create your contact list from the people you know and the places you go. Build a BIG list using the categories below to brainstorm. Add to your list daily as you meet and think of others. The more people you have on your list, the more successful your business!

- Friends
- Clubs ( Scouts, Jr. League)
- Neighbors (past & present)
- New Moms
- Relatives
- Empty nesters
- Kids’ friends' parents
- Working moms
- Coworkers ( mine & spouse)
- People from church
- Holiday card list
- People who love to shop
- Hairstylist
- People who love to decorate
- Realtors
- People who love to entertain
- Acquaintances
- Wedding invite list
- Teachers
- Facebook friends

Contact List

<table>
<thead>
<tr>
<th>Name</th>
<th>Phone</th>
<th>Email</th>
<th>Interests</th>
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Step 2: Let Everyone Know You Are In Business!

**Spread the Word & Launch Your Business!** Here are a few suggestions for you to use as you announce your new business! No matter what vehicle you choose – letter, email, postcard, Facebook, Instagram or tweet – the announcement should reflect your personality and your excitement! Have fun with it!

**LETTER**
I’m so excited! I’ve started my own business as an Independent Longaberger Home Consultant! As I was looking through the latest *WishList*® (our catalog) I couldn’t help but think of you! There are so many new products … you won’t believe it! We have:

- American-made, hand-crafted Baskets (of course)
- Amazing Pottery in outstanding colors to sweeten any tabletop
- So much more!

Take a minute, grab a beverage, relax and check us out online at [www.longaberger.com/yournamehere](http://www.longaberger.com/yournamehere)! (Your personal website address) I’ll be checking in with you in the next few days to set a time to get together with your friends and share the fun while checking out these beautiful products! And don’t forget, we have great Host Benefits -- and you’ll be enjoying those! I just can’t wait! I am so proud to be a part of a company that supports American Craftsmanship and I look forward to connecting with you and setting the date! Talk to you soon!

**EMAIL or POSTCARD**
I’m so excited! I’ve started my own business as an Independent Longaberger Home Consultant! As I was looking through the latest *WishList* (our catalog) I couldn’t help but think of you! There are so many new products... you won’t believe it ... baskets, pottery, and more! I am proud to be a part of the amazing Longaberger Company!

Take a minute, grab a beverage, relax and check us out online at [www.longaberger.com/yournamehere](http://www.longaberger.com/yournamehere)! (Your personal website address) And don’t forget, we have great Host Benefits that you can take advantage of! I look forward to connecting with you and setting the date! Talk to you soon!

**FACEBOOK/Instagram POST**
I did it! I’ve started my own business as an Independent Longaberger Home Consultant! I have lots of tips to share about our Longaberger Baskets, pottery, and other great products. And I’m going to have fun and make money at the same time! Want to join me? Let’s connect – check out my link: [www.longaberger.com/mynnamehere](http://www.longaberger.com/mynnamehere) (Your personal website address)

**TWEET**
Started my own business today – mega excited! Check out my website: [www.longaberger.com/mynnamehere](http://www.longaberger.com/mynnamehere) (Your personal website address)
Step 3: Book Your First Six Parties

Book Your First Six Parties
Using the contact list you have created, start reaching out to potential hosts to see if they are interested in hosting a Longaberger party. Remember, your party doesn’t have to be in the home...it can be at the office, at the coffee shop, or online. It’s up to you and your host! Any way you choose, you just can’t lose!

<table>
<thead>
<tr>
<th>Host Name</th>
<th>Phone</th>
<th>Email</th>
<th>Party Date</th>
<th>Party Close Date</th>
<th>Add Online Orders?</th>
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Notes

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**Step 4: Hold Your Business Launch Event** *(page 4 of Module 2)*

## Pre-Party Tasks

- Ample supply of *WishLists®, Flyers, order forms, pens, calculator, tax and shipping information*
- Ask your host if they would like to include online orders on the party and gather email addresses to send e-vites or make the party a Public Party when you create it and give her the LINK to share
- Share with your host the Host exclusives that are available for the month
- Select your product focus for the month and how you will introduce the guests to what’s new with Longaberger
- Prepare Host Packets*, Sponsoring Packets and your calendar to book parties

- **Host Packets** should include 2-3 WishLists and flyers and any other specials going on during the Party. Your Host will then have extra literature to give to those who cannot attend.
- You’ll find what to include in a **Sponsoring Packet** on your web page, My Account>Document Library>Sponsoring Center. Make sure you have two of them with you. Often your Host is your best opportunity for sponsoring, but there may be a guest or two interested in the business opportunity.
- Star dates on your **calendar** that you want to fill with Parties

## During the Party

- Arrive early to set up your display and help your host with the refreshments. Usually 30 minutes is plenty of time.
- Mingle with guests to learn about their interests and build a connection
- Share what’s new with Longaberger and introduce each product with use ideas and other products that complement and integrate. Use the WishList to share our ENTIRE product line. Refer to your monthly campaign flyer and WishList for party ideas and Host Bundles. Work with your Sponsor/Leader for ideas.
- Share the Longaberger Opportunity and how you have options to earn any way you choose

## After the Party Close Date

- Host Benefits - Talk with your host to finalize Host selections. Be sure to enter the order into Party Central before you settle and close the party.
- Send a hand-written thank you note to your host immediately. Send each guest a thank you note.
- Follow up on new guests who placed outside orders. Because you may not have met them, reach out to them to notify them of upcoming specials, offer them the opportunity to book a party of their own and to see if they would like to be added to your mailing list.
- Follow up on booking and recruit leads from your party. Remember, booking parties is scheduling your paycheck!
**Step 5: Hold YOUR First Online Party**

*Online Parties will grow your sales!* With the ability to hold online only parties, you offer the opportunity for customers to shop from the comforts of home with the option to buy what they want, when they want! Now is the perfect time to create customers in your “My Contacts” under “My Account”! Follow these simple steps to get ready for your very own online party!

1. **Determine WHO you will contact to share the good news about holding your very first online party!** Use your “My Contacts” list to begin your invitation list below.

2. **Identify how you will use the Host Benefits.**
   - With the Host Benefits, you can purchase products for your personal use, to augment your Business Kit or to give as door prizes at your next event or even Host gifts.

3. **Gather email addresses for your invitation list and create e-vites under Party Central.**

### Party Invitation List

<table>
<thead>
<tr>
<th>Your Party</th>
<th>Host:  ____________________________</th>
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<tr>
<td>Name</td>
<td>Email</td>
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*Revised January 2016*
Step 6: Share Longaberger and Start Building Your Own Team

Three Ways to Meet Your Next Home Consultant

With Longaberger, you have the unique opportunity to build your business three ways. With face-to-face, online and Longaberger Homestead (online and on location) options, you can choose your very own strategy to build a team. No matter the avenues you choose to meet your next Home Consultant, you will want to continuously share the Longaberger Opportunity in each conversation.

When creating a strategy for sponsoring, it doesn’t have to be difficult or too planned. The key is to always be aware of the opportunities that exist in everyday life and interactions. Keep it simple with this exercise. Use the thought starters below to help generate ideas:

Who?

Thought Starters...
- Who would be a great Longaberger Home Consultant?
- Who have you recently met?

What’s happening?

Thought Starters...
- What’s going on in your community, at work and in your life?
- What’s happening in your customers’ and hosts’ lives?

Where to look...

- What revenue-generating activities do you have planned? Parties, fairs, community events, open houses, and Facebook, are perfect places to meet your next recruit.

What to say...

- Show genuine interest in what others have to say...this will tell you how Longaberger can work best for them.
Receive Promotions and add income with the Dream Builder Plan!

Promote to Senior Home Consultant by sponsoring just one qualified new consultant, plus receive 1% of your new recruit’s sales as long as you have a minimum of $350 in personal sales each month!

Promote to Executive Home Consultant by sponsoring a total of three qualified new consultants, and receive 2% of your team’s sales, including your own, as long as you have a minimum of $350 in personal sales each month.

Promote to Leader by sponsoring six qualified new consultants, and as a team submit a minimum of $3,000 in sales for two consecutive months. You will receive 4% of your team’s sales, including your own, as long as you have a minimum of $350 in personal sales each month.

Ask your sponsor about any current sponsoring incentives!

THIS IS JUST THE BEGINNING!
Check out our complete Career Plan, called the Dream Builder Plan, to see the endless opportunities and financial rewards in store for you!