**MANAGING YOUR BUSINESS**

Get organized!

* Prep your inventory in an easily transportable container. Maybe an unused rolling bag, a storage bin, etc.
* Keep your catalogs easily assessable and transportable. Don’t forget the order forms and pens!
* Include a calculator with your catalogs (or make sure your smart phone is handy).

Business Tools

* Be reachable: Establishing the proper contact information is critical.
	+ Email: If you don’t want to utilize your personal email, then open a google or yahoo account just for your business.
	+ Phone: If you don’t want to publish your home or cell phone number, then consider opening a Google Voice # which will provide a separate # that will redirect to your other (or all) phone(s) of choice.
* Business cards are a must! Keep them with you at all times.
	+ Utilize them as “mommy” introductions. It will start the discussion.
	+ Hand them out to your hair stylist, pedicurist, kid’s teachers, etc.
	+ Oops! “Forget” and leave one on the table at the salon or spa.
	+ Print these on your home computer or can use vista prints
	+ Include an electronic business card at the bottom of your emails
* Presentation is everything
	+ Create a party display that showcases your style and Flutterby Frills. Tablecloths, pen holders, tablescape, etc.
	+ Invest in bags and tissue paper to make that “final touch” special.
* Get social
	+ Establish a Facebook and/or Google+ presence
	+ Tweeting with mom groups
	+ Blogging with consumer target

**PLANNING A PARTY**

Invitations

* Can utilize visa invites. Templates are available for use.
* Evites are also good if your hostess and friends utilize email as a main communication tool.
	+ Remember to include a link on the evites to the Flutterby Frills catalog.
* Encourage the hostess to pick her favorite thing out of the catalog then calculate about how many orders she will need to earn that item free

Hostess Discounts & Package

* We do not currently have a hostess only purchase…just the 10-20% in free product and a chance for an extra $100 in free product based on what is in the catalog.

Customer Specials

* The customer specials are as follows:
	+ The Good Bead: Buy 4 beads get the 5th free
	+ Lindsay Phillips: If you buy a shoe, get an extra snap/strap free
	+ Luvali Handbags: $20 off a classic handbag

* I can send you a link to some of the Lindsay fall catalog items.

* I currently just make up my own sheets on the computer for specials.

At the Party

* This is a great website for games:  <http://www.homepartyplannetwork.com/homepartygames/index.htm>

* I also
* have a pretty good book I can send you.

Singing up new consultants

ABOUT THE PRODUCTS

Here is background on Lindsay.  One question we get asked a lot is why not private label.   Our answer is we want to be the boutique for the home.  Get individuals that might never set foot in one, infront of up and coming designers and diversifying with the times.  Creating a store inside a home.  Why shop with us instead of Simply R’s at Tuttle…for the experience, the discounts, etc.

Here is an great article on Lindsay that will give you background:

<http://www.newswire.net/newsroom/permalink/68549.html>

<http://www.luvaliconvertibles.com/pages/faq>

<https://www.thegoodbead.com/about-us.cfm>

The other lines we will not be carrying in the fall.

I believe we can handle your new consultants.