

FACETS

SEPTEMBER 2013

ask
me **WHY...**

I fell in love with lia sophia!

lia sophia®

Alex's TO-DO LIST

Many of you have told us that one of the best things about your Show presentation is the part where you get to share your “why” story. September is “Ask me why” month and it couldn’t be a better time to focus on achieving your recruiting goals. Sharing your story is one of the fundamentals of growing a successful business because it’s a way to genuinely connect with people and start building relationships. Check out all of the great “whys” scattered throughout this issue from many of our Advisors and Leaders. Take this opportunity to make your “why” story work for your business and challenge yourself to achieve the points on this month’s to do list. Want to know why I fell in love with lia sophia? Because of amazing Advisors like you!

- ✓ Recruit in September and earn the October Hostess Exclusives and/or \$100 Jewelry Premiums.
- ✓ Encourage Customers to spend \$80 or more by wooing them with gorgeous pieces from the Let There Be Love collection and the Customer Special.
- ✓ Earn the Smart Start™ Pop-up Party Organizer by submitting a Qualified Show every fiscal week.
- ✓ Mark your calendar for the start of sampling for the New & Now Styles on September 20.

ask me WHY...

I fell in love with lia sophia!

Your “why” story can be very powerful. Learn how to leverage that power and use it as a tool to meet your recruiting goals and make your team grow.

Always speak from the heart when sharing your “why” story, but remember to keep it brief. Too much information can be overwhelming. It’s also important to remember that your story is uniquely yours and may not be what motivates the other person. Your reason for starting your lia sophia business could’ve been to earn a little extra income for your household, but someone else may simply be interested in the business as a way to make new friends and purchase beautiful jewelry at a discount.

Though everyone’s “why” is different, all the reasons are equally as important. Show a sincere interest in others by learning about them and asking them questions to begin forming a personal connection. By doing so, sharing the Opportunity becomes much easier and a natural part of your conversations. Consider asking the following types of questions:

- Do you work outside the home?
- How long have you lived in this area?
- Do you have children in your life?
- What kinds of things do you enjoy doing in your spare time?

After asking these types of questions, stop talking and just listen carefully to what they say. Try to listen for cues such as:

- Being unhappy with their job.
- Not making enough money.



“Being able to stay at home with my beautiful girls.”

— KRISTY GMELCH,
UNIT LEADER

MAKE IT STICK

Order your packs of “Ask Me Why” stickers now on supply orders. Wear these fun stickers – in signature lia sophia purple and white – at your Shows, Opportunity Events, vendor fairs, and anywhere you take your business. They are the perfect way to get the conversation started!



Ask Me
Why Stickers
\$7073, 60
stickers, \$1.00



*"Financial independence
and fabulous jewelry!
What's not to LOVE?"*

— CHERIE LANG, ADVISOR



*Get social (media) to
share your "why" story.
Click for more details!*



*"Just what I needed to
get out of my shell!"*

— KELLY DOBSON,
ADVISOR

RECRUITING REWARDS

*Achieve a spectacular September by earning
these amazing recruiting rewards!*

- Earn the October Hostess Exclusives, a bracelet and necklace worth a combined retail of \$236 by recruiting one new Advisor in the first two weeks of fiscal September.
- Earn a \$100 Jewelry Premium for each new Advisor recruited in the second two weeks of fiscal September.

See full details on the Promo-at-a-glance section on page 12.

- Enjoying a little time away from their kids.
- A love of fashion and talking about it with friends.

These conversations should focus on their story and why lia sophia might be a good fit for them. This approach will help you share the lia sophia opportunity naturally as part of the flow of the conversation. Once you've identified a need that lia sophia could possibly fill, connect with them on a personal level by expressing understanding. Say, "You know, that's why I love lia sophia. This business allows me to..." or "Having my own business has helped me...", then proceed to share your "why".

Finally, wrap up the conversation by handing the person the Smart Start™ Recruiting Flyer and the Startup in Style Kit Flyer, #4962 and #4241 in lia sophia® University. Say, "I don't know if you've ever thought about doing something like this, but let me give you some information. Take a quick look at it and how about I give you a call tomorrow? What's the best number and time to reach you?" Make the conversation casual. The goal is to turn leads into recruits by making connections and building relationships.



*Click to learn why
September is so spectacular.*

3

*Recruiting tips
with results by
Jenell Barnard-Keller*



We asked Unit Leader Jenell Barnard-Keller to share three great recruiting tips with us.

1

Provide every reason you can for why they would want to join.

When sharing my why story, I make an attempt to overcome "no's", connect with mothers, touch on financial reasons, and illustrate the sisterhood that is lia sophia. There are always people who want to know more after I share my why story.

2

Provide incentives for your Customers who ask questions about your business.

I do this during and after the Show. For every question someone asks me at checkout, they receive a special incentive, such as an extra raffle ticket or mystery prize.

3

Try your best not to pre-judge people.

You really never know who may need this opportunity or who will excel. The beauty of this business is that it's adaptable to different lifestyles and preferences. Anyone could be successful at this business.

on TREND

Make a Cameo Appearance

Here's your insider look into the cameo - one of the hottest trends for Fall/Winter 2013.

This season, cameos are ever-present on fashion runways and magazines such as *Harper's Bazaar* - and of course, within the Let There Be Love story in our Fall/Winter 2013 Style Guide.

However, these are not your grandmother's cameos. This trend is definitely vintage-inspired, but there is absolutely nothing antique about the cameos in our collection. With fresh designs - you'll notice cameos are no longer just faces - in colors and shades that are right on trend, cameo jewelry will have a starring role in everyone's jewelry wardrobe.

Showcase this gorgeous trend at your Shows by sharing fashion tips on how to incorporate cameo pieces in their everyday life - it's a great way to engage Guests and inspire them to consider adding these pieces to their accessory collection!

Midnight Rose Necklace and Earrings and Maven Bracelet

Talk it up: "Gorgeous cameo pieces like the Midnight Rose earrings and necklace, and the Maven bracelet, are perfect for gifting because they illustrate that many traditions only get better with age. This is a trend you can be playful with as seen with the fun tassel detail on the Midnight Rose necklace."



Click here to learn more about Exotic Bloom necklace and the Let There Be Love chapter.

Exotic Bloom Necklace

Talk it up: "The colors of the cameos in these pieces are incredibly on trend, like in the stunning Exotic Bloom necklace - flagged as a "must-have" for the season by some of the top fashion magazines and editors."



Bestow Ring

Talk it up: "Many times, when people think of cameos they think of necklaces - but that's not the case anymore. lia sophia has transformed the timeless elegance of cameos into rings, earrings and bracelets in addition to necklaces. The beautiful Bestow ring is a perfect example of that transformation."



TIP!

For more great descriptions and designer inspiration, check out *Fashion Focus Fall/Winter 2013*, available as a supply item (\$7395) for only \$7.95, while quantities last. It's a great guide for you to use at your parties!

ROMANCE CUSTOMERS IN SEPTEMBER

This month, woo your Customers with irresistible specials.

- In September, when Customers spend \$80 or more, they can choose one style – priced at \$100 or less – from the Let There Be Love chapter, for only \$10. There are 65 heart-stealing styles under \$100 on pages 4 - 15!
- When they buy 2 items at regular price, the least expensive, they can buy up to 4 items at 50% off. If your customer has fallen in love with a particular style, offer suggestions of coordinating pieces to create an entire look – and show them how much they can save with the Customer Save Plan.

HOSTESSES HEART EXCLUSIVES

These gorgeous September exclusives bring some serious sparkle for Hostesses with a Qualified Show. Set their hearts aflutter with these stunning styles.

- Hypnotic Necklace. A \$158 retail value for only \$30.
- Angora Bracelet and Earrings Set. A total CZ weight of 9.25ct. and \$98 retail value for only \$15 – one of our most popular Hostess Exclusives!
- **BONUS:** \$100 additional Hostess Credit for only \$10 with a \$650 Show.



*"I love lia sophia ... it brings
out an inner sparkle!"*

— BECKY DIEDERICH, ADVISOR

SPEND
\$80
get 1 for
\$10



weekly REWARDS

Earn up to four Collectible Sets this month. Submit a Qualified Show each week and receive a different Collectible Set each week.

Did you know that this beautiful bling serves as great business-builders? After you've earned all four Collectible Sets, here's how you can put them to work for your business.

- Use them as an incentive to book in close. Offer Hostesses a Collectible piece for booking a Show within the next two weeks.
- Use them as Hostess coaching tools. Offer Hostesses a Collectible piece when they return their Guest list to you within three days or when a Hostess has at least 10 Guests at her Show.
- Increase party attendance. Gift a piece to a Guest who brings two or more Guests.
- Gift your new Advisors a Collectible piece as a "welcome" to the team when they sign on. Suggest that they use the piece as their own business-builder, such as a Hostess gift.



BONUS!

Submit a Qualified Show in all four weeks of fiscal September and earn the Smart Start™ Pop-Up Party Organizer. This is your exclusive "pop"portunity to earn this great Smart Start™ incentive.



Click here for a close up of this must-have reward.



"lia sophia is the sorority I didn't join in college!"

— MICHELE LAMAGNA,
ADVISOR



"The jewelry took my breath away when I saw it."

— MAUREEN DANCHUK,
ADVISOR



"The jewelry, the new friends, the fun - it's amazing!"

— STEPHANIE JARRETT-MANSON,
ADVISOR



Click here for more responses from Advisors when we asked the question "Why did you fall in love with lia sophia?"

COMING SOON NEW & NOW

As published in July *Facets*, *Gems* has received a total makeover and will debut in October as ... drum roll, please ... *New & Now*! Why “*New & Now*”? Well, “*New*” refers to the beautiful limited edition styles you’ll see and “*Now*” refers to the amazing monthly specials changing every month. Available monthly, here’s what you’ll find inside this expanded business tool and other details:

- Customer Specials, Hostess Exclusives and new Advisor promotions will continue to change each month.
- New & Now Styles. These limited time collections are replacing the Special Edition collections. The very first collection will run from October-December. However, to help build excitement and create a sense of urgency for Customers, the brochure will feature these pieces as available for October only. This will allow you to book in close and close Shows quickly.
- Conveniently designed as a self-mailer to easily share with all your Customers and Hostesses.
- Available on supply order in packs of 20 for only \$2.00, #S7G10.

ORDER NEW & NOW

Take advantage of this new and improved tool and place your orders for the October edition of the New & Now brochure, beginning September 16.



“Love and family are the heart of this company!”

— RITA BONIELLO, ADVISOR



“Sharing success for today; while building memories for a lifetime.”

— LIZ BAKER, ADVISOR

SEPTEMBER MARK IT DOWN

SEPTEMBER 2

Labor Day - Home Office Closed

SEPTEMBER 6

Last day to submit signed revised Advisor Agreements. Please note: After this date, your business activity will be placed on hold until the signed revised Advisor Agreement is received.

SEPTEMBER 16

October *New & Now* brochure (*Gems*) is available for ordering, S7G10.

SEPTEMBER 20

Leadership Level Change Forms due for October promotions
New & Now styles sampling opens at 12:01 p.m. CT.

3 Brilliant booking tips by Tara Graves



Unit Leader Tara Graves shares three of her best booking tips.

1 Book in close. I know it can be very tempting to take a booking for 45 days out, but the odds of that Show falling through greatly increase the further out you book. Keeping your schedule tight will help ensure you have a steady stream of income and future Shows.

2 Get the guest list ASAP. As soon as a Hostess books her party, as a “thank you,” I hand her my “treasure chest” filled with beautiful collectible pieces for her to choose from. When she picks a piece, I place it in what I call “jewelry jail” until I receive a Guest list from her. I let my Hostess know that if I receive her Guest list within five business days, she’ll be presented with the piece at her Show. I almost always get the Guest list back in time.

3 Ensure success by over booking. If your goal is to hold 4-5 Shows per month, book 5-6 Shows. You never know what will come up.

team ALOHA

With the announcement of DOUBLE Hawaii points, the door is still open on earning trips throughout September. Check out how this great news is keeping Team Aloha going.



KATIE BREITKREUTZ

Division Leader, CT



**104,000
DREAM POINTS**
(as of 08/15/13)

GOAL ACHIEVED, WELL DONE!

I am very excited because I have just earned my second trip! I am focusing my efforts on helping my Leaders meet their goals and earn trips for themselves and their spouses. Their success is my success and that's my favorite part of lia sophia. This is a huge incentive and it's definitely motivating my ladies to promote.

PROGRESS

- ☒ Necklace
- ☒ Luggage
- ☒ Trip for 1
- ☒ Trip for 2



NICOLE ERICKSON

Star Unit Leader, WA



**102,563
DREAM POINTS**
(as of 08/15/13)

GOAL ACHIEVED, WELL DONE!

This is great news. I think it will only push everyone to the next level if they are close and build big momentum since the points will be double. I have earned both trips and I am now focusing on helping and motivating my team to push harder. I love lia sophia!

PROGRESS

- ☒ Necklace
- ☒ Luggage
- ☒ Trip for 1
- ☒ Trip for 2



NICOLE MEAD

Region Leader, IA

GOAL: TRIP FOR TWO



**78,732
DREAM POINTS**
(as of 08/15/13)

I'm very hopeful! I met with an Advisor on my team and she is going for promotion by October and this was not on her radar prior to the announcement. There are other Advisors in my downline going for it as well. This incentive, as well as my strong September lineup, will give me the points I need.

PROGRESS

- ☒ Necklace
- ☒ Luggage
- ☒ Trip for 1
- ☐ Trip for 2



LORNALEIGH SMITH

Unit Leader, AZ

GOAL: TRIP FOR TWO



**72,454
DREAM POINTS**
(as of 08/15/13)

My plan is to always promote to the next level, even though the last few months have been a little difficult. I'm continuing to lead my team by example and encouraging them to always keep shooting for the next level. But of course, they have to really want that for themselves as well.

PROGRESS

- ☒ Necklace
- ☒ Luggage
- ☒ Trip for 1
- ☐ Trip for 2



MELANIE NIEMI

Advisor, NY

GOAL: TRIP FOR ONE



**45,823
DREAM POINTS**
(as of 08/15/13)

I'm so close and I'm working hard on getting more bookings for next month. I have in no way given up yet. I'm trying to get the points I need through sales and booking parties. Even if I don't earn the trip, I know I tried my best. I know my team is rooting for me!

PROGRESS

- ☒ Necklace
- ☒ Luggage
- ☐ Trip for 1



PATTY DENNIS

Unit Leader, OK

GOAL: TRIP FOR ONE



**42,037
DREAM POINTS**
(as of 08/15/13)

I haven't given up as I have a plan in place. however, this news has made it all the more possible to hit my goal. This incentive will definitely give me the point boost I need. I will be coaching my potential Unit Leader to promotion. It will give both of us the points for Hawaii!

PROGRESS

- ☒ Necklace
- ☒ Luggage
- ☐ Trip for 1



double POINTS

The final push to earn this dream trip is still within reach



*"Love B-Bling,
Cha-Ching is King, but
TRIPS are MY thing!"*

— CHERYL HOGLE,
UNIT LEADER

Advisors:

Promote to Unit Leader* for September or October and double your promotion points from 8,000 points to 16,000 points.

Leaders:

Promote an Advisor to Unit Leader* in either September or October and DOUBLE your promotion points from 8,000 points to 16,000.

This could be the opportunity that gets you – and a guest – to the stunning beaches of Hawaii next spring. Don't pass it up!

*First time Unit promotions only.



AUGUST ACHIEVEMENTS

*Our newest
Region Leaders*



TAMMY JO
FITZGERALD



CHRISTINE MCKIM

Great work on achieving a new level of success in your business in August

Region Leader	Upline	Ashley Jewart	Kellea Wright
Tammy Jo Fitzgerald.....	Lisa Bendel	Michele Lapoint.....	Kristy Dunaway
Christine McKim.....	Deborah Stella	Nicole Milner	Heidi Dreger
Division Leaders	Upline	Carrie Poholsky	Erin O'Keefe
Heidi Dreger.....	Susan Orlowski	Jynnylee Radtke	Tara Moores
Candy Baldwin	Christine McKim	Katina Reece.....	Donna Henson
Unit Leaders	Upline	Renee Rhodes.....	Jessica Lay
Autumn Ballard.....	Karena McCoy	Brianne Roberts.....	Brittney Mechenich
Wendie Christensen.....	Mary Reed	Tammie Schmitz	Michelle Ramsey
Diana Dempsey	Leah Spivak	Sarah Tirey	Tonya Hines
Kimberly Fyffe	Jane Kerley	Amy Turpen	Karrie Monce Shotts
Anna Herlihy	Elizabeth Missamore	Michelle Vannoy	Sheila Hood
Kristin Jennings.....	Kristy Dunaway	Rebecca Voorhees.....	Angela Blount
		Angela Walczyk.....	Lynn Patterson

TOP TEN ADVISORS

in Personal Sales in July

1. Arlene Beardsley (WI) 8,053

2. Cindy Nitch (TX) 8,052

3. Shari Kaine (NJ) 7,536

4. Kim Jones (IN) 7,010

5. Wanda Serr (ND) 6,853

6. Gina Handburger (NY) 6,676

7. Christina McIntire (NY) 6,574

8. Mikayla Stiles (IN) 6,513

9. Joan Chopp (NE) 6,483

10. Ashley Kirkman (IN) 6,448

Top 100 Advisors in Personal Sales in July

Genny Alexander (NH) 6,340	Kristina Dunphy (CT) 4,817	Kelly Lane (KY) 4,241
Kristie Bowlds (KY) 6,186	Stephanie Dudley (TX) 4,815	Angela Zammuto Markowski (WI) 4,226
Michele Lapoint (TX) 6,083	Rosalie Scanlon (NJ) 4,814	Angela Kelly (IN) 4,226
Becky Vogan (MI) 6,054	Alicia Von Kugelgen (CA) 4,783	Kelly Mackey (PA) 4,218
Nikki Keller (PA) 6,051	Katy Mckinley (OK) 4,780	Blair Hogan (NY) 4,190
Doris Wright (PA) 5,803	Desirae Barker (OH) 4,775	Janell Stanfield (KS) 4,182
Sarah Rapp (CA) 5,771	Nancy Ferche (MN) 4,751	Ana Guerrero (VA) 4,177
Luann McClarnon (NE) 5,718	Roxanne Flaherty (NY) 4,688	Karen Peak (OH) 4,173
Joyce Ferreira (MA) 5,612	Ashley Jewart (IN) 4,678	Morgan Fuchs (WI) 4,173
Lisa Vanwatermeulen (IL) 5,572	Cheryl Hoeler (MA) 4,625	Jess Stice (OH) 4,132
Jessica Olli (MI) 5,560	Victoria Knudsen (AZ) 4,607	Penny Vaughn-Chapo (IN) 4,130
Shannon Kendig (OH) 5,521	Michele Gabrielson (CA) 4,598	Yalonda Burks (TX) 4,118
Laura Adams (TX) 5,493	Danielle Alchowiak (NY) 4,571	Kristi Simmons (CA) 4,094
Tiffany Zeyn (PA) 5,362	Lorie Ault (OH) 4,557	Erin Black (PA) 4,086
Mary Ogden (IL) 5,311	Paula Parke (NY) 4,507	Victoria Messina (NJ) 4,059
Andrea Payne (IN) 5,263	Meghan Petti (NY) 4,488	Krystle Brown (NC) 4,057
Wendie Christensen (AZ) 5,247	Janet Walbert (KS) 4,480	Carolyn Barker (GA) 4,055
Mandee Millard (OH) 5,233	Annemarie Race (NY) 4,443	Linda Linfield (UT) 4,047
Lisa Porter (NH) 5,229	Danielle Kwiatkowski (GA) 4,403	Alicia Daniel (IN) 4,032
Renee Rhodes (OR) 5,208	Liz Broos (NJ) 4,369	Aj Roberge (MI) 4,027
Ashley Guertin (FL) 5,173	Stacey Pagano (NY) 4,356	Ann Spadolini (NY) 4,024
Susie Friend (TX) 5,161	Linda Behrens (WI) 4,355	Nancy Tate (PA) 4,019
Jenny Bechtold (NH) 5,125	Kim Fyffe (KY) 4,340	Cindy West (IA) 4,008
Angela Walczyk (NY) 5,064	Erin Braley (NH) 4,310	Grace Positano (IL) 3,996
Lauren Murphy (MO) 5,004	April Plys (IN) 4,305	Kathy Stutzman (VA) 3,993
Christine Fusco (NY) 4,996	Cathy King (IN) 4,302	Nancy Cardwood (CA) 3,984
Karen Walling (CA) 4,992	Shari Morlan (CA) 4,301	Christy Britton (KY) 3,970
Lindsay Sardini (KY) 4,953	Kelly Minervini (NJ) 4,281	Lisa Woodgate (AZ) 3,962
Angie Black (MN) 4,927	Melissa Reyes (NV) 4,262	Mari Brown (TX) 3,962
Gerri Swarm (VA) 4,826	Brooke Tyler (CA) 4,242	Deborah Sault (PA) 3,958

Top 50 Leaders in Personal Sales in July

Kari Mansur (WI)	18,309
Jennifer Benda (MO)	15,944
Lisa King (NY)	15,062
Shannon Eckels (WI)	14,949
Brooke Schmidt (WI)	14,702
Sally Bradley (IL).....	14,602
Katie Ganshert (WI)	14,501
Brandi Hammond (IA)	13,164
Phyllis Califano (CT).....	12,464
Nichole Fadiga (IA)	12,138
Jessica Winland (OH).....	11,958
Mindy Johnson (WI)	11,659
Lauren Kraus (KY).....	11,645
Michelle Ramsey (MO).....	11,500
Debra Bachmann (AZ)	11,442
Christian Dewald (TN)	11,400
Susan Lutz (IL).....	11,000

Amy Barbeau (IL).....	10,923
Jamie Teneyck (MN)	10,812
Kara Mc Keown (NH).....	10,795
Jennifer Doll (WI)	10,672
Michelle Johnson (CA)	10,661
Erin Sanders (WI).....	10,601
Amie Schindler (IN).....	10,580
Joann Keck (IN).....	10,520
Christina Weitzel (WI).....	10,442
Audreyann Masula (NY).....	10,401
Kimberly Stevens (VA)	10,359
Melissa Dix (WI).....	10,063
Kathleen Brady (PA)	10,013
Lori Chaney (OH).....	9,930
Wendy Seddon (IA)	9,842
Stacy Livieri (WI)	9,596
Heather Creed (MA)	9,571

Leah Taylor (IN)	9,491
Jenn Mellinger (AZ).....	9,476
Emily Trowbridge (IL)	9,410
Leslie McMichael (GA).....	9,372
Heather Klien (PA)	9,298
Layne Volkmann (NY).....	9,268
Karrie Monce Shotts (IL)	9,085
Jennifer Mikell (NY)	9,036
Kim Phillips (SC).....	8,983
Nicole Rierison (MN).....	8,958
Lori Costigan (NJ).....	8,921
Tara Ninmann (WI).....	8,812
Jody Wiersema (IA).....	8,789
Kim Crites (WA)	8,705
Carole Demarest (CT).....	8,652
Renee Rose (OH).....	8,644

Top Personal Recruiters

Top — Advisors

Sherri Rinne (KS)	3
Karen Salamon (MA)	3
Vikki Brock (KY)	2
Megan Burns (IA)	2
Johanna Evans (NY)	2
Jen Frame (KY).....	2
Lacey Frey (CO)	2
Shelly Link (IN).....	2

Laurie Martinson (MN).....	2
Brunny Mejia (NH).....	2
Brianne Roberts (IN).....	2
Digna Rozon (NY).....	2
Sarah Sears (MI)	2
Melanie Welch (NY).....	2
Cindy West (IA)	2

Top — Leaders

Robyn Gilleran (MI).....	5
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Leah Spivak (CA).....	4
Gina Fischer (WI).....	3
Kathy Harrell (GA).....	3
Kathy Hayek (NJ)	3
Michelle Johnson (CA)	3
Amy Moon (WY).....	3
Stephanie Ortiz (KS).....	3
Lynn Stankowski (WI).....	3

Top Group Recruiting & Sales in July

Group Recruiting — Unit

Heidi Dreger (CT)	5
Nicole Erickson (WA)	5
Robyn Gilleran (MI).....	5
Kathy Hayek (NJ)	5
Rachel Barfield (FL).....	4
Kim Jacobs (ME).....	4
Kim Kopp (NY)	4
Christina Macgregor (MD).....	4
Karen Magoon (NH).....	4
Tracy Mclay (GA)	4
Alissa Sayer (IA)	4

Group Recruiting — Division

Kay Moyer (IA)	10
Kristin Pickett (MI).....	9
Sherri Boltinghouse (OH).....	8
Christine McKim (PA)	8
Sue Orlowski (CT)	8
Amie Schindler (IN).....	8
Christina Weitzel (WI).....	8

Group Recruiting — Region

Tara Locklear (MI).....	45
Tina Gibbons (IL)	23
Jody Sullins (AZ)	23
Jane Kerley (IN).....	22
Millie Booth (NY).....	17

Group Recruiting — Zone

Charity Mentzer (MI).....	84
Melissa Matula (WI).....	76
Angela Preuss (NY).....	48

Group Sales — Unit

Rachel Barfield (FL)	51,745
Kim Kopp (NY)	48,198
Lisa Buben (FL).....	46,669
Debra Bachmann (AZ)	42,701
Lindsey Edwards (WA)	40,326
Nicole Erickson (WA).....	39,014
Ronda Rittenhouse (VA)	38,623
Brooke Schmidt (WI)	33,279
Christina Macgregor (MD).....	33,158

Kari Mansur (WI).....	33,044
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Group Sales — Division

Christina Weitzel (WI).....	139,802
Kay Moyer (IA)	127,251
Denice Welch (CA)	122,774
Sally Bradley (IL).....	120,224
Shannon Eckels (WI)	117,587
Kami Ruf (UT).....	107,950
Sherri Boltinghouse (OH).....	106,995

Group Sales — Region

Jody Sullins (AZ)	610,585
Tara Locklear (MI).....	462,922
Lisa Bendel (NJ).....	396,004
Tina Gibbons (IL)	363,754
Debbie Urban (FL).....	340,631

Group Sales — Zone

Melissa Matula (WI)	1,761,502
Charity Mentzer (MI).....	1,297,655
Angela Preuss (NY).....	1,137,285

SEPTEMBER

Promo-at-a Glance

Fiscal Dates: September 2, 12:01 p.m. CT — September 30, noon CT.

CUSTOMER SPECIAL:

BUY 2, GET UP TO 4 ITEMS 50% OFF

Receive up to 4 items at 50% off when you purchase 2 items, the least expensive, at regular price.

LET THERE BE LOVE ITEM FOR \$10

When Customers spend \$80 or more, they can choose one style - priced at \$100 or less - from the Let There Be Love chapter, pages 4-15, for only \$10. Hostesses also qualify. There are 65 heart-stealing styles under \$100!

HOSTESS SPECIAL:

HOSTESS EXCLUSIVES

Hostesses can choose from two exclusives as one or two of their four bonus items when they have a Qualified* Show:

Hypnotic Necklace, 91H69, for only \$30.

Angora Bracelet and Earrings Set, 91H74, for only \$15.

ADDITIONAL HOSTESS CREDIT

Hostesses receive \$100 additional Hostess Credit for only \$10 with a \$650 profitable sales Show.

FOR NEW ADVISORS:

SMART START™ REWARDS

See Smart Start™ flyer, #4962 for details.

ADVISORS/ LEADERS REWARD:

EARN COLLECTIBLE SETS AND THE POP-UP PARTY ORGANIZER

Submit a qualified* Show each fiscal week in September and receive a different Collectible Set each week.

Submit a qualified* Show **in all 4 weeks** of fiscal September and earn the Smart Start™ Pop-Up Party Organizer.

VALID SEPTEMBER 2, 12:01 P.M. CT - SEPTEMBER 16, NOON CT

VALID SEPTEMBER 16, 12:01 P.M. CT - SEPTEMBER 30, NOON CT

ADVISORS/ LEADERS RECRUITING REWARD:

OCTOBER HOSTESS EXCLUSIVES

Earn the October Hostess Exclusives, a bracelet and necklace, by recruiting one or more new Advisors in the first two weeks of fiscal September and submitting their Starter Show within 14 days of submitting the signed Advisor Agreement.

\$100 JEWELRY PREMIUM

Earn a \$100 Jewelry Premium for each new Advisor recruited in the second two weeks of fiscal September and submitting their Starter Show within 14 days of submitting the signed Advisor Agreement.

UNIT LEADER PROMOTION:

DOUBLE HAWAII POINTS

Advisors who promote to Unit Leader** or Leaders that promote an Advisor to Unit Leader** for September or October will get double promotion points toward Hawaii, that's 16,000 points.

*\$250 profitable Show sales and 2 orders.

**First time Unit promotions only.



Use the new Promo-at-a-glance Tracker located on *Advisor Advantage®*