



# welcome

## TO THE SCENTSY LIFE

Whether you joined to earn extra cash (or an amazing trip!), meet a new friend (or two) or just because it looks FUN (it is, by the way), the beauty of Scentsy is that you work for what you want — and we're here to help.

**Your #ScentsyLife starts now!**

### 1. CHECK OUT WHAT'S IN YOUR STARTER KIT.

Inside is everything you need to launch your business. Get familiar with everything inside — especially the Product Training Guide. It's your go-to resource for learning all about Scentsy products and what makes them special. You'll be ready for any question that comes your way (or know right where to find the answer!)

We also put together a Starter Kit Unboxing video with all the details, so look for the link in your inbox! And check out the Virtual Host video in your Workstation to help you have an awesome launch party!

### 2. LAUNCH YOUR NEW BUSINESS!

Your launch party lets everyone know you're in business. It's also a great chance to make those first sales and connect with Hosts to schedule more parties. Just choose a date, make a guest list and start getting ready by learning all about the products in your Starter Kit.

- Your launch party doesn't have to be a traditional at-home event — make it yours! Check out more ideas on the other side of the guide.
- Log in to your Workstation and get started on the **First Things First** checklist (on the **Home** page). It covers everything you need to do to plan your first party and officially launch your business.\*

### 3. EARN THE SHOOTING STAR AWARD.

When you focus your energy into throwing an amazing launch party, big things begin to happen. For starters, you can earn the Shooting Star Award by hitting just 500 points in Personal Retail Volume (PRV) in your first 15 days as a Consultant. Set your goal to achieve a big chunk of that requirement (or the whole thing!) at your launch party. It's a big deal when you earn the Shooting Star Award! To recognise and celebrate your accomplishment, you get:

- Shooting Star charm or pin.
- Access to purchase a kit of additional products at a huge discount — only available to new Consultants! The Shooting Star Enhancement Kit contains at least £350/€430 worth of Scentsy product for just £242/€293! It's a great way to add to your party display.

**Consultants who earn awards like Shooting Star earn almost three times more than those who don't!**

## Starter Kit Contents<sup>†</sup>

### Business tools:

- 1 Consultant Guide
- 1 Quick-Start Guide (what you're reading!)
- 10 sheets of print-your-own labels
- 25 catalogues
- 50 order forms
- 50 Product Lists
- 25 Host/Join Brochures
- 1 Product Training Guide
- Authentic Logo Wax Moulds
- Assorted logo sacks, clear

### Scentsy products:

Scentsy products to display and share with customers!

\*All items in the checklist must be completed before your 70th day.

†Contents may vary, especially during special promotions.



# Launch Party Checklist

This is the grand opening of your Scentsy business! Get ready to have some fun.

- When: \_\_\_\_\_
- Where: \_\_\_\_\_
- Create a guest list of friends and family.




## BEFORE THE PARTY:

- **Choose your party style.** Go with a casual home party, an easy-to-shop online party or a mashup of both! Check out the Consultant Guide for more party ideas.
- **Set up your event on the Orders tab** of your Workstation so you can make a Party Page. You can send online invites, connect with guests on Facebook and more!
- **Practise a short presentation**, and remember that the MOST important thing is to be YOU!

## PARTY TIME!

- If you're planning a home party, keep it relaxed and fun. Put out some snacks and let guests settle in, then invite everyone to sample the fragrances. Keep your display simple by using the products from your Starter Kit.
- Whether it's a home party or online using our Party Page, explain Host Rewards and invite everyone to get a party on your calendar. Your Workstation and Consultant Guide have more details on Host Rewards!
- Let guests know how to place an order. If it's a home party, they can do that with you. If it's an online party, explain ordering through the Party Page.

 **If the turnout at your first launch party is less than you'd like, schedule another one a few days later!**

## AFTER THE PARTY:

- Call guests who couldn't come — they can still shop on your new Scentsy Personal Website (PWS)!
- Enter your customers' information (for better follow-up!) and their orders, then close your party on the **Orders** tab. Your Sponsor (or the Training Centre) can help!
- Label products with your contact info and deliver orders.
- Follow up with guests who were interested in being a Host or Consultant! Make sure you follow up several days later with guests who made a purchase to ask if they need more product!

 **Find more party tips, plus instructions on how to enter your first order in the Training Centre of your Workstation.**

**Need more help? Contact your Sponsor, or call Consultant Support at 0800-917-6204 in the UK, and 1800-947-165 in Ireland.**

And just like that, you're in business! Make sure you follow up with customers who purchased at your launch party. Good customer service is essential, and many people want more Scentsy products as soon as a week later. Repeat what worked for your next event and always be thinking through new ways to share Scentsy. You've got this!

