

AVON

Hi there!

Congratulations on deciding to host an AVON Party on **INSERT DATE** at **INSERT TIME!** We are going to have a lot of fun and you are going to earn some great discounts on your favorite AVON products.

Start your wish list by going through the brochure and mark the products that you would like to have. You will earn 20% of the Total Party Sales Amount of your party. If you place an AVON order during the party, your order total will go towards the Total Party Sales amount. The maximum you earn in free products will be applied towards your personal AVON order, or you may opt to not place an AVON order and just select your maximum amount in free AVON products.

AVON PARTY PLANNING

AVON Party themes concentrate on particular AVON product lines: Cosmetics, skin care, manicures/pedicures, fragrance, or bath and body. When you choose an AVON theme party, I will present AVON's best-selling products from that product line and games that we play my center around that product line. Or, you may choose a general AVON party during which I will present a variety of AVON's best-selling products from all of their product lines. Regardless of which AVON theme you choose, you and your guests will have an opportunity to sample products. If you are having difficulty deciding, I am happy to consult with you about it.

You also need to determine how you will provide food and drinks for your guests. Depending on the time chosen, you may choose to offer a meal or just finger foods. Finger sandwiches, a vegetable tray and some snacks are fine in most instances. On the other hand, you may want to serve a salad and large frozen lasagna that can be cooking in the oven while we are having fun with the party. The choice is yours, but I highly recommend offering some type of food and beverage to your guests.

THE INVITATIONS

Call your guests now to get your party on their calendar. Follow-up with the invitations I have provided you with and send to everyone on your guest list ASAP or at least 10-14 days before the party date. **Over invite!** Our target attendance is 15-20 guests. The way to achieve this is to invite at least 40+ people. I will be calling you to keep in touch and to receive an accurate guest count before the party date. An R.S.V.P. is always requested of guests and requires them to contact you and let you know if they will be able to attend or not.

The invitations will encourage your guests to bring a couple of their friends or family members. When they R.S.V.P., be sure to ask them how many people will be attending and encourage them to bring someone.

THE PARTY

On the date of the party, I will arrive to the party location early to help setup if needed, and to set up AVON displays and products. We will play some fun games with great prizes and AVON products will be demonstrated.

AVON ORDERS

Each guest will be given the current AVON brochure, and any additional AVON Outlet or other brochures I may have in stock. Guests are required to pay at the time their order is placed. They may pay with cash, personal check, or credit card. I will collect money and orders from your guests. When your guests' orders come in, I will bag them for you and deliver them to your house. You may deliver them to your guests, or ask your guests to pick them up from your home.

TIPS FOR SUCCESS

I have supplied you with some AVON brochures and order forms. Take advantage of passing them out to friends, family and coworkers and let them know that you are going to have an AVON party. Spread the word and tell them to share the brochure with their friends who might be interested in attending the party. You may also use the brochures/order forms to give to friends or family who are unable to attend but would like to place an order. Their order total will go towards your Total Party Earnings. Simply have them call or email me and mention your name or they can give their order to you and I will collect it at the party.

Tell your potential guests not to shop for beauty products and the like prior to the party! Let them know how wonderful and affordable AVON products are so they will be encouraged to do their shopping at your AVON Party.

I look forward to having a fun and successful AVON Party with you!

Sincerely,

YOUR NAME

AVON Independent Sales Representative

Phone: XXX-XXX-XXXX

Email: _____

Website: www.youravon.com/_____

KEY TO A SUCCESSFUL AVON HOME PARTY— DON'T FORGET ANYONE!!

- The secret to a successful AVON party is a house FULL of your friends! Think of everybody you know and prepare a guest list.
- Be sure to mix the crowd with people you know from different places...everyone does not need to know one another. Only ¼ to 1/3 of the people you invite will attend, so OVERINVITE!!
- Don't forget to invite men – they use personal products and buy gifts, too!
- Encourage all of your guests to bring a friend. If a friend comes, they will receive a special gift.

Email your completed list to me by **INSERT DATE.**

NAME	ADDRESS	PHONE	RSVP
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60 GUESTS IN 6 MINUTES

You probably think that you don't know 40+ people to invite, but you'll be surprised when you start listing them below!

Your Family	Your Spouse's Family	Your Friends and Spouse's Friends
1.	1.	1.
2.	2.	2.
3.	3.	3.
4.	4.	4.
5.	5.	5.

Co-workers & Spouse's Co-workers	Neighbors	Club/Social Contacts
1.	1.	1.
2.	2.	2.
3.	3.	3.
4.	4.	4.
5.	5.	5.

Places you go (Hair, Gym, Daycare, etc.)	Children's School (Other Parents)	Church Contacts
1.	1.	1.
2.	2.	2.
3.	3.	3.
4.	4.	4.
5.	5.	5.

People who love to cook or entertain	Engaged couples/newlyweds	People from your holiday card list
1.	1.	1.
2.	2.	2.
3.	3.	3.
4.	4.	4.
5.	5.	5.

People looking to make extra \$\$	People from places you do business	Long Distance Friends and Family
1.	1.	1.
2.	2.	2.
3.	3.	3.
4.	4.	4.
5.	5.	5.

HOSTESS TIC-TAC-DOUGH

Are you up for the challenge?

Directions: Every time you accomplish one of the goals in a square, put an "X" on that square. When you get a tic-tac-toe (3 in a row -- horizontally, vertically or diagonally), or blackout, YOU WIN!! The more tic-tac-toes you achieve, the more FREE products you will receive from me!

Start Your Party On-Time Start Time: _____	Hold your Show on the original date: _____	Have \$600 or more in total guest sales
Ask me 2 or more questions about the AVON Opportunity	Have 13 or more adult guests at your party	Arrange 1 or more parties before yours
Collect 4+ outside orders before your party	Send me your guest list with at least 40 names/contact information	Call to remind all your guests 1-2 days before party