

Your monthly business plan

YOURBIZ

GET A **FRESHSTART!**

Make April your Grand Re-opening month!

Celebrate the launch of the new Brite Start program by "restarting" your own business this April. Earn some of the best of the new Brite Start rewards - see page 2!



Party Carry-all

GET BOTH
BAGS FREE
IN APRIL!



Product Display Carrier

April 12 is the PartyLite 41st anniversary. We're asking everyone to hold a Party to celebrate. Watch for details.

April success = 2 + 2 + 2 *See inside!*

Grow your rewards – think 2 + 2 + 2!

Old or new, think of April as YOUR Brite Start Month!

EARN SOME OF THE BEST OF THE NEW BRITE START REWARDS IN THE APRIL SALES CHALLENGE

What is YOUR April plan? 2 Parties? 4? 6? Bonus income?

SUBMIT **2** PARTIES*

+ SUBMIT **2** MORE PARTIES* +

SUBMIT **2** MORE PARTIES*

Submit 2 Parties, each with \$250+ in sales, receive BIZ PACK



\$50
value!

(That's 4 Parties, April 1-30)

Submit 4 Parties, each with \$250+ in sales, receive the Biz Pack PLUS... FRAGRANCE SAMPLING PACK



\$79
value!

(That's 6 Parties, April 1-30)

Submit 6 Parties, each with \$250+ in sales, receive the Biz Pack, Fragrance Sampling Pack AND ... BOTH NEW PARTY TOTES!



\$130
value!

New Consultants – you can earn it all!
You're eligible to earn your Brite Start rewards AND these rewards!

* Parties must have \$250 or more in sales, each, submitted April 1-30, 2014.

Your rewards keep on growing...and growing!

Your path to Leadership (and more income) is now faster than ever!

SPONSOR **1+**

Earn BizBuck\$ cash bonus!



SPONSOR **1+**

NEW! Become a TEAM BUILDER!
May 1-Jan. 1

You'll earn a \$200 PPC and those BizBuck\$ bonuses!

YOU & YOUR TEAM SPONSOR **2+**

Become a **UNIT LEADER** by welcoming ~~6~~ 4 new Consultants into your Unit!

YOU CAN DOUBLE YOUR INCOME AS A LEADER!

Become a Leader even faster!

YOU & YOUR TEAM SPONSOR **4+**

WELCOME TO NEW LEADER BRITE START

You'll earn a \$200 bonus!

DOUBLE YOUR INCOME AS A LEADER

GOOD TO KNOW

Team Builder replaces Team Leader. All current Team Leaders will become Team Builders. The 2% Profit Plus is suspended. Complete Team Builder FAQs are on the CBC.

CONSULTANT

Your personal sales: \$2,000

25% Profit = \$500
7% Profit Plus = \$140

YOUR INCOME AS A CONSULTANT: \$640

UNIT LEADER

Your personal sales: \$2,000
Your Unit sales: \$8,000*

25% Profit = \$500
6% Bonus = \$120
7% Profit Plus on personal sales = \$140
7% Profit Plus on Unit Sales = \$560

YOUR INCOME AS A UNIT LEADER = \$1,320
PLUS BizBuck\$ on your personally sponsored Consultants

You Can Double Your Income as a Leader

* In this example the Central Unit sales does not include the Leader's sales.

New Brite Start Program Begins April 1

Brite Start is a new Consultant's BIZ PLAN to fun & cash!

Brite Start gives new Consultants the plan for earning more than \$1,000 in profit and over \$650 in PartyLite biz tools in their first full two months. New Consultants can build a strong foundation for their PartyLite success by focusing on three key areas: Parties, business building and sponsoring. Work with your new Consultants and help them achieve Brite Start. They'll be rewarded with a strong business from the start and rewards that help them continue to grow. You'll be rewarded with BizBuck\$ and a stronger team.



Get to know Brite Start. A new Brite Start flyer is included in this month's mailing!

1. PARTIES

New Consultants are rewarded for submitting 2, 4 or 6 Parties each month in their first two months of business.

They can earn more than \$650 in business tools and supplies including up to two months of the e-business package, FREE.

They can earn more than \$1,000 in profit from sales.



GOOD TO KNOW

Sponsor whenever you want because now everyone gets bonus days! Example: start on April 1, and Brite Start Month 1 ends on May 31.

2. BUSINESS BUILDING

New Consultants are rewarded for building Customer relationships - when they add just 15 Preferred members each month.

When they achieve Bonus income they can also receive the coveted Party Carry-all and Product Display Carrier.

3. SPONSORING

New Consultants receive a \$100 PartyLite Product Certificate for each new team member they add during Brite Start.

Don't forget BizBuck\$ bonuses! Yup...while YOU earn BizBuck\$ on your new Consultant, they can be earning them on THEIR new Consultants!

Visit the Learning center and check out training from RVP Corie Diehl of the Real Diehl Region. She explains the steps you can take to ensure your new Consultant's Brite Start success.

New Consultants Can Sign Up On Your Website, 24/7!



COMING APRIL 15 to your website!

Website prototype shown. Actual page will appear slightly different.

Customers will be able to visit your personal Consultant website and join your team 24/7 – whenever THEY want! It's fast and easy.

ENDLESS BENEFITS FOR YOU

- Offers an additional way to sponsor with the \$99 Kit. PartyLite will deliver the Starter Kit directly to the new Consultant. They can also add a Hurricane for \$25!
- Guests at a Party can join. They'll have their ID and welcome email waiting for them by the time they get home!
- A fast, easy "do-it-yourself" way for Customers to join the PartyLite team. They can start promoting their business and begin earning almost immediately while waiting for their kit and promotional materials to arrive.
- Lots of new reporting will be available on the CBC to make it easy to check in on your new Consultants, including how they joined and how they are doing.

ALSO ON PARTYLITE.COM

Customers will also be able to join on the PartyLite.com website. This way, we can invest in broader advertising and share these new Consultants with you.

When we recognize that a potential new Consultant is a PartyLite Preferred member, we'll prompt them to select their primary Consultant as their sponsor. Otherwise, they can search for a Consultant by name or we'll assign them to an RVP or Leader using the Sponsoring Consultant locator rules. See FAQs for more details.

Former Consultants are not eligible to restart their business using this online feature. To restart, they will need to contact a Consultant.

Hit the Road with PartyLite!



We're taking PartyLite back out on the road and telling EVERYONE that FUN + INCOME = PARTYLITE! We'll be coming your way to help you build a team and discover Leadership income.

This is an incredible way to introduce friends to PartyLite. They'll discover the rewards when they JOIN THE PARTY and become part of our great company as a Customer, Host or Consultant.

FREE JAR CANDLE FOR ATTENDING

PRODUCT RAFFLES

SPECIAL GIFTS FOR
BOOKING A PARTY OR JOINING

LOCATIONS & REGISTRATION



Click the link on the CBC homepage to order tickets, \$5 each.

You may only order once online, so be sure to order enough tickets for your event. Online ticket sales close on April 13.

WHO TO INVITE...

- Customers and Hosts – anyone who loves PartyLite
- Everyone on your contact list
- Everyone you meet at Parties and events

We can't wait to see you on the road!

INTRODUCING SUMMER 2014

Sizzling Hot Products = Sizzling Hot Sales

Start selling from the Summer catalog on March 27



Four new summery scents and one returning seasonal favorite



Four new flameless fragrance styles and new Invent Your Scent™ combinations

Light up the garden with new candlelit critters and solar-powered décor



PartyLite is sponsoring the Martha Stewart Living Daily Giveaway throughout April. Customers can visit www.marthastewart.com/giveaway each day in April for a chance to win beautiful summer décor and fragrance prizes. The giveaway will be promoted in Candle Connection throughout April.

Opportunities for outdoor DIY Parties



Take your PartyLite business to the next level and discover all of the possibilities that PartyLite can offer you.

Join us at LITE14, July 24-26, Orlando, Fla.
Orlando Convention Center

LITE14 features more hands-on training, networking opportunities and interactive meetings.

LITE14 is for Leaders, new Leaders and Consultants who want to move up to Leadership.

To register, you must sponsor one or more new Consultant between

Jan. 1 and June 1, 2014, OR be a Leader on or before July 1, 2014



PARTYLITE®
LITE14
LEARNINSPIRETEACHEARN



Registration opens April 15

Exclusive gift just for registering by May 15!

Watch for registration and hotel information, coming soon!



Are you a new Leader? Wait till you see what's in store at SPREE!

New Leaders who promote out Feb. 1- July 1, and their upline Leaders, can join us for Spree at LITE14. Everyone who participates wins something – products, PPCs, CASH!

Who's considered new? For this promotion, you're new if you haven't held a Leadership title in the last 12 months.

Your free gift when you register for LITE14 by May 15!

Register by May 15 and receive the all-new Santorini Hurricane featured in the Fall/Holiday 2014 Jonathan Adler collection, exclusively for PartyLite. A \$90 value!



We're excited to welcome famed potter, designer and author Jonathan Adler to the Party!

Jonathan created a line of candle fragrances and décor just for PartyLite using his signature colors and graphics. Each piece is designed to make your home a stylish, welcoming place, from day to night.

JONATHAN ADLER
FOR
PARTYLITE®



DATES & QUALIFICATIONS

APRIL 2014

Host	Party Held Dates	Received & Accepted by	Party Minimum	Consultant Samples	Details
Host Special	April 1-30	May 3	\$250	NO	With Party sales of \$250 or more, Host may choose 10 dozen Universal Tealight® Candles for \$10. Limit one special per Host per Party. Consultants are not eligible for this special but may purchase tealights at regular Consultant discount (\$250 sales in March required.)
Partylite Preferred™ Member Host Special	April 1-30	May 3	\$250	Yes	This special is only available for Preferred Members who host a Party April 1-30. With Party sales of \$250 or more, Host may choose the Starbrite 40-piece Tealight Sampler and Partylite Shopper Tote, free. Limit one special per Host per Party. Consultants are eligible for this special at Consultant discount price of \$19.50, limit one.
Double Host Credit	April 1-30	May 3	\$350	No	With Party sales of \$350 or more and one booking to be held within 30 days , Host may select double Host Credit for \$10.
Host Exclusive	April 1-30	May 3	\$250	Yes	With Party sales of \$250 or more and one booking to be held within 30 days of the original Party, Host may select the Resort Lantern – Large for \$35. This is a Host exclusive item and is not available to Guests. Limit one per Host per Party. Consultants are eligible for this item at the discounted price, limit one through July 31, 2014.

Guest	Party Held Dates	Received & Accepted by	Consultant Samples	Details
Mix-and-Match-and-Save	April 1-30	May 3	N/A	Guests may select 3 dozen Universal Tealight® Candles for \$20, 3 dozen Votive Candles for \$30, 5 Scent Plus® Melts for \$20 and 3 Essential Jar Candles for \$30. No purchase required to enjoy this special, no limit. These specials count toward \$50 purchase requirement for other monthly specials, but may not be selected as a Guest special half-price selection. Current Hosts may choose Mix-and-Match-and-Save specials with Host Credit or as a Host Half-Price selection. Consultants are not eligible for this special but are eligible to purchase items on Consultant Purchase at regular discount (\$250 compensatable sales in March is required.)
With every \$50 purchase	April 1-30	May 3	N/A	With EVERY \$50 purchase, Guest may select any one catalog item with a \$50-or-less retail value at half price. Half-price item does not count toward net \$50 purchase requirement. Current Host cannot use Host Credit toward this special. Consultants are not eligible for this special but are eligible to purchase items on Consultant Purchase at regular discount (\$250 compensatable sales in March is required.)

	Challenges/Promotions	Requirements	Details
Sales	April Sales Challenge	Parties submitted April 1-30	Submit 2 Parties, each with \$250+ in sales, earn Summer catalogs (pk/25) and 3 dozen tealights. Submit 4 Parties, each with \$250+ in sales, also earn a \$75-value candles pack Submit 6 Parties, each with \$250+ in sales, also earn the Partylite Party Carry-all and Product Display Carrier. Awards will be shipped to achievers within 2-4 weeks of conclusion of challenge.
Sponsoring	Biz Buck\$	Sponsor new Consultant Aug. 1, 2013-Dec. 31, 2014	Sponsor a new Consultant, Aug. 1, 2013-Dec. 31, 2014, earn a bonus equal to 50% of the new Consultant's personal sales profit income during their two month Brite Start period including bonus days. Profit Plus and Bonus income are not included. BizBuck\$ are only paid on direct, personal sponsors. BizBuck\$ bonus is paid monthly.
Leadership	Spree14	Promote to Leader or Promote-out a Leader, Feb 1-July 1	Promote to Leader or promote out a Leader Feb. 1 through July 1, to be eligible to participate in Spree14 at LITE14. Must attend LITE14 to be eligible. For this promotion only, a new Leader is a Leader who has not held a Leadership title (Unit Leader or higher) within 12 months.
Leadership	Qualification to Maintain Leadership	March 1, 2011 – Jan. 1, 2015	Leader must have \$1,400 or more in personal compensatable sales, have three or more selling Consultants and have group sales of \$3,000 or more, including Leader sales.
	Team Builder Promotion	May 1, 2014 – Jan. 1, 2015	The rank of Team Builder replaces Team Leader. During this promotion period, a Team Builder is one who has personally sponsored two Consultants in the last six months and has, during the month of qualification, \$500+ in personal sales and two or more personally sponsored Consultants/Team Builders who are each selling (\$1+ in sales). New Team Builders earn a \$200 PPC, limit one per lifetime. To be eligible, Team Builder must be a Consultant on April 30, 2014. Existing Team Leaders as of May 1, 2014, will be transitioned to Team Builders and are eligible to earn the \$200 PPC when they meet the above qualifications by Dec. 31.
	Unit Leader Promotion	May 1-Jan. 1, 2015	During this promotion period, the requirements for Unit Leader are as follows: New Leaders and re-promoting Leaders: during the month of qualification, the new Leader must achieve Bonus with \$2,000 or more in personal compensatable sales, have four or more participating Consultants with a minimum of \$250 in personal compensatable sales each and have group sales of \$5,000 or more, including Leader sales.
	New Leader Brite Start	Leaders who promote-out May 1-Jan. 1, 2015	New and re-promoting Unit Leaders may earn a \$200 New Leader Brite Start bonus when Unit sponsors 4 new Consultants who each submit \$250 in sales into the Unit within the first 2 months of promoting out to Unit Leader. Unit Leaders who promoted out Jan. 1 – April 1, 2014, are eligible to earn a New Leader Brite Start bonus by meeting requirements in April and May.

Looking Ahead... May Rewards and Consultant Samples.

Promotion	Party Held Dates	Received & Accepted by	Details
May Host Special	May 1-31	June 3	<ol style="list-style-type: none"> With Party sales of \$350 or more Host may select any one item from the Winter/Spring or Summer catalog for \$15. With Party sales of \$250 or more, Partylite Preferred members who host a Party may select the Forbidden Fruits Scent Plus® Melts special free. With Party sales of \$250 or more and one booking to be held within 30 days of the original Party, Host may select Resort Lantern – Large for \$35. Consultants are not eligible for special #1. Consultants are eligible for special #2 at Consultant cost (\$15), limit one, and special #3 on Consultant Purchase starting April 1. Special #3 has a limit of one per Consultant through July 31, 2014.