

ATHENA'S

Building Your Business



ATHENA'S
HOME NOVELTIES

YOUR DREAM
CAREER

STARTS

\$29.95

HERE

Start your journey for **ONLY \$29.95***



CREATE A BUZZ - BUILD A BIZ
WELCOME PACK

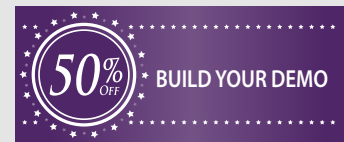
Your Business Material Welcome Pack Includes

- 20 Product Catalogs
- 20 Credit Card Slips
- 20 Order Forms
- 1 Recruiting Brochure
- 1 Host a Party Brochure
- 1 Complete Hostess Pack
- 1 Bridal Supplement
- 1 Heavenly Goddess Catalog
- 1 Positive Bracelet
- 1 Organza Bag

DESIGN YOUR DEMO AT A DEEP DISCOUNT

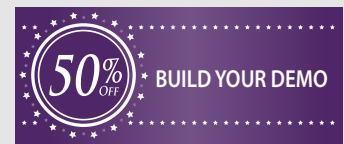
Complete training within 60 days

Receive **50% off demo items of your choice**



Sell \$1,000 within your first 100 days

Enjoy a **second 50% off shopping spree**



Sell \$3,000 within your first 100 days and reach Steps To Success

Be awarded a **third 50% off shopping spree**
and a **free Golden Jack Rabbit**



Limit: One welcome packet per new recruit. *\$29.95 does not include tax or shipping fees. Welcome pack will be delivered upon sign-on. 50% off coupon to design your demo e-mailed after completion of the training program. Must complete training within 60 days of joining. No refunds on welcome packets.



Which Plan Is Right For Me?

The chart below will assist you in deciding which business plan is best for you. Place a ✓ in the blank columns next to the description that best describes how you want to run your business. The business plan with the most ✓ will most likely be the best fit for you.

TOPIC	✓	FREEDOM BUSINESS PLAN PURCHASE DEMO ITEMS ONLY COMMISSION 35 - 40%	✓	INDEPENDENT BUSINESS PLAN PURCHASE DEMO ITEMS & STOCK COMMISSION 40 - 45 - 50%
PAYOUTS		Pay yourself the night of the party in some cases. Earn an extra 5% of the months sales activity if over \$5,000 in one calendar month.		Pay yourself the night of the party. Order discounts of 40 - 45 - 50% depending on size of order as placed through Athena's for inventory.
STOCK METHOD		Athena's will pack party orders individually and ship to the host from Athena's warehouse.		Depends on Distributors inventory. Most items can be purchased by customers the night of the party.
TIME		Party 3 - 3 ½ hours Process party 45 minutes (Includes after party paperwork and order submission to Athena's).		Party 3 - 3 ½ hours Process party 30 minutes to 1 hour (Includes paperwork, processing and shipping back orders by distributor).
BACKORDERS		Athena's will track and ship back orders.		Distributor will track and ship back orders.
COST		Athena's pays for all packaging supplies and postage. Athena's charges customer an extra \$5.50 handling fee per order.		Distributor pays for all packaging supplies and postage and offsets costs with handling fee charged to customer. Distributor sets the handling fee per order.
TAX				
SALES TAX		Athena's tracks and submits all sales tax.		Athena's tracks and submits all sales tax.
INCOME TAX		Athena's provides distributor with a 1099 at year end for commissions earned that are over \$600. Distributor tracks business expenses.		Athena's provides a 1099 at year end if over \$5,000 of inventory is purchased in a calendar year. Distributor is responsible for tracking income and business expenses.
FEES FOR CREDITS (Distributor Pays)				
HOSTESS CREDITS		\$12.00 on parties of \$150.00 and over. Benefits are paid to Hostess by Athena's.		Distributor pays hostess benefits.
BOOKING CREDITS		\$5.00 per certificate when redeemed with an order (party must hold and qualify for customer to be able to redeem).		Distributor pays booking credits (a minimum of \$5.00 for each booked party per contract).
PARTIES		\$19.00 - \$29.00 based on party sales		No charge
FEES FOR PROCESSING				
CREDIT CARD		No charge to use Athena's processing service.		Distributor selects and maintains their own credit card processing service provider and fees.