

# 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

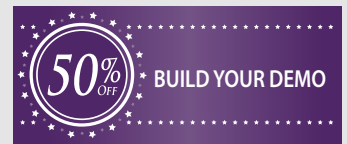
### Your Business Material Welcome Pack Includes

- 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 with samples

## DESIGN YOUR DEMO AT A DEEP DISCOUNT

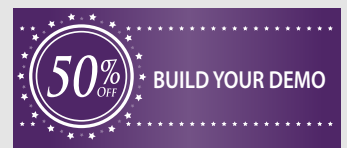
Complete training within 30 days

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 30 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  | ✓ | <b>FREEDOM BUSINESS PLAN<br/>PURCHASE DEMO ITEMS ONLY<br/>COMMISSION 35 - 40%</b>  | ✓ | <b>INDEPENDENT BUSINESS PLAN<br/>PURCHASE DEMO ITEMS &amp; STOCK<br/>COMMISSION 40 - 45 - 50%</b>   |
|--|---|--|---|---|
| <b>PAYOUTS</b>                                 |   | Pay yourself the night of the party in some cases.<br><br>Earn an extra 5% of the months sales activity if over \$5,000 in one calendar month. |   | Pay yourself the night of the party.<br><br>Order discounts of 40 - 45 - 50% depending on size of order as placed through Athena's for inventory.                               |
| <b>STOCK METHOD</b>                            |   | 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.   |
| <b>TIME</b>                                    |   | Party 3 - 3 ½ hours<br><br>Process party 45 minutes (Includes after party paperwork and order submission to Athena's).                         |   | Party 3 - 3 ½ hours<br><br>Process party 30 minutes to 1 hour (Includes paperwork, processing and shipping back orders by distributor).   |
| <b>BACKORDERS</b>                              |   | Athena's will track and ship back orders.  |   | Distributor will track and ship back orders.  |
| <b>COST</b>                                    |   | Athena's pays for all packaging supplies and postage.<br><br>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.<br><br>Distributor sets the handling fee per order.            |
| <b>TAX</b>                                     |   |  |   |   |
| <b>SALES TAX</b>                               |   | Athena's tracks and submits all sales tax.   |   | Athena's tracks and submits all sales tax.  |
| <b>INCOME TAX</b>                              |   | Athena's provides distributor with a 1099 at year end for commissions earned that are over \$600.<br><br>Distributor tracks business expenses. |   | Athena's provides a 1099 at year end if over \$5,000 of inventory is purchased in a calendar year.<br><br>Distributor is responsible for tracking income and business expenses. |
| <b>FEES FOR CREDITS<br/>(Distributor Pays)</b> |   |  |   |   |
| <b>HOSTESS CREDITS</b>                         |   | \$12.00 on parties of \$150.00 and over.<br><br>Benefits are paid to Hostess by Athena's.  |   | Distributor pays hostess benefits.  |
| <b>BOOKING CREDITS</b>                         |   | \$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).  |
| <b>PARTIES</b>                                 |   | \$19.00 - \$29.00 based on party sales   |   | No charge   |
| <b>FEES FOR PROCESSING</b>                     |   |  |   |   |
| <b>CREDIT CARD</b>                             |   | No charge to use Athena's processing service.  |   | Distributor selects and maintains their own credit card processing service provider and fees.   |