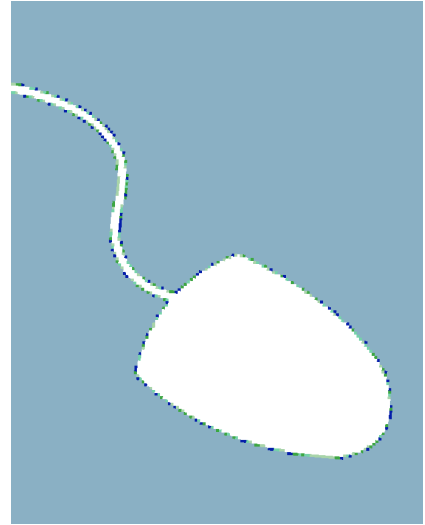


ATTRACTING HOSTESSES AND CUSTOMERS USING YOUR PERSONAL WEBSITE

Your personal Princess House website and email can help you to increase attendance and sales at your parties.



Your website is a powerful business tool that connects you and your business to dozens of Hostesses, customers and potential Lifestyle Consultants no matter where in the world they are. In an instant, you can email your customers information about the Hostess and Customer Specials, new product introductions and gift ideas during the busy holiday season.

Creating your personal Princess House website

The first step is creating your personal Princess House website in Consultant's Corner. Go to "Toolbox" in Consultant's Corner and click on "Personal Website." Easy instructions and templates will help you quickly create your website.

When you create your personal website, you'll be given a "URL." Simply put, the URL is the web address where your Hostesses and customers can find your business on the Internet.

Put your web address on everything you hand out to Hostesses and customers—like the Fall/Holiday Catalog, *Easy Ideas® for Gift Giving*, invitations and Opportunities brochures. Also remember to put your web address on your business stationery and business cards.

Promoting Hostess and Customer Specials: Email your favorite customers the Hostess

Special every Period to entice past customers to host their own Princess House party. You can also promote the Three-Booking Gifts.

Tell your Hostesses that you'll send an email invitation to her guests with a link to your Customer Specials. In doing so, you'll promote your business—and encourage people to attend her Princess House party.

Words to Email: *Come to [Hostess name]'s Princess House Party and discover all the ways Princess House can help you to cook with confidence, entertain with ease and dine with distinction.*

Click on the link below to check out my Hostess and Customer Specials this month. With the holidays just around the corner, Princess House has great gift suggestions. For a limited time, Princess House has a collection of gifts under \$20. Plus, if you purchase one regular-priced item, you can choose TWO sale items.

Can't wait to see you at the party and help with your holiday shopping!

Using Easy Ideas® to keep your customers loyal: You can also email a link to *Easy Ideas®* on your website to your customers. Do this every Period, and you'll soon have a following of loyal customers and Hostesses wanting the newest editions. You'll also be top-of-mind when they need gift ideas or new products for their cooking, entertaining and dining needs.

Using Product Knowledge to increase sales

The more you know about Princess House products, the more you'll be able to share with your customers, and the more you'll sell.

The Product Knowledge pages in Consultant's Corner have all the information you'll need to promote and cross-merchandise our products. Find out why our Princess Heritage® 18/10 Stainless Steel is considered one of the best lines on the market. Discover how our Vignette™ line is specially-designed to enhance the aroma and bouquet of your favorite wines. And read how our Fantasia® line of colorful dinnerware, cookware and beverage ware can liven up your table any day of the year.

WWW.PRINCESSHOUSE.COM