

# Consultant's Corner & Your Personal Princess House Website: A Powerful Combination

Setting up your personalized website in Consultant's Corner is as easy as one, two, three!

**Step 1:** Go to "Toolbox" in the Consultant's Corner navigation menu and click on "Personal Website."

**Step 2:** Select English or Spanish. (You can create both, but can only work on one at a time.)

**Step 3:** Three easy steps will walk you through your website creation, including telling your personal story of why you became a Princess House Lifestyle Consultant. You will also have the opportunity to put a headshot photo of yourself on your website.

## Your Personal Princess House Website

Your personal Princess House website offers an easy, no-cost way to introduce new customers and Hostesses to today's Princess House.

**Create awareness.** Include your website address on *everything* you mail or hand out—Catalogs, Opportunities brochures, business cards, flyers, and Insider's Catalogs—as well as in each and every email you send. Encourage recipients to visit your website to browse products online. Once they see the variety of products available, they'll be even more excited to book a party.

**Promote your business.** Visitors to your website can quickly and easily learn about your business, then email you right from your site to book a party or find out more about becoming a Consultant.

**Receive booking and sales leads.** The largest number of leads come into the Home Office via the web. The only way to receive these online booking and sales leads as they become available is to have your website up and running. Click on "Customers and Leads" on your Start Page or go to "Locator Leads" under Book, Sell, Sponsor in your navigation menu to access your leads.\*

Using the web can make your business and your whole life a lot easier. Start by taking advantage of the online tools in Consultant's Corner and creating your personal website. You'll be amazed at what the web can do for your business *and* your life.

\* Lifestyle Consultants with a personal Princess House website will receive booking and sales leads once they begin their 4th Sales Period and when they achieve \$1,250 in Personal Sales the previous Sales Period. Division Organizers and above will also receive online sponsoring leads.

Consultant's Corner and your personal Princess House website are two of the most important business tools available to you. Use them to market your business and increase selling, booking, and sponsoring success—at no cost to you.

## Consultant's Corner

Consultant's Corner is your "toolbox" of important online business tools—email, product knowledge, web party ordering, and more.

**Sign up for your free "myprincesshouse.com" email address.** Start using it for all your email communications. It will help identify you as a Princess House Lifestyle Consultant and keep your name and business on the minds of everyone you email.

**Send email invitations.** Save money and time by sending email invitations instantly from Consultant's Corner. Just enter all of your contacts into your contact database and you can send invitations to all of them at once.

Save even more time by using the e-Guest

list with your Hostesses. Your Hostesses fill out the contact information for the guests, send it back to you, and with one click, your database fills up with all the information you need to send invitations.

**Use Virtual Postcards.** Reach out online and keep in touch with all your contacts quickly and easily with Virtual Postcards. Send one Virtual Postcard to multiple people and free up your time to focus on other business activities.

Send Virtual Postcards to Hostesses and party guests as party reminders or as teasers to leads promoting current Hostess Specials or the next travel trip.

**Get to know your products.** Use the Product Knowledge pages in Consultant's Corner so you have information about each product on hand at every party.

Knowing your products gives you the ability to act as a "personal shopper"—a service you can't find in the local mall or department store. Suggest products that coordinate and complement your customers' favorites to help increase your party sales and generate additional bookings.

