



October 2006

# SPOTLITE

*Tools to help you book, sell, sponsor and build your business.*

## Sponsor for Success

October is the perfect month to sponsor because it's the busiest selling season of the year! And where will you find your potential new sponsors? The grocery store... The salon... The bank... The neighborhood... And especially at your SHOWS! New Consultants are everywhere! Everyone's looking for ways to make more money to pay for holiday gifts, and you've got what they need – the PartyLite opportunity. Fall is the time to harvest more sponsoring leads, more bookings and more Guests at Shows, and the best way to gather it all is the 10-3-2 success formula.

By focusing on 10 Guests, 3 bookings and 2 sponsoring leads at every Show, you'll see your business grow this fall!

When you hold more Shows, you'll see more Guests, giving you a cornucopia of people with whom you can share the PartyLite opportunity.

This month, you have what it takes – including a generous Hostess Program, delicious GAB offer, and extraordinary sponsoring incentives – to make this a season you can really sink your teeth into!

**10-3-2**  
TEN guests ~~THREE~~ bookings  
**TWO** sponsoring leads



**This month  
only, earn an  
additional  
5% profit!**

See the back cover  
for all the exciting details.

# 10 GUESTS IN ATTENDANCE AT EVERY SHOW



## October GAB – Exclusively for Guests at October Shows!

### Three Dozen Holiday Tealights – Just \$9.95 with a \$40 Purchase

Offer your Guests an aromatic way to ring in the holidays – 36 mouth-watering tealights, one dozen each of: Cinnamon & Bayberry, Holiday Spices™ and Pine Berry™.

The more your Guests purchase, the brighter their holidays! For every \$40 purchase, your Guests may purchase an additional three dozen

holiday tealights at the special \$9.95 price! For example, if a Guest spends \$80, he/she can purchase two Guest Attendance Builders (GABs) – for a total of six dozen holiday tealights!

*Check out the special, three-panel Hostess flyer in this mailing for all the details.*

*See page 4-5 in Reflections for tips on getting 10 in attendance.*

## 3 BOOKINGS FROM EVERY SHOW

## Amazing Hostess Program!

PartyLite's generous Hostess Program is your best booking tool! Offer everyone you meet FREE products, Half-Price Items, exclusive Booking Gifts and these fabulous October Hostess Specials.

- Choice of ONE Global Fusion™ Item only \$19.95
- Holiday Wishes™ Tealight Globe only \$39.95
- Colorscape Votive Trio only \$9.95/set of 3



## Special Hostess Introductory Offer – Global Fusion™ Columns for only \$29.95!

When your October Hostesses achieve a **\$500 Show and three or more bookings**, you'll earn more profit and future bookings and they'll have the exciting opportunity to purchase the Global Fusion Columns – a Hostess-only introductory offer – for just \$29.95.

*Check out the special, three-panel Hostess flyer in this mailing for all the details.*

**\$134.90 Retail Value!**





## 3 BOOKINGS FROM EVERY SHOW

### New Holiday Gifts Brochure

Looking for increased sales and bookings this holiday season? Look no further than the Holiday Gifts brochure (included in this mailing). This full-color brochure offers gorgeous items that are perfect for holiday gift giving as they are packaged with coordinating candles! Slip a brochure in every Holiday Catalog and offer your Guests even more great products to choose from. Better yet, invite them to book a Show and get their favorites FREE!

At your Shows, use this brochure, along with the gift shopping list (right). Then, as you mention each item ask: "Who do you know who would love to receive this as a holiday gift?"



Order yours today!  
YC906 English or  
SP906 Spanish - 25/\$2.00

### Make a List and Check it Twice!

Get your Hostesses and Guests thinking about their holiday shopping needs by providing them with their very own gift shopping list!

Check out the Power Tools page in *Reflections* for tips on how to build attendance, boost sales and book Shows using this new gift shopping list! To make additional copies, photocopy the back cover of *Reflections* or download from [my.partylite.com](http://my.partylite.com). Click on *PartyLite Library*, *Monthly Mailings*, *October*, then *Reflections*.



## 2 SPONSORING LEADS FROM EVERY SHOW

*Items shown below are subject to change.  
Candle accessories sold separately.*



### \$150 Holiday Candle Pack for your new Consultants!

We've made sharing the PartyLite opportunity even more fun! In October, you can offer a **\$150 Holiday Candle Pack** to every new Consultant you sponsor. Pair that with a no-cost Starter Kit valued at more than \$350, and you're offering **more than \$500 in FREE products** for joining PartyLite in October!

Note: \$350 Starter Shows and New Consultant Agreements must be received and accepted at the Home Office October 2-31, 2006, to be eligible for the \$150 Holiday Candle Pack.

### ACTION STEP

#### \$500 in Free Products – Spread the Word

At your October Shows, use the three-panel Hostess flyer to help you talk about the Starter Kit and the awesome offer for new Consultants. You could say: "October is the best month to start your own PartyLite business! As you can see, you'll get more than \$500 in products at no cost. That includes a Starter Kit valued at more than \$350, plus a gorgeous Holiday Candle Pack valued at \$150! If you or anyone you know wants to see just how easy it is to try PartyLite, I'd love to invite you to a get together on Saturday where there will be more people, just like you, finding out more about this great business opportunity."

# REAP THE REWARDS OF SPONSORING

Sharing the PartyLite opportunity with others is so rewarding. You experience pride in seeing your Consultants grow as individuals and as a team. You play an important part in helping those Consultants achieve their dreams. And, just when you thought it couldn't get any better, there's more...

## EARN 5% ADDITIONAL PROFIT

This month only, sponsor one or more new Consultants and earn an additional 5% sponsoring profit on your own personal compensatable sales. That means your profit can go from 25% to 30% when you submit a \$350 Starter Show and New Consultant Agreement to the Home Office October 2-31!

### Cash In On Sponsoring!



Tawnyna Kirk, UL of the Classics Region earned more than \$450 in additional profit by holding 21 Shows and sponsoring one new Consultant during last June's sponsoring incentive, and did it energize her business!

*"The 5% profit I earned for sponsoring last June was incredible, but, more importantly, it launched my business to new heights! My BHAGs for this year are: (1) sponsor 15 new Consultants, (2) move up the Leadership ladder and (3) earn Leadership Summit!"* When asked what her plan of action was to achieve her Big Hairy Audacious Goals, Tawnyna replied, *"The new You Deserve the Best CD-ROM is awesome! I hand it out to Hostesses and Guests who show interest in the opportunity. I also make weekly calls to my new Consultants who are going for Leadership. I'm going to help them achieve their goal of Leadership by working closely with them, and they'll help me achieve my goals."*

## SET A GOAL TO EARN



Is your BHAG (Big Hairy Audacious Goal) to promote-out to Leader or to promote-out someone on your team? You can do it by working toward the Leadership Summit! This expense-paid event will bring some of the nation's most influential PartyLite Leaders together for an action-packed meeting of the minds... and did we mention a full day of training by Jack Canfield, founder and co-creator of the *Chicken Soup for the Soul®* book series?

Earn the Summit and achieve your BHAG all while experiencing extraordinary training, fabulous networking and invaluable bonding with Leaders from around the country. For more information about this powerful training event, refer to your Leadership Summit brochure or visit [my.partylite.com](http://my.partylite.com) and click on *PartyLite Library*, *Monthly Mailings*, then *Leadership Summit*.

See page 10 in Reflections for tips on how to earn the Leadership Summit.



## LEADER BRITE START REWARDS

When you promote-out to Unit Leader you are eligible to participate in the Leader Brite Start Program! This program is designed to help you develop a thriving personal business, all while earning incredible business-building tools.

Ask your Leader for all the exciting details.



See Definitions & Clarifications in this mailing for qualifying details on all promotions outlined in this issue.





# Stop. Think.



# Remove the Ink.



Please REMOVE all  
PENS and PENCILS  
from your pockets  
before placing apparel  
in the soil locker.



#### CONFIDENTIAL INFORMATION

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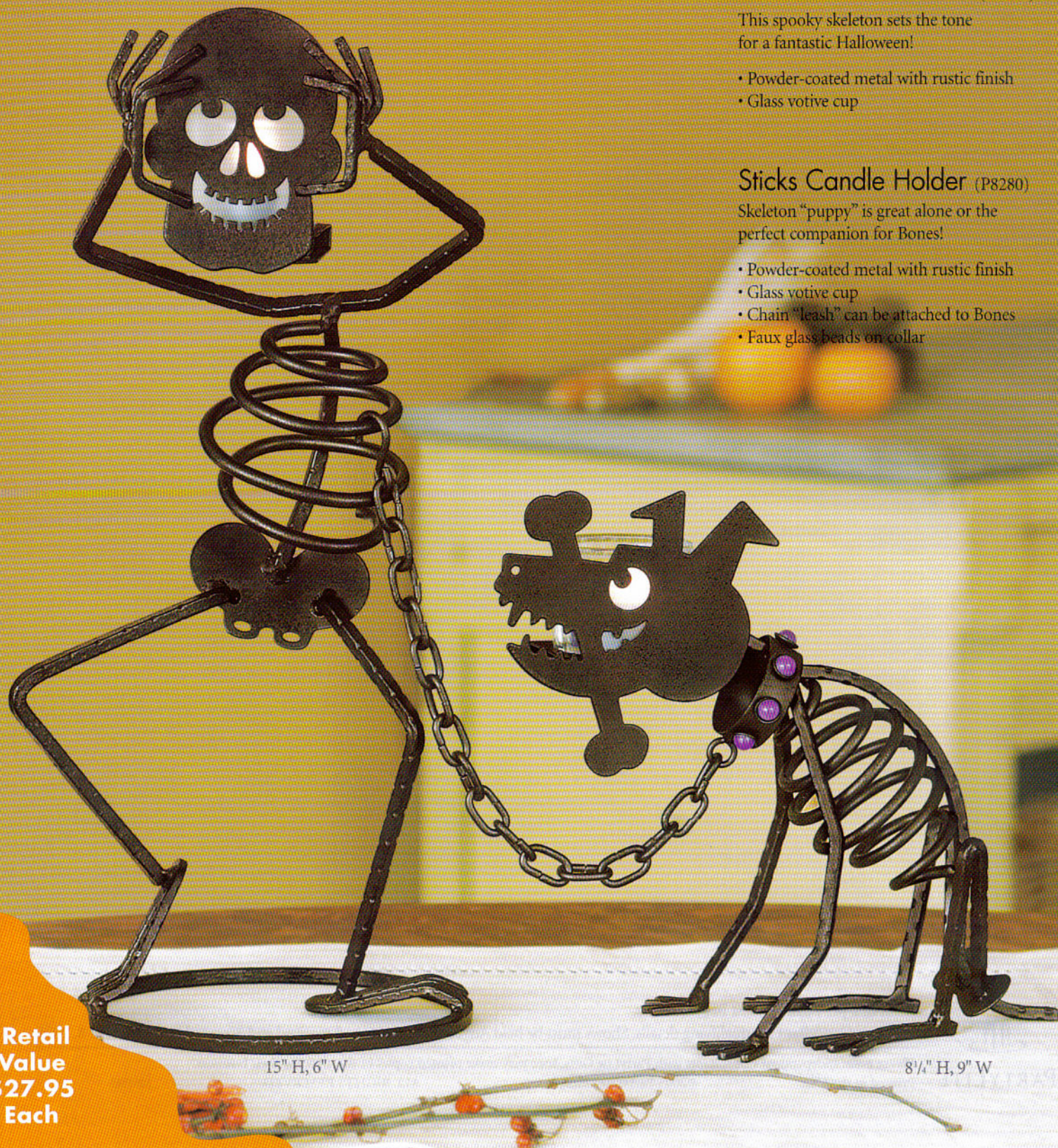


# Frightfully Fun Offer

Exclusively  
for Guests  
attending  
August  
Shows!

Choose Bones™ OR Sticks™

Just \$9.95 with a \$40 purchase



## Bones Candle Holder (P7864)

This spooky skeleton sets the tone for a fantastic Halloween!

- Powder-coated metal with rustic finish
- Glass votive cup

## Sticks Candle Holder (P8280)

Skeleton "puppy" is great alone or the perfect companion for Bones!

- Powder-coated metal with rustic finish
- Glass votive cup
- Chain "leash" can be attached to Bones
- Faux glass beads on collar

15" H, 6" W

8 1/4" H, 9" W

Retail  
Value  
\$27.95  
Each



Top off your uniform with your KFC or multibrand hat

Your smile completes your uniform

Always wear your nametag

Pull clean hair away from face

Tuck in your shirt

Hemmed pants only



Be clean and wrinkle-free

**DO**



CALL 1-800-223-5853  
[www.crestuniform.com/yum](http://www.crestuniform.com/yum)

Only wear dark, non-slip, closed-toe shoes (no raised heels)

Top off your uniform with your KFC or multibrand hat

Pull clean hair away from face

Your smile completes your uniform

# Kentucky Fried Chicken

Employee Appearance Guide  
...your official handbook on how to dress for work

**DO**

Be clean and wrinkle-free

Hemmed pants only



Only wear dark, non-slip, closed-toe shoes (no raised heels)



**GUARANTEED TO WIN  
A CASH PRIZE**

**Notice of Monetary Transfer**

Form C4571

**Transferring Account:**

Publishers Clearing House

**Total Amount Of Funds To Be Transferred To Winners:**

\$21,678,200.00  
(See Reverse For Fund Distribution Details.)

**Contest Status:**

Guaranteed To Win A Cash Prize

**Special Notes and Information:**

**Accounts Generating Funds:**

PCH Giveaways No. 555A, Nos. 660/660A & No. 650

**Name & Address Of Individual Guaranteed To Win A Cash Prize:**

\*\*\*\*\* 3-DIGIT 601  
539 10  
DUPPLICATE SAMPLES  
DENNIS PETERSON  
PO BOX 415  
HAMPSHIRE IL 60140-0415  
|||||

As an official financial agent for Publishers Clearing House, I have been informed that you, Dennis Peterson, have been selected for a guaranteed Sweepstakes cash prize.

I have begun the process of preparing to withdraw cash prize monies for winners from the Publishers Clearing House account so we can transfer a cash prize to you.

PLEASE NOTE: To claim your cash award, you must complete and return the Contest Documents that will arrive under separate cover. This Bulletin will be delivered to your home within the week. Until the prize drawing we won't know what your prize will be. But I can tell you that you will be a winner, guaranteed, with your timely response.

So when your Bulletin arrives, I urge you to act on these documents promptly. Failure to do so will result in forfeiture of the cash transfer to which you are entitled from that Bulletin. Obviously, it would be within your interest to be aware that your Contest Documents are coming soon. Please see official notification on reverse for full details. Thank you for your attention, and good luck.

Daniel P. Doyle

*Dan Doyle*

Treasurer of PCH  
Certified Cash Manager



February 4, 2002

Mr. John D. Sample  
L. W. Robbins Associates  
201 Summer Street  
Holliston, MA 01746



*"What this world needs is a new kind of army -- the army of the kind."  
--Cleveland Amory*

Dear Mr. Sample,

You're an "animal person" just like Cleveland was. Reading the childhood classic *Black Beauty* compelled him to dedicate his life to the protection of animals. His love for animals was strong -- as is yours. I know this because I have seen firsthand the kindness you've shown to The Fund -- and for that, I thank you.

For 35 years, caring people like you have helped keep Cleveland's dream alive by saving millions of animals from lives of pain and suffering. For this reason, I am honored to invite you to become an inaugural member of The Cleveland Amory Society.

The Fund's Cleveland Amory Society is comprised of members who are looked up to and highly respected. Members who are committed to protecting animals. Members who demonstrate consistent dedication to Cleveland Amory's legacy. Members who help ensure that the critical work of The Fund continues to move forward through education, legislation, and hands-on care. Members like you.

Your generosity to The Fund has shown you have a strong belief in fighting for the rights of animals. You understand that animals need our protection -- and you are leading the way to success with your support.

Please take a moment to review the enclosed "Leadership for Animals" brochure and consider joining this esteemed society. As an inaugural member, you will be making a significant, personal commitment to help end animal cruelty. You will be helping to continue our historic mission of providing a voice for those who can't speak for themselves. We need your help to continue Cleveland Amory's legacy of saving animals. Your support is deeply appreciated.

To become a member of The Cleveland Amory Society, all you need to do is sign the acceptance form and return it with your gift of \$100 or even \$250. As soon as I receive your acceptance, you will begin to enjoy the privileges of membership and a deep sense of personal satisfaction knowing that you are helping to save the lives of countless animals each year.

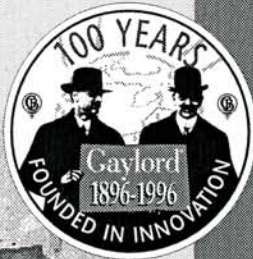
Again, I thank you.

Sincerely,

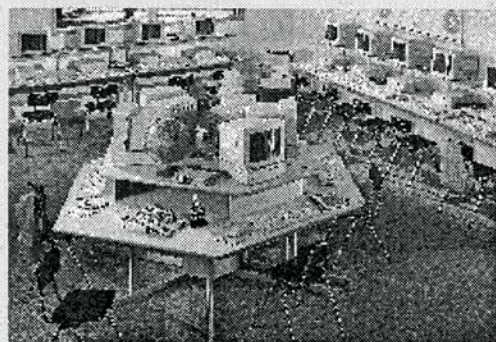
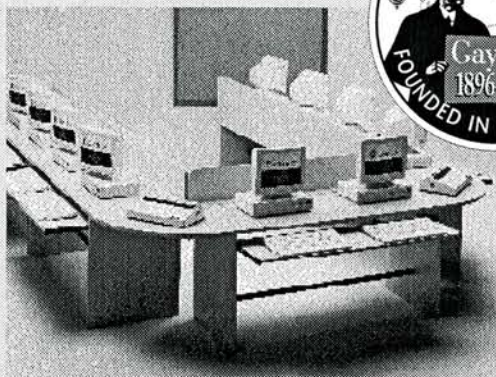
Michael Markarian  
Executive Vice President

P.S. Please become part of Cleveland's "army of the kind" by joining The Cleveland Amory Society today.





# Gaylord®

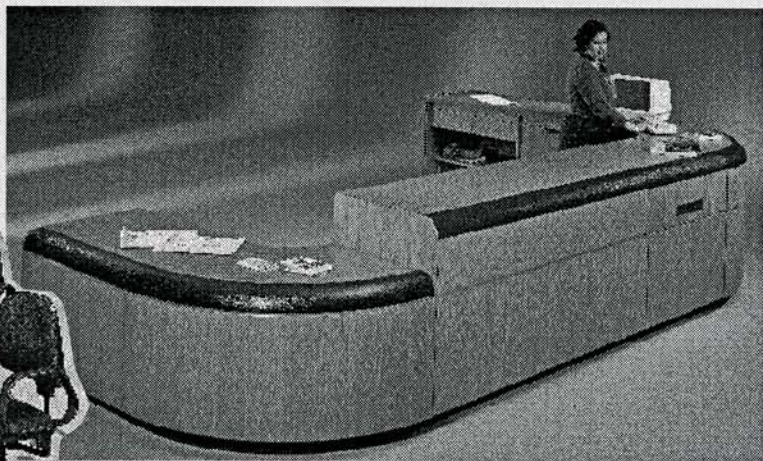


*From computer labs to libraries,  
Gaylord furnishes them all.*

*Whether you're preparing a place  
for new technology or remodeling  
an entire library, we are your single,  
reliable source for every kind of  
library furniture.*

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- Furniture installation services
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**1-800-448-6160**



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<http://www.gaylord.com>



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# Embroidered Logos

We're turning great service into an art!



## We bring your logo to life

We're America's largest embroiderer and screen printer with over 50 years experience in logo'd uniforms. Over 10 million happy customers. And counting.

## Expert graphic design

No logo? No problem! Send us a sketch, business card, letterhead or whatever you have and our staff of professional graphic designers will transform it into a brilliant, raised thread embroidered design or screen printable artwork.

## Instant logos

We can add your company name and message to one of hundreds of logos in our online Logo Library. We're sure to have a design that suits your business.

## We're here to help

We'll assign you your own personal logo expert to walk you through the entire process. Every time you call.

## Online logo approval

We can e-mail you a swatch of your embroidered logo within 5 days. It's that easy!

## Get it fast!

Customized work wear with your existing logo ships in 5 days, and uniforms with new logos ship in 10 days.

If we don't ship when we say...the shipping is FREE!

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# For Great Savings...



The Trusted Source®

## PUT GAYLORD ON YOUR BID LIST!

Experience our history of quality. Gaylord Bros. has been a leader in the library industry since 1896. Since that time, we have consistently offered our customers high-quality, innovative products that suit their needs. If we are not already on your **bid list**, please include us for the following:

- Library Supplies & Furniture
- Archival Products
- Computer Furniture
- AV Carts
- AV Equipment
- Media Storage & Circulation
- Library Automation
- Wood & Steel Shelving
- Library Security Systems & Supplies

For over 100 years, Gaylord Bros. has been the right choice. We offer a wide range of innovative products in these categories to make your job easier. We are also the only company to offer Partnership Services—free information and support services. These support services include: the Multimedia Technical Help Line, the Preservation Help Line, and the Custom Direct Help Line.

We are committed to fast, efficient turnaround of your bids. Send us your bid application today, if you have not already done so.

Thank you for your time. If you would like more information about our **bid services**, please call me at **1-800-448-6160** ext. 257.

Kindest Regards,

Jerry Dubos  
Director of Bid Administration