



Building a Team

Why Invite People to Join You?

- It's more fun to work with people you like. Sharing experiences, ideas and laughs is always better than going it alone.
- When you welcome team members, you earn 2-8% on their account balances, without group volume or other requirements. (The larger and more active your team, the more it adds up each week.)
- A CM business - the mission, products, the camaraderie, the income, the rewards - is too good not to share with others. It may be just what they need in their life.

Sign up as an Advisor to start earning right away!

PROFIT RATE	12-MO. VOLUME	COMMISSION RATE
10%	\$0 - \$550	2%
25%	\$551 - \$2,500	5%
30%	\$2,501 - \$7,500	6%
35%	\$7,501 - \$15,000	7%
40%	\$15,001+	8%

Earn 10-40% on your personal sales

JOIN FOR \$49/YEAR & RECEIVE A \$10 PRODUCT CREDIT WHEN YOU SIGN UP!

Earn 2-8% on your downline Advisors' sales

Advisor Debi Loewy has a team of 13 and growing and has gathered the collective wisdom of her years in the business and other Advisors' experiences to offer these recommendations.

First, think about what you most enjoy about your business.

What I love: CM changes the world one memory, one story, one completed album at a time. It's easy. And it's rewarding in more ways than one. Our Advisors often say, "I can't believe I get paid to do this." Part time. Full time. Anytime. As a CM Advisor, balancing work and family couldn't be easier.

Building a team is one of the favorite parts of my business. These are the things I look for in a good business partner (by the way, you can meet them *anywhere*):

- Someone who loves CM, photos or scrapbooking
- Someone I feel comfortable with and would like
 - To be at a BBQ with
 - To share a car ride with



- To work for
- Some who would be good at sharing:
 - Products to customers or
 - CM to prospective Advisors (or even better)
 - Both
- Someone who likes to teach
 - We all have those customers who love to help
- Someone who asks questions

The first way I share the opportunity is in a one-on-one setting, which is how many Advisors look to grow their business.

- Once you've found the perfect addition to your team and they seem interested in CM:
 - Compliment them on the qualities you see in them "Sharon, you have so many good ideas!" or "Nicole, you have a way of lighting up a room."
 - "You would make a great Advisor...have you ever thought about a CM business?" If they have an interest, schedule a follow up conversation.
- During that conversation, help them find their "why" (why they want to be an advisor)
 - Is it the "glamour" ☺
 - Time to do something for themselves (that also benefits their family)
 - \$\$\$\$\$\$ - could they use a little extra to cover bills or offer 'fun money' each month?
 - Discounts - don't leave out these customers. Many of us started out just for the discount.
 - Love of photos and/or scrapbooking
- Let them ask the questions, don't try and sell.
- Be a good listener.
- They may say "yes" right away and you can help them sign up, or they may need more time.
- Let your relationship grow! You've planted the seed. For some, the time may be right a month or a year from now.

The second way to share the business opportunity is at a large event, like at a National Scrapbook Day, Open House, Retreat, Croptoberfest, etc.



Whether you hold the event by yourself or have an event with multiple Advisors, having a Business Opportunity discussion as part of the day is beneficial for many reasons:

- Safety in numbers
 - Your customers won't feel singled out
 - Customers won't want to go alone so she'll ask a friend to join her
 - The excitement is contagious...you may add more than one Advisor to your team
- While at your event, how do you get guests to attend the Business Opp conversation?
 - Offer a raffle ticket just for attending. One person can win a gift basket.
 - OR, give everyone 1 ticket as they are arriving at the meeting and do multiple drawings for smaller gifts throughout your presentation.

Here is the presentation I did at a National Scrapbook Day Event; it was a multiple Advisor event with about 15 Advisors.

Note: we provided everyone who attended a copy of the "Earnings Plan for Today" which you can print from the Advisors Back Office, Marketing Tools page. We also included a question and answer period.

Why Creative Memories?

It just might be exactly what you're looking for.

Ask: what would your dream job include? (Ask attendees to participate here)

- Flexible hours?
- A home-based business?
- Freedom to put family and personal priorities first?
- Unlimited income potential?
- Career advancement on your own terms?
- A generous discount on photo-safe albums and supplies?
- Lasting friendships?
- Personal growth?
- Fun nights out?
- Recognition for a job well done?
- Meaningful work?

(If some of these were missed say "Some others might be.....")



If you said "yes" to just one of these, picture yourself as a Creative Memories Advisor. And you won't be alone. Your upline will be with you every step of the way - whether your business hours are part-time or full-time. We offer ongoing training and recognition throughout your career.

It's Easy to Get Started

You can start enjoying the many rewards of a meaningful business today in just three simple steps.

Step 1: Whatever you may be looking for – having fun, socializing, spreading the Mission or unlimited earning potential – your upline can help you discover what Creative Memories can do for you. She will be your mentor, your coach and your personal cheerleader as you work to achieve your dreams.

Step 2: Sign up online on your upline Advisors website. It's easy and you pay just \$49 annually. There are no minimums, no complicated requirements, no worries.

Step 3: You start earning weekly profits on all sales and your own purchases right away.

Some of you may be wondering, "What is the Income Potential?"

Advisors earn income in a variety of ways.

Sales

Whether you choose to have open houses, hold parties, attend tradeshows, or sell to family and friends, you and your customers will share stories and laughter while enjoying your memories.

Advisor earnings build from 10% up to 40% on your personal sales. You can also earn \$100 product credits based on monthly sales.

Workshops/crops/retreats

Gather people together to work on their albums, and guess what happens? They socialize. They trade tips and techniques. They have fun. Everyone gains, including the Advisor. Relationships are developed and repeat customers are born.

Repeat customers



Your customers are a valuable source of repeat business: replacement supplies, new products, referrals to family and friends. All you need to do is to reach out, to make yourself available, to offer your services and to share information. The rest takes care of itself!

Earn additional \$\$\$ by building a team

A CM business is too good to not share with others. Offer the home-based business opportunity to everyone you meet. As you welcome new Advisors to your team, and as you coach and train them, you will build lifelong relationships and reap many more rewards in the process - and you can earn up to 8% on all team sales.

Home Office Support

Creative Memories is committed to providing the support you need to succeed.

Education

Do you want business know-how, sales and marketing tips, and leadership skills? No problem. Your upline, your Home Office team and fellow Advisors offer a variety of educational opportunities.

Motivation

The greatest motivation comes from within, but sometimes it needs a little boost. So, Creative Memories offers incentives and inspiration throughout the year for you.

Celebration

These are just a few ways you are recognized and celebrated at CM:

- Free products
- Newsletter recognition
- Exclusive gifts
- Opportunities to earn Account Credits

There has never been a better time to start your Creative Memories business! Thanks so much for attending this presentation and I hope you will consider joining our amazing team.

Making new Advisors feel special

We give special incentives to everyone who signs up as an Advisor on the day of our event.



- They earn VIP Status and receive a VIP Badge. (Make these up ahead of time and attach to a lanyard. Leave a space where you can write in their name.)
- Give them special privileges, i.e.,:
 - They get to be first in line for all meals
 - 10% off all purchases that day
 - Free Shipping
 - Group Recognition (let them “walk the stage” in front of the event guests)

and/or

- Everyone who signs up the day of the event gets a raffle ticket for a drawing and one person will win back their annual fee.
 - Works well with multiple Advisor events; all Advisors agree to contribute to reimburse the winner.

In Closing

- Offer the Business Opportunity to everyone
- Never feel that people won't like being asked
 - People will be flattered that you offered this opportunity and that you would like them to be a part of your team
- This business can be such a gift to many different types of people