

# Luminescents™

Candles to Light Up Your Life....



Own Your Own Home  
Based Business

Selling Handmade  
American Candles and  
Accessories



## PROUDLY MADE IN THE USA



*Here is a look at Laura making some of her candles. She built her quaint candle studio on her farm in MN*



So much research and development has gone into Laura's excellent candle "formula". Her candles burn longer, smell stronger than any you will ever find and they are not made on an assembly line overseas. Each one is hand wicked, hand poured & then caked individually and decorated. Laura studies the ingredients in bakery recipes, wines, coffees and even flowers and mixes her own oils to match these fragrances. Her candles come directly from her studio to you. Each candle is a true work of art, one being just a little bit different from another.

I invite you to come, join our team and be a part of a company that believes in quality products made right here in the USA.

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## PLAN INFORMATION

Do you love candles, meeting new people and gathering with friends? Currently, Luminescents™ is looking for people who want to own their own business selling "American made" candles. We are looking for only a few people in each state.

Our plan philosophy has been "Keep It Simple" and we believe that is what we have achieved. We have designed three (3) fantastic starter kits, you can start with the "Sampler Kit" and then add & expand it as you go, or start off fully loaded with the "Show Kit", the choice is yours. Work from home with one of our fantastic kits and earn an est. \$24 - \$58 per hour.

Our sales and party plans are unlike other direct sales plans where you have to recruit, develop a team and maintain specific sales volumes to increase your commissions. Ours is structured simply off your performance, you control how much or how little you make. As a consultant you will operate your business just like a store. You will order the merchandise, collect customer payments, collect and pay sales tax, and pay for your hostess rewards. The best thing is you get paid right away when you submit the order to Laura for her to make your candles fresh for you. *You are in business for yourself, but not by yourself, we are here to help you.*

There are three (3) tiers in which you can collect commissions, these tiers are based on the sales of each individual candle party or order before shipping & sales tax are added. See chart below:

<b>Parties up to \$149</b> <b>tier 1 - Earn 35%</b>	<b>Parties \$150 - \$349</b> <b>tier 2 - Earn 40%</b>	<b>Parties \$350 &amp; Up</b> <b>tier 3 - Earn 45%</b>
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Should you want to recruit new consultants you will receive a thank you bonus of \$200 (retail value) in candle and/or accessory products of your choosing. The bonus will sent once the new consultant has placed their sixth wholesale order of \$200 or more. That's an additional \$200 of FREE RETAIL product that you can sell as cash and carry items at your shows and is 100% profit to you.

Be one of the first candle consultants in your area, contact us today:  
[info@luminescents.co](mailto:info@luminescents.co)

## SAMPLER KIT - \$99\*

Our beginner kit has a suggested retail value of over \$185.00 and is perfect for those on a limited budget. This kit will get you off and running and contains everything you need to start your business. At any time you can expand and personalize your kit by purchasing additional inventory.

In addition to hard copies of the forms & catalogue you will receive an electronic pdf that can be printed on your home computer. Electronic file will be provided via email.

1	ea	Form 703 Independent Consultant Order Form
1	ea	Form 704 Hostess Awards Sheet
1	ea	Form 705 Hostess Party Reminder Letter
1	ea	Form 706 A Few Steps for A Successful Show
1	ea	Form 707 Scent Check List
1	ea	Fragrance Sample Towers - 25 ea
25	ea	Form 701 Guest Order Form
10	ea	Form 702 Hostess Order Form
12	ea	Manilla Envelopes
8	ea	Current Catalogue
35	ea	Party Invitation Post Cards
1	ea	Cake Candle - short 3.5"x3.5"
1	ea	Cake Candle - tall 3.5" x 6.0
1	ea	Votive - 6-Pak
1	ea	Classic Soy 10 oz Candle Jar
1	ea	Decorative Pillar 3"x4"
3	ea	Clear Bags & Raffia Ties

*\* This kit contains 3 favorite scents and 2 seasonal scents (our choice)*

## DISPLAY KIT - \$199\*

Our intermediate kit has a suggested retail value of over \$370 and is designed for those who want start with a variety of candles & accessories. This kit will get you off and running and contains everything you need to start your business. At any time you can expand and personalize your kit by purchasing additional inventory.

In additon to hard copies of the forms & catalogue you will receive an electronic pdf that can be printed on your home computer. Electronic file will be provided via email.

1	ea	Form 703 Independent Consultant Order Form
1	ea	Form 704 Hostess Awards Sheet
1	ea	Form 705 Hostess Party Reminder Letter
1	ea	Form 706 A Few Steps for A Successful Show
1	ea	Form 707 Scent Check List
1	ea	Fragrance Sample Towers - 25 ea
50	ea	Form 701 Guest Order Form
25	ea	Form 702 Hostess Order Form
12	ea	Manilla Envelopes
12	ea	Current Catalogue
75	ea	Party Invitation Post Cards
1	ea	Cake Candle - short 3.5"x3.5"
1	ea	Cake Candle - tall 3.5" x 6.0
1	ea	Votive - 6-Pak
1	ea	Classic Soy 10 oz Candle Jar
1	ea	Decorative Pillar 3"x4"
1	ea	Decorative Pillar 3"x7"
1	ea	Decorative Pillar Multi-Wick
1	ea	Classic Soy 16 oz Candle Jar
1	ea	Tart 6-Pack
1	ea	Tart Warmer
1	ea	Square Candle Display Plate
1	ea	Large Candle Ring
1	ea	Clean Cut - Wick Trimmers
5	ea	Clear Bags & Raffia Ties

*\* This kit contains 5 favorite scents and 4 seasonal scents (our choice)*

## SHOW KIT - \$299\*

Our advanced kit has a suggested retail value of over \$550 and is designed for those who want to hit the ground running. This kit will get you off and running and contains everything you need to start your business. At any time you can expand and personalize your kit by purchasing additional inventory.

In addition to hard copies of the forms & catalogue you will receive an electronic pdf that can be printed on your home computer.

Electronic file will be provided via email.

1	ea	Form 703 Independent Consultant Order Form
1	ea	Form 704 Hostess Awards Sheet
1	ea	Form 705 Hostess Party Reminder Letter
1	ea	Form 706 A Few Steps for A Successful Show
1	ea	Form 707 Scent Check List
1	ea	Fragrance Sample Towers - 25 ea
50	ea	Form 701 Guest Order Form
25	ea	Form 702 Hostess Order Form
12	ea	Manilla Envelopes
12	ea	Current Catalogue
75	ea	Party Invitation Post Cards
4	ea	Cake Candle - short 3.5"x3.5"
2	ea	Cake Candle - tall 3.5" x 6.0
2	ea	Votive - 6-Pak
1	ea	Classic Soy 10 oz Candle Jar
1	ea	Classic Soy 16 oz Candle Jar
1	ea	Classic Soy 25 oz Candle Jar
4	ea	Decorative Pillar 3"x4"
2	ea	Decorative Pillar 3"x7"
1	ea	Decorative Pillar Multi-Wick
2	ea	Tart 6-Pack
1	ea	Tart Warmer
1	ea	Square Candle Plate
1	ea	Large Candle Ring
1	ea	Clean Cut - Wick Trimmers
1	ea	Clean Cut - Wick Dippers
1	ea	Votive Gift Set
1	ea	Flower Pot Holder
1	ea	Metal Jar Holder
13	ea	Clear Bags & Raffia Ties

*\* This kit contains 5 favorite scents and 5 seasonal scents (our choice)*

## THERE ARE MANY CREATIVE WAYS TO SELL OUR CANDLES

While we believe, with over 15 years of experience, that direct sales in the home party venue is BEST, you can sell your candles in a number of other creative and fun ways. You can sell candles to bosses for their employee gifts, to hospitals, schools, real estate agencies, beauty parlors and more. You can display at local art fairs and public events to obtain new hostesses and business accounts ~ the list is endless.

We have designed an exciting HOSTESS REWARDS PROGRAM for you to use. If you provide your hostess with an excellent party you will both reap great rewards for your combined efforts.

You can obtain hostesses from a variety of connections, start with family and friends then branch out to their acquaintances. Contact your service providers like pet groomers, bankers, your doctors and dentists, teachers, and more. We will provide suggestions for you in our Sales Handbooks and newsletters along with coupons and specials to help you be a successful seller of Luminescents Handmade Candles.

We have also created excellent sales, promotional candles and accessories as supplies to help you with raffle gifts and buying incentives to help increase not only your party attendance but sales totals as well. Take a look at our Hostess Rewards Program shown below:

	Up to \$199	\$200 - \$299	\$300 - \$399	\$400 - \$499
1/2 Price Item	---	1	2	3
Free Product	10%	10%	10%	10%

	\$500 - \$599	\$600 - \$699	\$700+
1/2 Price Item	4	5	6
Free Product	10%	10%	10%

### PRE-PARTY ORDERS

	\$200	\$400	\$600
Free 10 oz Soy Jar	1	1	1

### BONUS REWARDS

	12+ individual orders	Each dated booking	Thank you for packaging & distributing your party orders
Half-Price Item	1	1*	
Free Votive 6-Pack			1

\* Coupon to be used at booked party

## PARTY EXAMPLE

If you decide to sell in our proven successful Party Program, this is what a party might look like for you. Average parties range in sales from \$250 to \$600 in sales, this example gives you some idea of what a \$600 show would look like. Work out a few examples of your own and contact us with any and all questions.

**IMPORTANT NOTE:** Once your party closes, we will ship the candles **DIRECTLY** to your hostess, once you place the order with us, you are all done!

### Party Summary

Pre-Party Orders (4)	\$ 200.00	
Party Orders (8)	\$ 400.00	
Total Party Sales	\$ 600.00	does not include shipping or tax
Party Booking	1	

### Hostess Rewards

Half-Price Items (5)*	\$ 72.45	sales between \$600-\$699
Free Product	\$ 60.00	10% of party sales
Free 10oz Jar (1)	\$ 15.99	\$200 in pre-party orders
Half-Price Items (1)*	\$ 14.50	12+ individual orders
Half-Price Items (1)*	\$ 14.50	1 party booking
Free Votive 6-pack (1)	\$ 10.99	thank you for pkg & dist.

*\* for demonstration purpose we selected med hand cake candles for all of the 1/2 price items - \$14.50 ea*

### Commission Computation:

	Collected	Consultant Commish - Tier 3	Actual Product Cost
Party Sales	\$ 600.00	\$ 270.00	\$ 330.00
Hostess 1/2 Price Rewards	\$ 43.47	\$ -	\$ 47.82
Hostess 10% Free	\$ -	\$ -	\$ 33.00
Hostess 10 oz Jar Free	\$ -	\$ -	\$ 8.79
Hostess Votive 6-Pack Free	\$ -	\$ -	\$ 6.04
<b>Total Collected</b>	<b>\$ 643.47</b>		
<b>Consultant Cost</b>			<b>\$ 425.66</b>
Consultant Commission (collected minus actual product cost)		<b>\$ 217.81</b>	

**Consultant Hourly Rate: \$43.56 - \$54.45**

Average hours per party: 4 - 5

## WHAT'S NEXT

You're ready to get started and select your product kit. It's as easy as 1-2-3 and you'll be on your way.

- 1 You'll need to obtain a "Resale Permit" from your State's Tax Commission or Department of Revenue for future orders. This will allow you to purchase like a store and "resell" the product to your customers. The process is relatively simple and most of your revenue offices are very helpful. If you have an accountant, they can direct and advise you too. Most will give you your resale number as soon as you complete the on-line application.
- 2 We suggest that you also call your accountant or search on-line to see if your state or county you live in require any type of business license. It is not required for you to sell our products but your state or county may require something.
- 3 Complete our New Consultant Application. Email us at [info@luminescents.co](mailto:info@luminescents.co) and an application will be sent to your email.

If you have any questions or need assistance please do not hesitate to contact us. Remember you are in business for yourself but not by yourself. We are here to help!

Contact: Gay Zurich, Sales Director  
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