

We don't empower women to sell bags – we sell **BAGS** to *empower* **WOMEN.**

Connect with your Consultant or visit [thirtyonegifts.com/join](http://thirtyonegifts.com/join) today!

Consultant name:

Phone:

**Thirty-One is more than just a company.**

We are people who believe in celebrating, encouraging and rewarding others for who they are. Through God's strength, we've built a family of individuals who feel women deserve to treat themselves and those around them to something special. Our commitment is to provide women with a fulfilling, enjoyable and rewarding experience one person at a time.

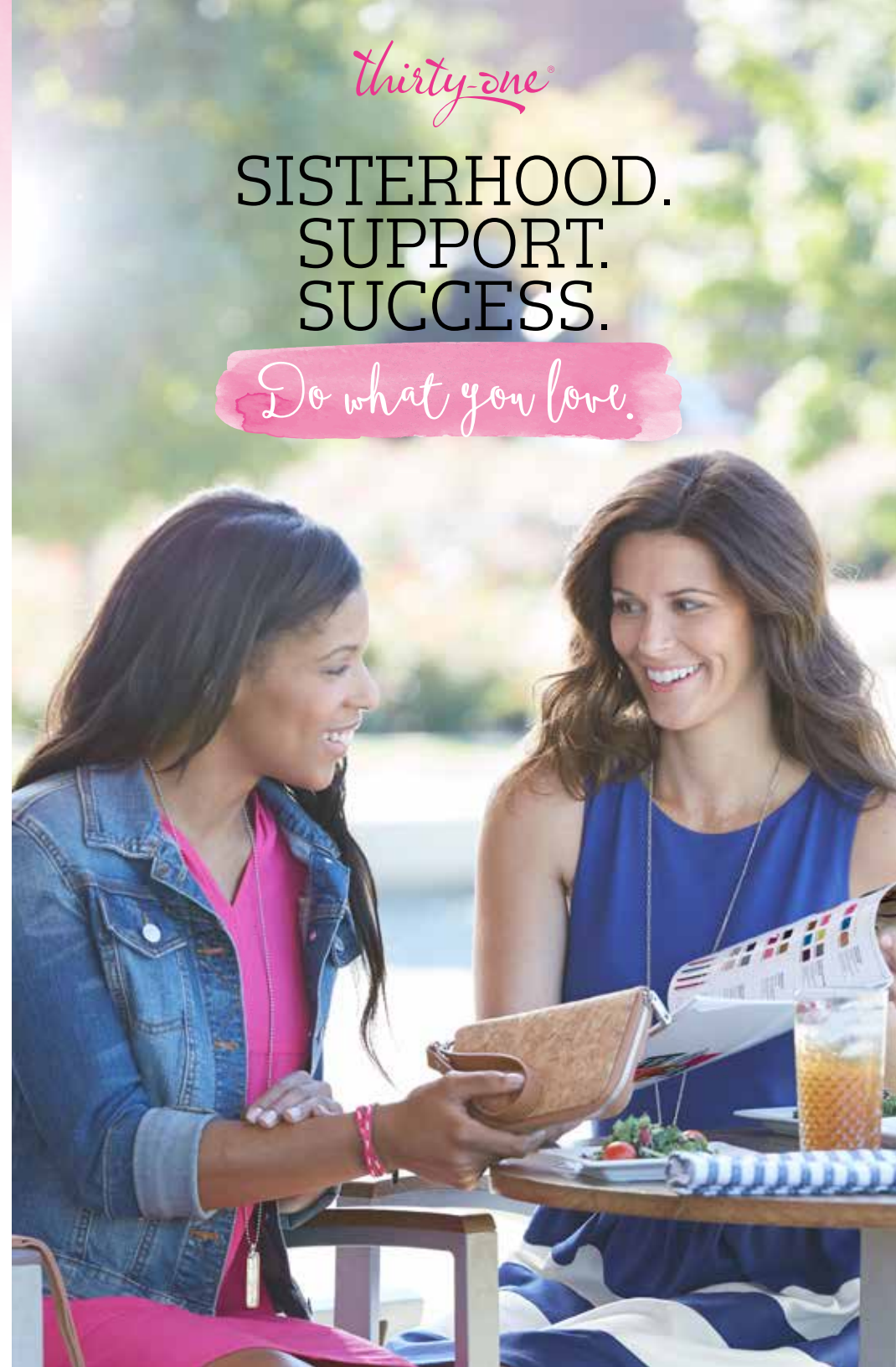


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1002SP160000 rev. 10/15



**SISTERHOOD.  
SUPPORT.  
SUCCESS.**

*Do what you love.*





# Be a PART of something BIGGER.

When I started Thirty-One in 2003, I wanted to give women an opportunity to do something they enjoyed while building friendships and helping support their families.

And 12 years later, we are still motivated by that simple mission – to empower women to achieve their dreams. Our goal is to celebrate, encourage and reward our Consultants for who they are, while providing them with helpful tools, personal support and fashionable, functional products that people love using.

If you want to be a part of something exciting – something bigger that’s still personally rewarding – consider the opportunity Thirty-One has to offer. It could be the first step in making your dreams come true.

Blessings,

*Cindy Monroe*

Cindy Monroe  
Founder, President & CEO



## OUR 12 CORE VALUES:

No matter how fast we grow, we never lose sight of our original purpose – helping women connect face to face while pursuing their dreams, all while maintaining our 12 core values:

### PASSIONATE

Despite any obstacles you may face, act with heart and desire.

### RESPECTFUL

Consider others first, treat them as you would like to be treated.

### CURIOUS

Seek new opportunities and new ways to expand your mind.

### HARD-WORKING

Do whatever it takes to see a task through until it’s finished, and finished right.

### THANKFUL

Appreciate all the blessings you’re given on a daily basis.

### ACCOUNTABLE

Take ownership of your actions; be open-minded and willing to listen.

### COURAGEOUS

Stand for what’s right and what you believe, even if you’re standing alone.

### FLEXIBLE

Be accepting of change and willing to embrace it at a moment’s notice.

### PURPOSEFUL

Think and act intentionally.

### AUTHENTIC

Be you. Be real.

### GRACIOUS

Display a servant’s heart.

### FUN-LOVING

Enjoy your life.  
Focus on the positive.

What's your  
**'WHY'?**

Everyone has a dream or a goal for her business – we call it your “why.”

Whether yours is to earn

**EXTRA MONEY,**

have a

**FLEXIBLE SCHEDULE**

or build

**MEANINGFUL RELATIONSHIPS,**

we're here to help you

**ACHIEVE IT.**

Start achieving your  
**DREAMS**  
*today.*

Finding success with Thirty-One is as easy as 1-2-3:

1  
Party any way you want!  
Choose from face-to-face,  
Catalog or online parties.

2  
Sell functional,  
fashionable styles  
that provide everyday  
organizing solutions.

3  
Invite friends and family to  
join the Thirty-One family  
and earn extra money doing  
what you do!

# JOIN the party!

Our Enrollment Kit has  
**EVERYTHING YOU NEED**  
to start your  
**BUSINESS STRONG,**

including over \$400 in the latest and most popular styles, plus important supplies that will help you find success from day one.

Enrollment  
KIT

GET IT ALL  
\$99\*

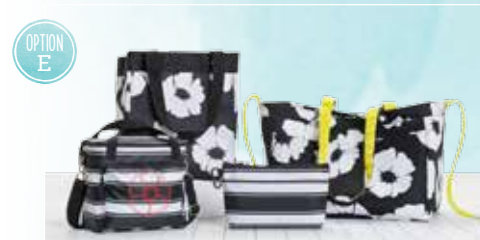


## START STRONG

Be rewarded in your first 120 days as a Consultant through our StartSwell program.

EARN NEW PRODUCTS  
and business supplies  
**FOR FREE\***,  
just by partying and  
sharing the products  
from your Enrollment Kit!

CUSTOMIZE YOUR BUSINESS  
by choosing the  
**FREE PRODUCTS**  
your Customers will  
*love* the most!



\*Earn different levels based on Personal Volume ("PV") submission dates. Retail and party orders only. StartSwell program is subject to change. StartSwell kits are subject to change based on available inventory. The StartSwell program is valid through 6/30/2016.

\* Shipping and handling charges and sales tax will also be charged. Residents of North Dakota are not required to purchase an Enrollment Kit. Kits are subject to change based on available inventory.



# YOU can do this!

We're with you all the way.  
Resources for day one – and beyond.

**WE'RE BETTER TOGETHER.**

Our focus has always been on helping women connect face-to-face while pursuing their dreams. When you join Thirty-One, you'll not only have your sponsor to guide you, you'll have the support of a group of passionate women focused on being better together.

You'll find many opportunities to get group support and spend time building authentic relationships, like:

- ▶ Local meetings, hosted by sales field leaders
- ▶ Product Premiere, a feature-length movie showcasing the new season, held at movie theaters across the country
- ▶ Conference, the biggest party of the year and the best place to experience all things Thirty-One
- ▶ ThirtyOneToday.com, our Consultant website, where you'll find everything you need to keep track of orders, grow your business and improve your skills – 24/7!

**These stories are so inspiring, but they are not a guarantee of your own actual earnings.**

See page 11 for details on our Income Disclosure Statement.



*Cindy* ♥  
**DIRECTOR**  
Stafford, VA

Thirty-One has been such a blessing for my family because my sons have witnessed how the results of hard work can lead to success. Being a Thirty-One Consultant has brought out a self-confidence in me that I didn't know was there! I've met and made friends with some amazing women along the way that I wouldn't have known without this company!



*Nikki* ♥  
**DIRECTOR**  
Pea Ridge, AR

Beyond a financial increase, Thirty-One brings a true sense of accomplishment to me personally. I love having a goal and the feeling I get from reaching it. And what a privilege it is to challenge other women on my team to grow and reach their goals while getting to encourage them along the way! My job gives me the time to create and enjoy new relationships with other women and enjoy time for myself. It helps me to be a better wife and mommy and fills my cup so I can fill others.



*Erica* ♥  
**DIRECTOR**  
Belvidere, NJ

As a nurse, I work 8- or 16-hour shifts. It is so nice to be able to have free time on the weekends to spend with my family. And whether it is through compassionate patient care or showing a woman that she is incredible and can be a successful businesswoman, I love helping people feel better. Thirty-One has given me the chance to change lives.



*Becky* ♥  
**DIRECTOR**  
Rancho Cucamonga, CA

Thirty-One has allowed me to use my God-given gifts to their fullest purpose. For years, I've had to shrink away from using the talents He's given me. Now, these gifts are not only utilized, they are encouraged and developed. I love that my husband is proud of my business. My son gets to see how I financially provide for my family and help pay for our vacations and live debt-free. My daughter is watching me dream big and achieve my highest potential. It doesn't get any better than that.

# Get *paid* to **PARTY**

As a Consultant, the benefits are amazing!

Earn 25-34% **COMMISSION**

Get a **DISCOUNT** on  
Thirty-One products

Enjoy a **FLEXIBLE SCHEDULE** –  
work when it's best for you

Tailor your schedule to your “why” –  
whether it's to pay a few bills each month or to  
leave your full-time job and work from home.

**JUST TWO PARTIES A MONTH**  
(each averaging \$600 in sales)  
will bring you

**\$300 IN COMMISSION\***

And the more you party, the more you earn!

POTENTIAL MONTHLY EARNINGS	PARTIES PER MONTH
\$300	2
\$600	4
\$1,200	8

\*Potential earnings based on an average party total of \$600 or more.

## Thirty-One Gifts LLC Income Disclosure Statement – 2014

With the opportunity to work from home and be a business owner, you can chart your own unique course. A Thirty-One business is yours to dream, build and develop!

We have created this Income Disclosure Statement to help you understand what you can expect to earn as compensation as you build your own business at Thirty-One. While we understand each Consultant's experience is unique, the following information should help you better understand average earnings at each Paid-at Title. Consultants can find Thirty-One's income disclosure policy and guidance about how to use this Income Disclosure Statement in the Consultant Guidebook.

A Consultant is an independent sales distributor of Thirty-One Gifts LLC (“Thirty-One”) products. A Consultant is “Working” if she received at least one check in 2014. In 2014, 13% of all Consultants received no income from Thirty-One.

Working Consultant Paid-at Title	Average hours worked per week	Number of Consultants at this Paid-at Title <sup>(a)</sup>	Percent of <b>Working</b> Consultants at this Paid-at Title <sup>(a)</sup>	Percent of <b>all</b> Consultants <sup>(c)</sup>	2014 Annual Income (U.S. Dollars)			Months Working at Thirty-One Gifts		
					High	Low	Average	High	Low	Average
Consultant	7	143,689	91.1%	79.2%	\$19,038	\$1	\$598	116	1	17
Senior Consultant	8	10,136	6.4%	5.6%	\$26,279	\$0	\$1,876	114	1	34
Director	15	2,692	1.7%	1.5%	\$55,363	\$67	\$7,992	104	3	39
Senior Director	19	723	0.5%	0.4%	\$103,609	\$1,327	\$19,500	106	13	57
Executive Director	23	316	0.2%	0.2%	\$276,398	\$4,759	\$48,441	101	33	64
Senior Executive Director	28	118	0.1%	0.1%	\$400,254	\$49,808	\$132,911	130	43	77
National Executive Director	33	25	0.02%	0.01%	\$859,979	\$157,073	\$365,406	136	60	91

(a) Includes Consultants at this Paid-at Title 12/31/14 (or terminated if earlier). Consultants may have been paid at this Paid-at Title for one month or more.

(b) In 2014, 157,698 Consultants received at least one check from Thirty-One.

(c) All Consultants include the 157,698 Consultants who received at least one check plus an additional 23,775 Consultants who did not earn compensation in 2014, but were active for at least one month during 2014.

Note that these figures do not represent a Consultant's profit, as they do not consider expenses incurred by a Consultant in operation or promotion of her business. The figures above refer to gross income (total income before any expenses are deducted). The expenses a Consultant incurs in the operation of her Thirty-One business vary widely. Expenses for Consultants can be several thousand dollars annually. You should factor in estimated expenses when projecting potential profits. Such operating expenses could include advertising and promotional expenses, product samples, training, travel, telephone and Internet costs and miscellaneous expenses. Thirty-One does not require Consultants to purchase or maintain inventory. As a matter of fact, our policies clearly prohibit this practice.

The earnings of the Consultants in this chart are not necessarily representative of the income, if any, that a Consultant can or will earn through her Thirty-One business. These figures should not be considered as guarantees or projections of your actual earnings or profits. Any representation or guarantee of earnings would be misleading. Your success with Thirty-One results only from successful sales efforts, which require hard work, diligence and leadership. Your success will depend upon how effectively you exercise these qualities. We're committed to doing the right thing and following good business practices, as well as all laws regulating our industry.

**The Income Disclosure Statement can be printed or downloaded from the “Become a Consultant” tab on [thirtyonegifts.com](http://thirtyonegifts.com).**

