



ATHENA'S

HOME NOVELTIES

Becoming a
Goddess



Be a Part of Our Company, Our Sisterhood.

*A*thena's is the dream of Jennifer Jolicoeur. Drawing on her experience in the in-home party planning industry, she decided to create a company based upon a distinctive sisterhood, empowering women on the path of sexual education in the safe, comfortable environment of their homes. Thus, Athena's Home Novelties was born. Athena, the Greek Goddess of Wisdom, aptly symbolizes our mission — to educate and enlighten women. Starting with fewer than ten distributors and an uncompromising line of quality lotions, novelties and bedroom toys, the company's growth to date has surpassed all expectations.



Athena's message of self-love and relationship enhancement is carried to our customers by our distributors — or “Goddesses” as we refer to them. Our Goddesses have the challenging job of setting women at ease with their own sexual needs. These very special women are pioneers, breaking new ground through education, humor, and trust. With long-repressed issues of female sexuality and sensuality now being embraced, it's the perfect time to bring Athena's message to every woman.

While “Dirty Book Stores” can be intimidating and catalogs can be misleading, the Athena's in-home party offers an educational, humorous, personal and confidential service in a safe environment. As a woman becomes more at ease with her own sexuality, she takes on a more active role in the bedroom, communicating her needs to her partner. By learning the secrets of healthy, mutually rewarding sexual experiences, she achieves a more fulfilling, loving relationship with her partner and a better feeling about herself! Women empowering women.

Become a Goddess Right Here on Earth!

*A*thena's is a young company with approximately 2,500 Goddesses throughout the United States. Athena's is an exciting and expanding opportunity for self-motivated, open-minded and energetic women. The demand for parties is enormous! By joining Athena's, you can be in a position for instant earnings with incredible potential! There are other companies out there, but none stand up to Athena's quality, customer service and expanding presence!



So You Want to Be a Goddess!

You have probably met someone who represents Athena's already — your recruiter. They will answer any questions you may have about the potential of the business. You may meet with your recruiter to discuss your goals and dreams and to find out more about the company philosophy. This is a great chance for you to talk with someone who can give an honest take on what it is like to be a Goddess/Adonis. From here, you can make a well-informed decision.

Once you've decided to become a Goddess, you will purchase your kit, choose your business plan, and schedule your training. You will be required to attend two live training classes, or to complete our video training program. This is how you'll learn all there is to know about starting and managing your new business successfully! You will be required to attend a live party or watch a Goddess demo on DVD. Your recruiter and the home office will be there to answer any questions you may have and provide support along the way.

Getting Started

► Choosing Your Program

Athena's has the business plan that's right for you. Choose from our **Independent Goddess Plan** or **Freedom Goddess Plan**. Both plans include our extensive training program, online product ordering, company and team sales meetings, sales and recruiting incentives and all of the tools you'll need to make your business a success! *Choose the plan that's right for you!*

| | Independent Goddess Plan | Freedom Goddess Plan |
|-----------------|---|---|
| Payouts | Goddess pays herself the night of the party. Order discounts range between 40% to 50% based on the retail amount. | Goddess pays herself the night of the party and in most cases earns 35% of party sales. Sell over \$5,000 in a calendar month and earn an extra 5%. |
| Stock | Goddess carries demo kit and inventory to each party. The amount of inventory carried is determined by the Goddess. | Goddess only carries her demo kit to each party. |
| Shipment | Customers leave the party with their products and all backorders must be filled by the Goddess. | Athena's ships all products to hostess individually packaged and ships backorders directly to each customer. |

► Purchasing Your Kit

Kit Discounts

Athena's offers the following kits to new Goddesses:

| | Kit A | Kit B |
|--|-------|---------|
| Your Initial Investment | \$250 | \$500 |
| Product & Supplies You'll Receive | \$500 | \$1,000 |

All kits come with a **FREE** starter pack which includes:

- order forms
- product catalogs
- credit card slips
- supplements
- product photo CD
- welcome gift
- premium items
- training manual
- training DVD's

Starter pack valued at \$150.

A technology fee is added to each kit purchase which includes:

- access to *Happy Buzzing*, our company newsletter
- access to Athena's video and book library
- access to your own website and shopping cart
- access to company message board
- training conference calls
- calendar of events
- training manual updates
- leadership training

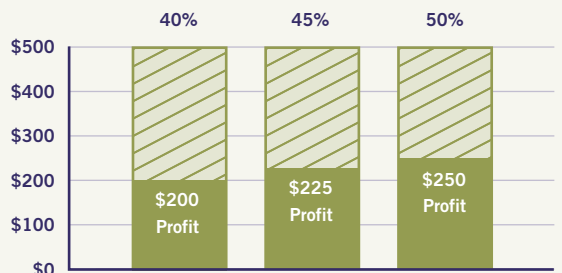
Buying Discounts

You've purchased your kit and now you're ready to place your order! Here is where you choose your buying discount and your profit margin!

| Retail Order | Independent Discount | Freedom Discount |
|-------------------|----------------------|------------------|
| \$1 - \$1,499 | 40% | 35% |
| \$1,500 - \$2,499 | 45% | 35% |
| \$2,500 and over | 50% | 35% |

Buying discounts reflect retail items only.

Here's the breakdown of an Independent Goddess' profits from a \$500 party using all three buying discounts.



Incentives & Discounts

► Success Programs for New Goddesses

Athena's offers two ways to earn FREE high end products to add to your demonstration kit. Hit these goals to earn FREE product, and watch your exciting new business take flight!

Recruiting Goal

Recruit an Athena's Goddess within 60 days of your 2nd training session and receive a *free* **Adult Toy Chest** once the new recruit qualifies.

Sales Goal

Purchase \$3,000 in retail product within 60 days of your 2nd training session and receive a *free* **Butterfly Vibe**.

► Athena's Milestone Recruiting Recognition

Sharing the Athena's opportunity with other women is a gift that changes lives; theirs as well as yours. And the more recruits you bring into the Athena's family, the more you grow as a leader. Athena's recognizes your achievements along this incredible journey.

| Goddess Level | Career Recruits | Recognition |
|------------------|-----------------|---|
| Demi Goddess | 5 | An Athena's personalized name tag. |
| Earthly Goddess | 10 | A unique item to mark the special occasion. |
| Heavenly Goddess | 25 | A fine piece of jewelry chosen especially for you |
| Supreme Goddess | 100 | An exquisite piece of jewelry chosen especially for you |

Athena's Recruiting Bonus

Recruiters are rewarded \$25 in cash for each new recruit.

► Athena's Recruiting Override Structure

Help your new recruits reach their sales goals and we'll extend our thanks — in cash! You'll earn monthly cash rewards (overrides) based on your recruits' sales. Win/Win — what could be sweeter?

| Pay Level | Personal Monthly Sales | Personal 1st Level Active Recruits | Level 1 | Level 2 | Level 3 |
|-----------------|------------------------|------------------------------------|---------|---------|---------|
| Destined One | \$500 | 1 to 4 | 2.00% | N/A | N/A |
| Inspired One | \$1,000 | 5 to 9 | 2.50% | 1.50% | N/A |
| Enlightened One | \$1,500 | 10 to 24 | 3.00% | 2.00% | 1.50% |
| Wise One | \$2,000 | 25+ | 3.50% | 2.50% | 2.00% |

► Car/Mortgage Bonus

Active team leaders* who motivate and teach members of their success lines to lead can achieve monumental financial success if they set their goals, recruit consistently and work diligently with members of their teams.

| Bonus | Active Success-Line Goddesses | Active 2nd Tier Success-Line Goddesses | Total Active Team Members |
|----------------------------|-------------------------------|--|---------------------------|
| \$500 Car Bonus | 5 Demi | 5 Demi | 30 |
| \$1,000 Mortgage Bonus | 10 Earthly | 10 Earthly | 110 |
| \$2,500 Car/Mortgage Bonus | 25 Heavenly | 25 Heavenly | 650 |

* To be considered active one must sell \$500 retail in a calendar month.

Incentives & Discounts continued

► The \$25,000 Challenge

Athena's is excited to announce its latest and greatest challenge. If you are willing to set the bar higher and spend the year working towards something extraordinary, then you have a chance at winning this amazing cash prize!

Promotion is held from Jan. 1 – Dec. 31 (annually)



Independent Goddess

- Sell **\$120,000.00**
- Recruit **60** Goddesses

Freedom Goddess

- Sell **\$100,000.00**
- Recruit **60** Goddesses

► Win Maid Service for One Year



After a busy year, these Goddesses will take time off from scrubbing the bathroom and washing the kitchen floor! It's also a gift of free time...what would you do if you didn't have to clean the house? Whatever your choice, you'll spend one year free from vacuuming, dusting, or scrubbing!

The **Top Selling Goddess** and the **Top Recruiter** for the year will each automatically win the **Grand Prize!**

A random drawing will be done for all Goddesses who purchase \$4,000 in retail product in a calendar month and for all Goddesses who activate three new recruits in the same month. This lucky Goddess will receive the **Random Drawing Prize!**

Grand Prize: One year's worth of every-other-week regular maid service! Not to exceed value of \$3,000.

Random Drawing Prize: One year's worth of once-a-month regular maid service! Not to exceed value of \$1,500.

► 50/50 Meeting Drawing

It is extremely rewarding to share the good fortune of our company with those who need it most. Athena's has donated thousands of dollars to charitable organizations over the years, as well as raffling off products and cash to our Goddesses. One lucky winner will walk away from each Athena's company meeting with half the cash collected from raffle ticket sales while a charitable donation is made to the organization of the company's choice.

► \$100/\$1,000 Monthly Incentive

This sales and recruiting incentive will build intense excitement as the year comes to a close! Can you imagine winning \$1,000 cash?

- Purchase \$4,000 in Retail Product in a calendar month and your name will be entered to win \$100 cash at a company meeting!
- Activate two new Goddesses in a calendar month and you will be entered to win \$100 cash at a company meeting!
- If your name is chosen at a company meeting, your name will be put into one separate drawing for \$1,000 cash at Athena's Annual Holiday Party!

Incentives & Discounts continued

► “The Choice is Yours” Program

Everyone can begin earning exciting prizes based on 1st level sales totals! There is no doubt that this program is among Athena’s most exciting ways to recognize achievements. When creating this program, we asked the question...“What do women want?” *They want choices!* Listed below are the amounts you can earn through your team sales. Spend your gift card however you like. The choice is yours!



| 1st Level Sales <i>4 consecutive month total</i> | \$45,000 | \$95,000 | \$140,000 | \$175,000 |
|---|----------|----------|-----------|-----------|
| Visa Gift Card Amount | \$100 | \$200 | \$300 | \$400 |

We’ve structured the program so you can win prizes up to three times a year.

| Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec |
|----------------------------|-----|-----|-----|----------------------------|-----|-----|-----|----------------------------|-----|-----|-----|
| 1st Qualifying Time Period | | | | 2nd Qualifying Time Period | | | | 3rd Qualifying Time Period | | | |

All numbers are based on total retail and net sales of each team member.

► Athena’s Anniversary Bonus

Athena’s offers a product bonus to active Goddesses in good standing, based on length of service with the company. The bonus is \$100 in free retail product for every year of continuous service.

► “Top 10” Monthly Incentive

We love to recognize and reward those Goddesses who work the hardest each month! Place in the company’s prestigious “Top 10” in sales and receive an assortment of products from Athena’s newest line.

► The Goddess Get-A-Way

Athena’s hosts several special events throughout the year for its Goddesses and their significant others. Everyone’s favorite is our **Get-A-Way with the Goddesses** incentive trip! Some of our destinations have included Las Vegas, the Caribbean Islands, Jamaica, Mexico, Aruba and a cruise to Greece and Egypt. Join Athena’s for the opportunity to earn the **Get-A-Way for FREE** or at a discounted price.



The Personal Reward

The women of Athena's are positive thinking and acting business women with one goal in mind: helping women embrace the Goddess within themselves! Money and success come easily as that goal is attained through every single woman they meet.

Athena's encourages open communication between our Goddesses and structures the company so all Goddesses can help and support one another. Goddesses also attend company meetings to discuss new products, selling techniques, company policies, and to reward high sales and outstanding performance. These meetings are information packed and lots of fun! Goddesses get a chance to share ideas and truly support each other's businesses.

Many friendships are born through Athena's. Your recruiter, other Goddesses on your team, other Goddesses in the company, your hostesses and customers all have extensive contact with you. The way you touch each of their lives makes a positive impact.



The confidence you gain as an individual has no boundaries! Athena's is a company that praises its hard working Goddesses by recognizing their efforts. Sister Goddesses praise and compliment each other. Hostesses love their Goddess for the fun they bring into their home. Customers never forget the woman who helped them improve their relationships. It's an endless circle of positive energy! Not to mention, the benefits to your own relationship as you research the great line of products you are selling!

Now is the time to become a part of Athena's Home Novelties.™

For further information please contact your local Goddess:



ATHENA'S
HOME NOVELTIES

640 WINTER STREET, WOONSOCKET, RI 02895
WWW.ATHENASHN.COM 1-877-ATHENAS

SKU#2311 ©2009 Athena's Home Novelties, Inc.