

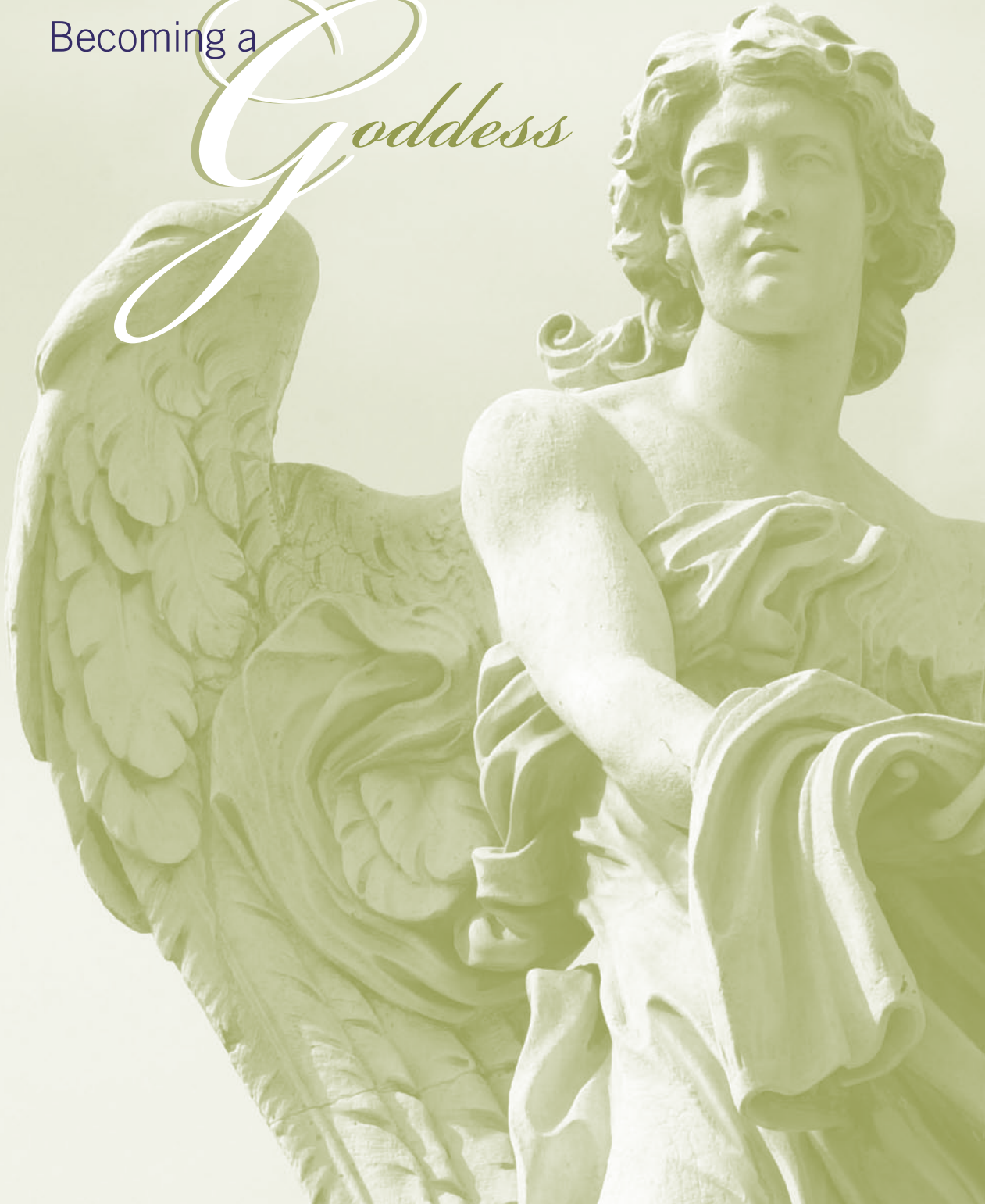


ATHENA'S

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 bed-room 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 company in its infancy with approximately 1,400 Goddesses throughout the United States. Unlike other party plans where there are thousands of distributors, 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 on the ground floor and nurturing this fast growing company you can be in 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. Your recruiter will take you for an informal luncheon/dinner to discuss your goals and dreams and tell you 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. There is no pressure or money exchanged at this meeting. From here, you can make a well-informed decision.

At this point, you will need to purchase your kit, choose your business plan, and schedule your training online at www.athenashn.com. 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 at least one live party (based on location) with an established Goddess/Adonis to see the flow of a party from their perspective. You are encouraged to take notes and ask questions. Be assured — you will always have someone to turn to for help with your new business!

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, on-line 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:

	Super Saver	Kit A	Kit B	Kit C
Your Initial Investment	\$250	\$500	\$750	\$1,000
Product & Supplies You'll Receive	\$500	\$1,000	\$1,500	\$2,000

All kits come with a starter pack of:

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

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

- subscription to *Happy Buzzing*, our quarterly magazine
- access to Athena's video & book library
- access to your own website & shopping cart
- access to company message board
- weekly training conference calls
- monthly Better Business Workshops

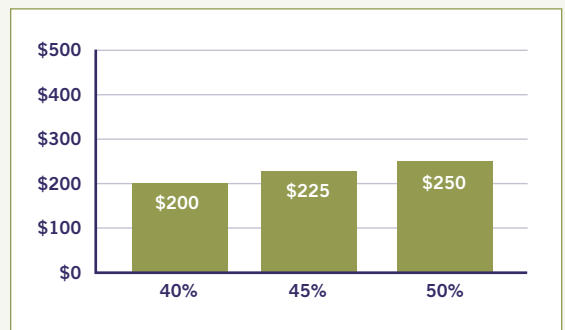
Buying Discounts

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 Love Swing* when the new recruit qualifies.

Sales Goal

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

> 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-\$50 in cash for each new recruit based on kit purchase.

> 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	1.50%	N/A	N/A
Inspired One	\$1,000	5 to 9	2.00%	1.00%	N/A
Enlightened One	\$1,500	10 to 24	2.50%	1.50%	1.00%
Wise One	\$2,000	25+	3.00%	2.00%	1.50%

> 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 2007 working towards something extraordinary, then you have a chance at winning this amazing cash prize!

Promotion is held from Jan. 1 – Dec. 31, 2007



Independent Goddess

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

Freedom Goddess

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

> Win Maid Service for 1 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.

> 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 3" Monthly Incentive

We love to recognize and reward those Goddesses who work the hardest each month! Place in the company's prestigious "Top 3" in sales for both Freedom and Independent Goddesses and receive an assortment of products from Athena's newest line.

> 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 new program, we asked the question...“What do women want?” *To look and feel good!* Listed below are items you can earn through your team sales that will help make you look and feel your best.



1st Level Sales <i>4 consecutive month total</i>	\$45,000	\$95,000	\$140,000	\$175,000
Personal Care <i>Hit the spa of your choice and let them pamper you!</i>	\$100	\$200	\$300	\$400
Clothing <i>Pick your favorite clothing store and go get yourself a new outfit!</i>	\$100	\$200	\$300	\$400
Jewelry <i>Crave a new watch or gem? Earn it for free just by building your business!</i>	\$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 Annual 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 annual **Get-A-Way with the Goddesses** incentive trip! Some of our destinations have included Las Vegas, the Caribbean Islands, Jamaica, Mexico and Aruba. 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:



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