

Becoming A **G** *oddess*



ATHENA'S

HOME NOVELTIES

Would You Like to Be a Part of Our Company...Our Sisterhood?



Athena'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.

This is the perfect time to bring Athena's message to every woman, to all "sisters". Long-repressed issues of female sexuality and sensuality are now being embraced. 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! The "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. Women empowering women.



Become a Goddess — Right Here on Earth!



Athena's is a company in its infancy with approximately 1,000 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!

You have probably met a woman who represents Athena's already; your recruiter. She 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 to a woman from Athena's to get an honest take on what it is like to be a Goddess. There is no pressure or money exchanged at this meeting. From here, you can make a well-informed decision.

So You Want to Be a Goddess!

At this point, your recruiter will need to schedule your training. You will be required to either attend two classes, 14 hours total, or 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 to see the flow of a party from her 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 *Traditional 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!*

	Traditional 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 earns 35% to 40% of party sales based on monthly totals. Checks are issued twice per month by Athena's, " Pay Yourself the Night of the Party " is coming in 2006.
Stock	Goddess carries demo kit and inventory to each party. The amount of inventory carried is determined by the Goddess.	The 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

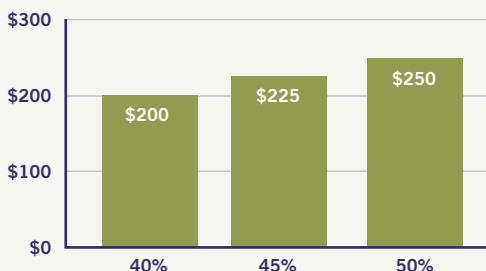
- All kits come with a starter pack of order forms, product catalogs, credit card slips, business cards, a product information packet, a Distributor Handbook and DVD's filled with everything and anything you'll need to know!
- Buying discounts reflect retail items only.
- Recruits two or more hours out of driving range from an Athena's training location are eligible for our DVD training program.
- Your hostess gifts, paperwork, party give-a-ways, etc., come from your profit and are tax deductible.

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	Traditional Discount	Freedom Discount
\$1 - \$1,499	40%	35%
\$1,500 - \$2,499	45%	35%
\$2,500 and over	50%	35%

Here is a breakdown of a Traditional 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.

Demi Goddess: Personally recruit five career recruits and you will be recognized with an Athena's personalized name tag.

Supreme Goddess: Personally recruit 100 career recruits and you will be recognized with another piece of jewelry chosen especially for you!

Earthy Goddess: Personally recruit 10 career recruits and you will be recognized with a unique item to mark the special occasion.

Heavenly Goddess: Personally recruit 25 career recruits and you will be recognized with a 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%



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 Selling 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 \$2,500.

Random Drawing Prize: One year's worth of once-a-month regular maid service! Not to exceed value of \$1,250.

Athena's "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 Traditional Goddesses and receive an assortment of products from Athena's newest line.



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 service.



Athena's \$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!

Athena's 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.

Additional Incentives



Athena's "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.



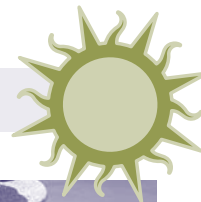
1st Level Sales <i>4 consecutive month total</i>	\$45,000	\$95,000	\$140,000	\$175,000
Personal Care <i>Hit the spa of your choice and let them pamper you!</i>	\$100	\$200	\$300	\$400
Clothing <i>Pick your favorite clothing store and go get yourself a new outfit!</i>	\$100	\$200	\$300	\$400
Jewelry <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 GET-A-WAY



Athena's hosts several special events throughout the year for its Goddesses and their significant others. In January, we have a wonderful holiday party and awards ceremony. In the Fall we enjoy our annual **Get-A-Way with the Goddesses** incentive trip! Our destinations have included Las Vegas, a cruise to the Caribbean Islands, Jamaica (twice!) and Mexico (twice!). 2006 will be the year we visit 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 a great time to become a part of Athena's Home Novelties.™

For further information please contact your local Goddess:



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