

FM FRAGRANCE WALLETS

Now you can TURBO-BOOST your FM Business ! Fragrance Wallets are a tried and tested way of MASSIVELY increasing your sales, and are so simple to use !

Fragrance Wallets were first introduced over 20 years ago, and have been used by all the famous Fragrance networking Companies such as Jean Pierre Sands, Echoes L'Arôme, French Collection, Christian Monet and many others, with outstanding success. Many people have built their entire Fragrance Networking business around Fragrance Wallets, and enjoyed some outstanding results. For instance, Kevin Bruns, our Web Designer, sent one to BT with a cheque to pay his 'phone bill, and received an order back for 77 bottles of fragrance !

Because they are small, lightweight, they are an extremely versatile and can be used in a myriad of different ways to increase your sales.

HOW MUCH DO FRAGRANCE WALLETS COST ?

Each Fragrance Wallet will cost you **LESS THAN £1.00 !**

Fragrance Wallets are 80p, and each holds 20 fragrance strips – they can hold your top selling 10 Ladies & 10 Mens, or 15 Ladies & 5 Mens, or 20 Ladies or 20 Mens, it's entirely your choice. Fragrance strips cost 70p for 80 – enough to fill 4 Fragrance Wallets

Therefore:-

20 wallets @ 80p each = £16.00

5 packs of 80 Fragrance Strips (400 strips) @ 70p each = £3.50

TOTAL COST FOR 20 FRAGRANCE WALLETS = £19.50 !

OFFER AN INCENTIVE

Offer an incentive to people when passing the Fragrance Wallets out –

For giving you an order for 20 bottles or more – they can have 2 FREE bottles of fragrance

For giving you an order for 10 – 20 bottles – they can have 1 FREE bottle of fragrance

For giving you an order for 5 – 10 bottles – they can have a bottle of fragrance at HALF PRICE

For those who are fund raising for a Charity or Group – 10% of the value of ALL the orders they give you, will be donated in CASH.

HOW MANY SHOULD I ORDER ?

Because Fragrance Wallets are so versatile and easy to use, it's worth getting a stock of them, as each one can be handed out over and over again, and be working for you all the time. Twenty is a good number to start with, as once you have them available, you'll find so many ways you can use them, so many places you can leave them, and so many people you can give one to, or send one out by post.

They can be used when prospecting for new Distributors, especially when sponsoring at a distance, as they are a great way to introduce the products through the post. In fact, prospective Distributors can use a Fragrance Wallet to get orders BEFORE they sign up, and the commission from these orders will PAY for their Starter Kit !

If you work Avon, Bettaware or Kleeneeze alongside your FM business, Fragrance Wallets are ideal to leave with each one of your existing customers, so they can sample a selection of the FM fragrances, and place an order.

EXISTING FM CUSTOMERS

When delivering their order, explain to each Customer how they can get ANOTHER bottle of fragrance ABSOLUTELY FREE, (for an order for 10 or more bottles of fragrance), or HALF PRICE, (for an order for 5-10 bottles), by passing a Fragrance Wallet around their contacts.

FM PARTY HOSTESSES

Give your Party Hostess a few Fragrance Wallets a week BEFORE her Party, so she can get extra orders to boost her commission – her partner, mum, dad, sister, friends etc. can all pass one round at work, when out socializing, and so on.

FUND RAISING GROUPS

Give EVERY person in the fund-raising group a Fragrance Wallet, so that each of them can pass it around their OWN circle of contacts, to help raise money for their Charity or Group.

FM PARTY GUESTS

At the end of a Party, pass a Wallet to each of the Guests, with the promise of another bottle of fragrance for FREE or at HALF PRICE, when they bring you back an order for 5 bottles or more. (arrange to collect all the Fragrance Wallets, when you deliver the Party orders).

FAMILY MEMBERS

Give EVERYONE in your family a Fragrance Wallet, so that they have one to pass around their own circle of contacts.

FRIENDS & NEIGHBOURS

Give your friends and neighbours a Fragrance Wallet to pass around their contacts, and offer them an incentive.

SHOPS

Whether a large or small shop, you can leave a Fragrance Wallet for the staff to look at, take home with them, and so on, offering an incentive.

OFFICES

Leave a Fragrance Wallet with the Receptionist in Offices, to show all the staff. Let the Receptionist know of the incentive, offering her the opportunity to receive a free fragrance.

SMALL & MEDIUM COMPANIES

Industrial Estates are a fantastic place to find lots of different small/medium Companies. Leave a Fragrance Wallet with the Receptionist at each one, to show around the staff, explaining the incentive.

HOSPITALS

Hospitals are a wonderful place to leave Fragrance Wallets. Give out as many as possible to the staff, as they can produce huge orders. Either offer free fragrances, or a donation to any of their fundraising groups.

RETIREMENT HOMES

Leave a Fragrance Wallet to show around the staff and residents, and offer a 10% donation, as many raise money for their Summer outings, Christmas parties, entertainment etc.

PLAYGROUPS & DAY NURSERIES

These are always looking to raise funds for new toys and equipment. Each parent could have a Fragrance Wallet to pass around their own circle of contacts, with a 10% donation from orders.

RAINBOWS/BROWNIES/GUIDES

Again, each parent can have a Fragrance Wallet, to help fund raise for these groups, with the promise of a 10% donation from all orders received.

SCHOOL PTA's

Arrange for each member of the PTA of every school in your area, to have a Fragrance Wallet to pass around all their contacts, and offer a 10% cash donation for their school funds.

YOUR CHILDREN

Give a Fragrance Wallet to your children, so they can show the fragrances to their friends, and their friend's parents.

HAIRDRESSERS

Drop a Fragrance Wallet into Hairdressers, to pass around their clients and staff, with the offer of free fragrances as a thank you.

TANNING SALONS/NAIL BARS

Leave a Fragrance Wallet with the Receptionist to pass around their clients and staff, and explain the incentive.

AVON, KLEENEEZE & BETTWARE REPS

Give a Fragrance Wallet to each of your customers, with the offer of a free, or half price bottle of fragrance for themselves, to encourage them to get an order for you.

HOW TO MAKE THE INITIAL APPROACH

Fragrance Wallets can be given out to EVERYONE you come into contact with. When you visit a prospect, initially show them the complete range of fragrances in your Sample Case, and let them try a few. When they've found one they would like to order, explain how they could have it FREE, by passing a Fragrance Wallet around, and getting some orders for you.

Arrange a mutually convenient day and time to go back and collect the orders – some people may want to keep the Fragrance Wallet for a couple of days, some may want it longer, to pass around as many people as possible. There are ENDLESS ways of using the Fragrance Wallets – and they pay for themselves over and over again !

HOW TO PREPARE THE FRAGRANCE WALLETS

The easiest way to prepare your Fragrance Wallets is to do a complete batch of them all at the same time. Choose your 20 top selling fragrance samples, put them in numerical order, and starting with the lowest FM Number, dab some of the fragrance on to the relevant number of strips, one for each wallet. Then put each one straight into a slot in each wallet, starting from the far left hand side.

As you prepare your strips, write the FM number on each one, and place them in the slots with the perfumed end at the bottom, and the FM number sticking out at the top. Place a sticky label on the front of each slot, showing the same FM number. (It's easiest to do this in strict numerical order, as each stick must be placed back in the correct slot)

Put a sticky label with your name, address, telephone number, E Mail address and Website on the back of EVERY wallet, and number them from 1 -20, so you know can make a note where each one has been left. Make a note also, of the date you prepared your wallets, as the strips will need refreshing every so often, to renew the fragrance.

FRAGRANCE WALLET + NEW A5 BOOKLET + FM CATALOGUE

Give one of the NEW A5 BOOKLETS out with every Fragrance Wallet, which contain an alphabetical list of fragrances available on the market, showing which Fragrance Families they fall into, plus a list of Fragrance Families at the back, showing which FM numbers are in each Family. These booklets also have an "IDIOT PROOF" guide to selecting an FM fragrance on the front cover, to help people find a fragrance which suits them. The booklets can be printed off your PC, double-sided, and use only 2 sheets of paper to produce.

On the last two pages of the A5 booklet, which show the Fragrance Families and FM numbers, HIGHLIGHT the NUMBER of EACH of the FM samples you have placed in the Fragrance Wallet, to make it easier for prospective customers to select the correct fragrance strips to try. If you can also leave an FM Catalogue with each Fragrance Wallet, people can see how the products are packaged, and they may also find other products that they would like to order from the range.