



The Matilda Jane Way:

your
Guide
to
Success

Matilda Jane Clothing



matildajaneclimbing.com

The Matilda Jane Way

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Chapter 1: Welcome to Matilda Jane Clothing

We are delighted to welcome you as a new member of the Matilda Jane Trunk Keeper Family! We are honored that you have chosen to be part of our growth story and we are very clear that the future of Matilda Jane is about supporting your success!

Our purpose at Matilda Jane is quite simply to:

- Inspire a sense of freedom, joy and creative self-expression in girls and women
- Support Trunk Keeper passion and empower the achievement of your aspirations
- Empower our Team Members to fully express their talents and make a difference
- Extend the Matilda Jane spirit of service and generosity to all stakeholders



Our goal is to make sure this experience is worthy of your time and talent. To that end, I can assure you that the entire Matilda Jane Team is dedicated to your success – we look forward to the journey together.



Jeff Blade

Matilda Jane Clothing CEO

jeff.blade@matildajaneclimbing.com



Welcome to the Matilda Jane Family! I am so excited you are here.

Within the pages of this guide, *The Matilda Jane Way: Your Guide to Success*, you will find simple, yet effective ways to be a successful Trunk Keeper.

The key to working your Matilda Jane Boutique Business successfully is to keep it simple. One quote to memorize is “This not an easy business, but it is simple.” As long as you follow that rule and follow the success steps outlined for you in the following pages, your business with Matilda Jane will be rewarding and fun!

We will work closely together during your first season through coaching and learning. Don’t ever hesitate to reach out to me directly with any questions that you might have!

I am here to help you each and every step of the way throughout your Matilda Jane journey. Even though you are in business for yourself, you are certainly not in business by yourself. I am excited to partner with you!

Here’s to your success,



Alana Weston

Matilda Jane Director of Learning and Development
alana.weston@matildajaneclimbing.com

TRUNK KEEPER SUPPORT

As a Matilda Jane Trunk Keeper you have an entire support team behind you that wants you to succeed. If you have questions or need assistance with any MJC related issue please reach out to your enrolling Trunk Keeper or contact our Customer Care team.

Matilda Jane Clothing Phone: 260-424-3511
3619 Centennial Drive, Fort Wayne, IN 46808 Fax: 260-424-3533
www.matildajaneclimbing.com

General Customer Service Questions: customercare@matildajaneclimbing.com
Returns & Exchanges: returns@matildajaneclimbing.com
Personal Orders: personalorders@matildajaneclimbing.com

TK Customer Care Hours
Monday - Friday 9 a.m to - 5 p.m. EST

YOUR SUPPORT TEAM

1st SOURCE

Enrolling Trunk Keeper	
Enroller's Address	
Enroller's Primary Phone #	Enroller's Secondary Phone #
Enroller's e-mail Address	

2nd SOURCE

Team Leader	
Team Leader's Address	
Team Leader's Primary Phone #	Team Leader's Secondary Phone #
Team Leader's e-mail Address	

3rd SOURCE

Senior Team Leader	
Senior Team Leader's Address	
Senior Team Leader's Primary Phone #	Senior Team Leader's Secondary Phone #
Senior Team Leader's e-mail Address	

THE MATILDA JANE STORY

Who is Matilda Jane? She is the imagined inspiration for the clothing designs created by our late Founder, Denise DeMarchis. Since the beginning, Denise's fashions were available only at art shows. With each passing season, excitement grew, and Matilda Jane customers began to follow Denise from show to show. The common request she heard was "How can we have our own show – we have so many friends that would love to see your clothing!" However, at the time MJC was a one-woman operation, so these fans would leave Denise's booth with hands full of joy but with no other way to purchase the clothing they loved.

As demand grew and the art show followers became friends, the idea of a new business started to brew. These incredible women would make perfect representatives of the Matilda Jane way of life – they were a group of fantastic women possessing a rare (almost unheard of) combination of values, personality, motivation, and passion for Matilda Jane.

Denise's belief was that she built Matilda Jane Clothing not by being a great salesperson, but by showing her personality, her integrity, and her heart. It is with honesty, loyalty, and the drive to never settle that she grew Matilda Jane into the brand it is today. If you ever saw her at a show in a tizzy because clothing isn't straightened or a hat isn't stuffed properly, you knew that it was because she cared about Matilda Jane and gave it her all – all of the time.

As a Trunk Keeper, you have the wonderful and unique opportunity to provide your customers with an in-home shopping experience like no other. No more frustrating trips to the mall. No worries of questions of "what will my friends think?" Mostly, though, we hope you'll see mothers taking the time to enjoy their daughters who are quickly moving from little girl to big.

At our Trunk Shows, you will sell a line of clothing that is whimsical, sophisticated, colorful, and a wee bit cheeky. Our clothing allows your gals the freedom to be themselves – whether it is through mixing and matching unique combinations or finding that perfect dress for twirling. Our collections are also mom-friendly – we hope the phrase "you are not wearing that out of this house" will disappear from whole neighborhoods and someday even the country (we can hope)!

Oh and you? You're integral to the success of this operation. You'll be the stylist to the stars. It's up to you to make sure each guest leaves with a fabulous look that seems to have been made just for her. Remember, all girls have different style preferences and body types, so know the products and make each girl feel like a star! Because you share our passion for exceeding expectations and providing services from the heart, we welcome you to this exciting journey we call Matilda Jane Clothing.

"I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel."

- Maya Angelou

MY “WHY”

Matilda Jane asks all new Trunk Keepers to create a “Why” statement. Simply put, *why* did you choose to join Matilda Jane Clothing? Was it the clothing? The chance to operate your own business? The opportunity to earn substantial income each month? To work with a company that was founded on giving back to the community? Each Trunk Keeper’s statement will be different because it is personalized to them.

The “Why” statement defines why you’re here, why you persevere and what you tell yourself during challenging times. It will develop into your own personal mission statement.

So let’s formulate your own “Why” statement. Below, list the top 3 reasons you joined Matilda Jane:

1. _____
2. _____
3. _____

Now list one or more organizations you can partner with to volunteer your time and/or talents to give back to your community. This should be something you have a passion for or something near and dear to your heart. _____

My “Why” statement: I am at Matilda Jane because _____

YOUR 30 SECOND COMMERCIAL

Now, based on your Why statement, let's put together your 30 second commercial. This commercial is essentially your way of sharing your business in a professional manner. You never know when you'll have the opportunity to talk about Matilda Jane, so it's important to have a quick, 30 second reply ready. Who knows, you could meet a potential Jane in line at the grocery store, on an elevator or at your child's soccer game. Be prepared!

Here are some ideas to get your mind rolling and help you create your 30 second commercial:

Have you ever heard of Matilda Jane Clothing? It's an amazing company that...

I joined Matilda Jane because...

What I enjoy most about being a Matilda Jane Trunk Keeper is...

Now that I have my own business I am looking forward to...

I'd love to tell you more about Matilda Jane. I'm having a trunk show on...

My 30 second commercial: _____

"To be successful, you have to have your heart in your business, and your business in your heart."

– Sr. Thomas Watson

Chapter 2: Getting Started

LIST OF 100+

One of the first tasks each new Trunk Keeper undertakes is to create her own “List of 100+.” This list identifies at least **100 people** to whom you can market Matilda Jane throughout your entire career.


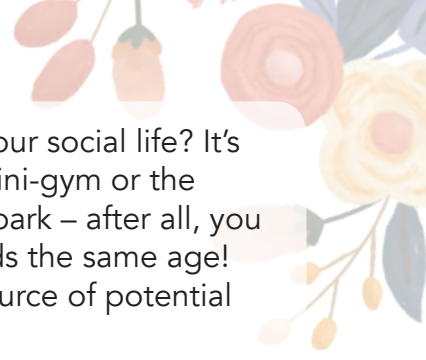
Most of us can name enough friends or neighbors off the top of our head to get in the double digits, but 100??? Are we crazy?

Nope, ok maybe a little, but trust us on this. We promise creating a list of 100+ is not as hard as it sounds. In fact, once you get started you may find that your list is much longer. This list is an ever-changing and ever-growing source of contacts.

You should complete your list prior to receiving your first MJC Trunk. One of the best ways to identify 100+ contacts is by using the acronym **FRANKS** (sorry if it reminds you of hot dogs, but RNKFSA didn't roll off the tongue quite as easily...).

FRANKS is an acronym that stands for Friends, Relatives, Acquaintances, Neighbors, Kid Contacts and Social Media. Put together these are an excellent source for building your MJC business.

- Friends – Your girlfriends. Your tribe. Whatever you call those women that have seen you at your worst and love you anyway. You could count on them to rescue you from a bad blind date and you can now count on them to support you in your new business. Immediately add them to your list!
- Relatives – Second cousin twice removed? Great aunts? They may drive you crazy, but at the end of the day your family wants you to succeed. Reach out to them and share your excitement about joining MJC. Grandmas particularly love to buy adorable outfits for their granddaughters. And do we know adorable!
- Acquaintances – The lady you chat with at spin class. The friend of a friend whose style you admire. Your coworker's sister who stops by the office regularly with her toddlers in tow. These are people you already know. Even if you don't know them well they are potential supporters. Add them to the list.
- Neighbors – Whether you share a wall in an apartment or have an acre in between, your neighbors are great contacts. For one, they live nearby so can easily come to a Trunk Show. But they also have friends of their own, so reaching out to them can greatly expand your network.

- 
- 
- Kid Contacts – Who knew how much your kids would broaden your social life? It's amazing how many people you can meet at preschool, ballet, mini-gym or the library. It's easy to start a conversation with another mom at the park – after all, you already have at least one thing in common because you have kids the same age! People you know through your children's activities are a great source of potential contacts.
 - Social Media – Often times our social media circles overlap with the above, but it's common to have "friends" or "followers" on social media sites that you've never even met in person – even if they live in your town! You may have mutual friends or interests that brought you together online, and some of these contacts may love to attend a Trunk Show or become a Jane.

Actively Manage Your List of 100+

Once you've identified 100+ contacts on the list, organize it in the way that works best for you. The names could be handwritten in a cute monogrammed notebook or kept in an Excel file on your laptop, it doesn't matter. The important thing is that you **refer to it regularly and add to it often**.

Let's start your list of 100+ now.

FRANKS Worksheet

FRIENDS

- 1 _____
- 2 _____
- 3 _____
- 4 _____
- 5 _____

RELATIVES

- 1 _____
- 2 _____
- 3 _____
- 4 _____
- 5 _____

ACQUAINTANCES

- 1 _____
- 2 _____
- 3 _____
- 4 _____
- 5 _____

NEIGHBORS

- 1 _____
- 2 _____
- 3 _____
- 4 _____
- 5 _____

KID CONTACTS

- 1 _____
- 2 _____
- 3 _____
- 4 _____
- 5 _____

SOCIAL MEDIA

- 1 _____
- 2 _____
- 3 _____
- 4 _____
- 5 _____

SETTING UP YOUR WORK SPACE

Whether it's your kitchen counter, a desk in the corner of your bedroom or a dedicated office, having an organized workspace is critical for overall success as a MJC TK. There is no "one-size-fits-all" for exactly how it should look, because your space will be customized to you and what works best. Some of us are stackers while others are filers. No matter how or where you set it up, your space should have the following components:

- Computer (with MJC email set up)
- Printer
- List of 100+ handy at all times
- Calendar in whatever format works best for you
- All MJC business supplies
- File Folders
- Garment Bags
- Steamer
- Tote or Portable File System to transport supplies
- Calculator
- General office supplies (paper, pens, paper clips, etc.)

Initial Set Up

- **Open a Separate Checking Account for Matilda Jane** – MJC collects all check and cash payments on guest orders through direct debit, so it's necessary that you have a separate account. Also, having a dedicated account strictly for MJC helps you more easily track your profits. Please notify MJC of any changes to your checking account.
 - MJC Senior Team Leader Christy Ingle recommends, *"Have a buffer in your MJC checking account. You'll want to have at least \$50 - \$100 buffer at all times to handle returns or any unexpected expenses."*
- **Order your Matilda Jane Business Cards** - order at www.managedprint.net
- **Order your Business Supplies** – on the MJC Trunk Panel

ORGANIZATIONAL BEST PRACTICES

Keep a Master Calendar

The key to keeping yourself organized is to have your entire life organized in *one single calendar*. That means your family, sports, church and volunteer activities, as well as medical appointments should be on the same calendar as your MJC events. Having everything organized in one place prevents you from double booking and making last minute cancellations. So it's fine to tape that soccer schedule to the fridge, but take the extra minute to input the practices and games into your master calendar.

Trunk Keeper Brea Freeman from Goodlettsville, TN, explains how she keeps her work space organized:

"I keep all of my business supplies in one place so it's easy to go to one place to get everything I need (order forms, etc.). As for my calendar, we have a large family, so my family activities go on first and then I highlight what days I have to do shows and my Janes have to pick from those dates. That way I control my business, it doesn't control me and everyone is happy."

Schedule Trunk Shows At Times Convenient For You

Once the calendar is updated, highlight what days you CAN do trunk shows. We recommend holding 6-8 in-home Trunk Shows per month, which means you'll want to schedule at least 8-10 in order to realistically hit that number. Cancellations happen, so having extra shows on the calendar is a best practice.

Create a Filing System That Works for You

We suggest you make hanging files for each month of the year, then insert individual folders for each Trunk Show in the correct month. Each Trunk Show folder should have the Jane's information, guest order forms and show printouts. Some people even create folders for each customer, but that is a personal preference. It's not necessary to create a separate folder for each customer, but you do need a way to keep them organized so you can easily refer to previous orders.

Check the Trunk Keeper Blog

Remember to check the MJC Trunk Keeper Blog regularly for important information such as promotions, training tools, product details and more. The blog is one way we communicate to our TKs and you don't want to miss anything!

MATILDA JANE LINGO

Every company has its own lingo – acronyms, nicknames and even made-up terms to describe process or products. At Matilda Jane, we sometimes use terms that might be unfamiliar to an outsider. But you're an insider now, and we want to fill you in so you don't have to nod along and pretend you know what we're talking about.

MJC – Matilda Jane Clothing

TK – Trunk Keeper

Jane – Trunk Show hostess

Active – A Trunk Keeper that sells a minimum of \$1,500 CSV each month

CSV – Commissionable Sales Volume

Shorties – Our version of shorts

Knits – Clothing made of knit fabric

Wovens – Clothing made of woven fabric

Flash Sale – A sale that happens unexpectedly and doesn't last long

Release Day – The 1st day we release a new clothing collection

Carting – Adding items to your online cart for customers and Jane's

Sell Outs – Items that are sold out – no longer in inventory

Sample – Your Trunk clothing items are considered samples

ID – Your Trunk Keeper ID number

Visual Line List – The list of items in a collection, along with pictures of the item, which are included in each new release sample trunk

Jane Perks – The ½ priced items a Jane earns

Spare Change – The free merchandise a Jane earns

Wish List – Your customer's list of items she wishes to order

Banners – Marketing graphics you can use in a digital format to promote your business

Mix & Match – The ability to mix and match our clothing items together to make different outfit combinations

TTS – True to size

JE – Jane Exclusive

Referring Jane – The Jane that refers another Jane to host a trunk show (she gets a ½ priced item for referring)

SOCIAL MEDIA SET UP AND GUIDELINES

Social Media is a great way to promote your business, gain loyalty and build relationships with new and potential customers. We love seeing the company pride and positive comments and are here to support you. When managing your social media accounts there are some key things we ask you to follow:

- You represent Matilda Jane – please keep this in mind and refrain from posting any comment that can be seen as negative or critical of the company, products, policies or customers.
- Ask permission before posting pictures of customers, especially children; Many customers would LOVE to see their children featured wearing MJC, but some parents prefer not to have their children's photos online. As a courtesy, ask permission and respect their privacy if requested.
- Allow the Home Office Social Media Team to respond to online comments (we often do so privately).
- If you aren't sure if something is considered company inside information and what things can be promoted online, check with your enrolling Trunk Keeper or your Team Leader.

To make it easy, here's a quick glance list of MJC social media Do's and Don'ts:

Create a page that includes the term "Independent Trunk Keeper for MJC"	Do	
Create a Facebook Group Page	Do	
Use profile pictures of yourself or approved images	Do	
Use the MJC corporate Facebook Fan Page, Twitter account, Instagram account or Pinterest account to solicit business or drive people to your page		Don't
Create a Fan page on Facebook, Twitter, Polyvore, Pinterest or any other social networking site that appears to be that of the Home Office or on behalf of the Home Office		Don't
Use the MJC logo, the Home Office's profile picture or any other branded image that is not approved by the Home Office		Don't
Comment on the Home Office social media pages, sponsored promotions or giveaways with your page's link		Don't
Buy, Sell, Trade		Don't

POLICIES AND PROCEDURES

Code of Kindness

Please refer to your Handbook for the specifics of our Code of Kindness. However, in summary, it simply refers to treating your business with an intent towards kindness. Kindness in wearing MJC, showing MJC, and sharing MJC. We have a tight sisterhood and we choose to respect the customers and Janes of our fellow Trunk Keepers. Matilda Jane is all about supporting each other and celebrating each other's successes. This is our Code of Kindness.

Heart of Matilda Jane

Matilda Jane is a unique brand with a loyal following. We have heart and soul and place a high value on maintaining the integrity of our brand.

- Trunk Shows are the heart of our brand and keep the personal touch alive. Our Trunk Keepers love to interact with our customers on a personal level and get to know them and their families.
- Please do not offer public incentives to draw guests to shows. It creates an uneven playing field and is not permitted.
- Even though you and your customers are excited about an upcoming release, NEVER show products prior to their release. Doing so harms the brand and eradicates the excitement we all work so hard to build.
- Operating a second non-clothing related business is permitted as long as you:
 - Keep relationships and customer lists separate
 - Do not use MJC relationships to promote a second business

Qualifying Show

In order for a Jane to collect benefits from a Trunk Show, it must first meet the Qualifying Show requirements. To qualify for our amazing Jane Perks, your Trunk Show must have a minimum of three guest orders totaling \$300 or more in addition to the Jane's order.

Personal Orders

One amazing benefit to being a Trunk Keeper is the ability to order up to 10 items per season for yourself at a 50% discount. We call these Personal Orders. Personal order due dates will be communicated before each release by Home Office.

- Email orders to: personalorders@matildajaneclimbing.com
- Commission will not be earned on personal orders
- Personal Orders do not count towards monthly CSV

SPREAD THE LOVE

Who doesn't love a surprise? Especially when it's in the form of the super cute dress you've been ogling all night? At Matilda Jane we're all about making people's day. In order to make that happen Matilda Jane created our "Spread the Love" program. Every TK receives a total of \$70 per season to use toward making someone happy. For example, if a customer purchased several new outfits for her daughter at a Trunk Show and you overheard her commenting about a cute shirt she wanted for herself but couldn't justify you could "Spread the Love" and use the credit to get her the shirt. She'd be thrilled to have something for herself and you have likely secured a lifelong customer!

In order to do this you fill out the Spread the Love form found in your handbook, include a handwritten message and submit it to Home Office with the recipient's shipping info. Direct shipping charges apply and must be paid when the order is placed.

Remember to use this wisely and as a way to grow your business.

"Kindness is the language which the deaf can hear and the blind can see."

-Mark Twain

Chapter 3: Your Daily Activities

SETTING UP YOUR DAY – 10+ HOURS A WEEK TO WORK YOUR BUSINESS

What if we told you that you could work a successful Matilda Jane business by devoting just 2+ hours per day, each day to focused activities?

As with many things in life, it's not necessarily the *quantity* of the time you work, but the *quality*. Ten hours per week/two hours per day of planned, constructive, **income-producing** activities can be more productive than a full day of work without clear objectives.

This section outlines how to set up your day the Matilda Jane way. We've divided it into four separate 30-minute segments. Each 30 minutes should be uninterrupted, but does not have to be done simultaneously. Set up your day however works best for you (example: one hour in the morning, one in the afternoon). However you divide it, focus on these four sections every day:

- 1st 30 minutes – New Jane and Customer Search
- 2nd 30 minutes – Jane Coaching
- 3rd 30 minutes – Customer Care
- 4th 30 minutes – Recruiting/Team Building

New Jane and Customer Search: First 30 Minutes

The first (and most important) segment of your day should be devoted to growing your business by identifying and contacting potential Janes and customers. Determine the number of Janes you need to add to your calendar each month in order for your business to thrive. We have a Formula for Success, as a suggestion, outlined for you in Chapter 8. Once you've identified that goal you can work to meet your objectives by doing the following:

- **Contact an Existing Customer** – Call a customer that has ordered from you consistently in the past and talk to her about the benefits of becoming a Jane. Close with a direct question such as *"I think you would make a great Jane and I know your friends would have so much fun at our Trunk Show. I'm free on Thursday, April 20th. Does that work for you?"*
- **Review Your List of 100+** – The 12 Janes that you listed as a part of your application process should be the first Janes you contact to schedule Trunk Shows. Having these first 12 shows within your first 6 weeks will set you up for success. Once you move beyond those 12, it will be important to continue to use your list of 100+ to grow your business. Was there someone who showed interest previously but perhaps they weren't quite ready to host? Follow up with her. Move beyond those initial 12 Janes that you were asked to identify and reach out to others on your list.
- **Get Outside of Your Social Circle** – Spend your 30 minutes going to an event or a playgroup that you haven't participated in before. Be sure to have conversation starters regarding what you do for a living and be prepared with your 30 second commercial. This may put you out of your comfort zone, but by reaching out to others you can make wonderful contacts you may otherwise have never met.

Jane Coaching: Second 30 Minutes

The second 30-minute section of your day should focus on coaching your Janes. Clear communication is the key to making sure each Trunk Show is a success. At Matilda Jane, we give our Janes all of the information they need. We will dive into Jane coaching in Chapter 5.

Customer Care: 30 Minutes

The third 30 minutes of your day should be devoted to maintaining and growing relationships with former and current customers. Some ideas for that time include:

- **Follow Up On Recent Orders** - *"Did your items arrive?" Was everything correct?" "Don't you just love what you ordered?" or "Please send me a photo of your daughter wearing her new dress! I would love to see how adorable she is!"*
- **Be a Personal Stylist** – *"Can I add a pair of shorties (or dress, skirt, accessory, etc.) to complement your items to my next order?" "We just had our new release and I have made a suggested wishlist for you. I've sent it to your email. What other items can I order for you today?"*
- **Invite to an Upcoming Event** - *"We have a promo coming up next week. Would you like to attend my open house to take advantage of this great deal?"*
- **Ask if She's Interested in Becoming a Jane** - *"Have you considered becoming a Jane and hosting your own trunk show to earn awesome Jane Perks?"*
- **Thank Her for Her Business and Loyalty** - *"I just wanted to take a minute to thank you for being a loyal customer of Matilda Jane. My business depends on customers like you and I wanted you to know today that I appreciate you."*
- **Write Thank You Notes to Customers** – Whether it's an email or a hand-written card, a heartfelt thank you note goes a long way.

Recruiting/Team Building: Final 30 Minutes

The fourth segment of your day should be dedicated to recruiting and team building activities.

Since you are new, you will focus the majority of your time in this segment to looking for potential new Trunk Keepers. There are many reasons that having a team is beneficial. In addition to the financial benefits, leading like-minded women and helping them achieve their goals is rewarding.

You can start by asking for referrals from friends, families and current customers. You could say something like, *"I'm looking to grow my team in Texas. Who do you know there that has an entrepreneurial spirit, knows lots of people, likes to have fun and is looking for a business that is flexible and rewarding?"*

As you grow your business, you will devote some of this time to developing your team into leaders. Spend this time with each and every team member to ensure that they are set up for success in their MJC business.

Outside of these 2 (or more) hours a day, you will be holding your Trunk Shows. We will discuss the MJC Trunk Show Experience more in Chapter 4.

As your business grows, you may find that you need to devote more time to your business. One thing to remember and to purposefully stay focused on is the correct activities to do. It is easy to sit down and answer emails or write out a plan for tomorrow. These things do not necessarily grow your income. Focused, income-generating activities do not have to take long – but they definitely take discipline. However you decide to work your business, this basic structure will be key in constantly growing and having a successful MJC Boutique business.

By consistently structuring your day, as described above, you will set your business up for growth and financial success. Current customers will remain loyal as you add new ones. Your Janes will be happy and motivated, and your team of Trunk Keepers will develop into a successful (and fun!) team to work with.

“Respect your efforts, respect yourself. Self-respect leads to self-discipline. When you have both firmly under your belt, that’s real power.”

– Clint Eastwood

Chapter 4: The Trunk Show

Your First Trunk Show is an exciting event! It's the launch of your new business and the first opportunity to introduce your friends, family and neighbors to our unique product. That excitement should carry over to each and every Trunk Show. Here are some helpful ideas to make your first show – and those that follow – a success.

TREAT YOURSELF LIKE A JANE

When preparing to host your first Trunk Show you want to treat yourself like you plan to treat all of your Janes. That means follow the same activities that you'll ask them to do, invite the same number of guests and follow up with the same reminders. You'll likely learn some coaching do's and don'ts that you can share with your future Janes.

KEEP IT SIMPLE

When we say keep it simple we really do mean it! There's a good reason for this. Not only do you want the atmosphere at a Trunk Show to be casual and friendly, but you also don't want to make it so extravagant that it intimidates your guests. Remember, one goal of a Trunk Show is to secure potential new Janes, so if you go all out with the refreshments and décor the potential Janes may think they'd be obligated to do it that way too. Which of course makes it harder for you to book shows. On the other hand, if you make it look simple and fun you'll have an easier time securing new Janes. You want everything to be special, but there is no need to go overboard.

CREATE BUZZ AND EXCITEMENT WITH INVITATIONS

There are lots of ways to send invitations including email, printed invites, texts, Facebook, etc. Different avenues work best for different people, but no matter which way you choose, inviting guests **personally is best**. That can be done with a personal call, personal text (not group text), private message through Facebook (vs. a public announcement) or a printed invitation sent or delivered to their door.

Inviting people personally makes them feel special, and you're much more likely to get a response than if you send a mass email. Facebook events tend to get lost and overlooked. A handwritten note is so rare these days that it definitely stands out from the crowd. Or pick up the phone and call them! Texting is the way we communicate today and individual text (not group) tends to be very efficient. Also, reaching out to people individually helps avoid the "no" trend (where the first few people decline and then everyone tends to follow).

When you invite people always encourage them to bring a friend. Let them know it's special and that you'd love to meet their neighbor you've heard so much about. When everyone brings a friend your attendance doubles, therefore your sales increase. You will also meet friends outside of your immediate circle, which will help grow your customer base.

TRANSPORTING AND MAINTAINING YOUR TRUNK

Your Trunk Samples are your biggest investment and make a huge statement at a Trunk Show, so you need to care for the clothes properly to be sure each piece looks its best.

- Check inventory as soon as your trunk arrives
- Hang your samples on official MJC hangers as soon as possible to minimize wrinkles
- Maintain attention to detail (ironing, steaming or trimming an occasional loose thread)
- Mark your tags with the sizing information for each piece

Trunk Keeper Paula Creekmore from Jellico, TN, suggests:

“Have a room/office in your home that is just for Matilda Jane. I have an office in my home that always has my trunk on display for easy drop by shoppers. I use two big duffel bags to carry my clothes from show to show. They have wheels so it makes it super easy!”

When transporting your Trunk to a show, allow yourself extra time to pack your car. Over time you'll have it down to a science, but the first few shows it can be hectic trying to make sure you don't forget anything.

- Carefully pack clothing in hanging bags or large storage containers with lids
- Keep clothing on hangers to minimize wrinkles
- Load your Wooden Display first and then hang or lay the garment bags flat (some TKs use a garment rod that fits across the back of their car)
- Once you're home you should hang your garments to prevent wrinkles, and store the Wooden Display where it will be protected from damage and dirt

TWO MAIN TYPES OF SHOWS

There are two main types of MJC Trunk Shows. Some Trunk Keepers prefer more formal presentations, while others prefer an open house type format.

- **Formal Presentation:** During this type of show there is a dedicated time where the mingling pauses and the TK makes a presentation to the roomful of guests. She might discuss Matilda Jane's story, what sets us apart and highlight the products from the current launch. She also presents clothing mix and match suggestions and outfit pairing ideas to increase her sales.
- **Open House:** This type of show is more informal, with a casual, come-as-you-are type feel. Guests can pop in any time during the allotted window and browse at their leisure. The Trunk Keeper stands at the rack and acts as a personal stylist for each guest.

At Matilda Jane, we have found that the biggest indicator for success with our Trunk Shows is not determined by the type of show; rather, it is determined by where the show is located. Overwhelmingly, our most successful Trunk Shows are those that are conducted at a Jane's home.

SET UP

Setting up for a Trunk Show is not difficult, but it does require planning and attention to detail. Whether it's your first Trunk Show or your 100th, there are certain steps you can take to be sure your display looks presentable and inviting. Based on a poll of our Trunk Keepers, here are some of their recommended best practices:

- Arrive at least 30 minutes prior to the start of the show to set up your Trunk Keep your top of the rack decorations simple so you can carry them in a single box or basket
- Helpful hint for setting up the rack: If using the back rod, be sure to **hang clothes on it last and take them off first**, otherwise it can flip (as many TKs have learned the hard way!)
- Use a separate rack for women's clothing
- Arrange clothes by type in size order (makes them easier to find)
- Be sure your tags are updated with correct sizing and current inventory information
- Allow 30 minutes after the show to take down

Some things to have on hand at a Trunk Show are:

- Laptop or iPad (with wifi to check inventory)
- Clipboard
- Pens
- Business cards
- Order forms
- Jane Packets (to give to people that commit to be a Jane during the Trunk Show)
- Your calendar for future bookings
- Measuring tape
- Sewing kit for emergencies
- Matilda Jane materials such as Look Books, Jane brochures, Jane Packets, etc.

THE MJC TRUNK SHOW EXPERIENCE

It Begins With the Greeting

Whether you or one of your Janes is hosting, make it a point to greet each guest at the door. Introduce yourself and thank them for coming. You can start to get to know them, build relationships and gain credibility. The show may get hectic, but greeting each person at the door ensures you meet everyone.

Be a Personal Stylist

During the show, you'll want to make recommendations on complimentary items (ex. suggest shorties to coordinate or an accessory to complete the look). You may also want to suggest particular pieces or best sellers. People love to score a hot item! Create recommended sets or capsules of clothes.

Trunk Keeper Julie Kline from Panama City, FL, suggests:

"Know the clothing. Know which items to add to purchases. I always try to add an additional item that coordinates with the purchase. Learn to read the client. If she's wishy washy, make a decision for her. If she's frugal, suggest a headband or something smaller to complete the outfit."

Trunk Keeper Michele Dyson from Valley Grande, AL, offers another great way to show off the clothing:

“Wear items from the new release. When others see how you pair it a lot of times they will be more likely to purchase it as well. It also tends to build excitement.”

In our business, you sell what you talk about. Therefore, consider talking about sets of items. Bundle items together so that your customer’s order increases. Talk about the bundles and watch your sales skyrocket!

Build a Relationship

Take the time to talk to the guest and find out more about her. Ask about any upcoming events such as birthdays or family photos. Ask about her children and make it a point to remember their names.

Trunk Keeper Kat Kempson from Frisco, TX, explains how she builds relationships at Trunk Shows:

“I speak to each guest, ask about their child, their likes and dislikes and general sizing. I let everyone know I am there to help and style but also I don’t hover. If they show me something they like I will try to show them how to make multiple outfits for a ‘future’ purchase. This almost always leads to an up-sell and future order!”

Best Order Taking Practices

- **Place Yourself in the Middle of the Action** – During a trunk show you want to be where you can interact and chat with everyone, not secluded from the customers. Join the fun!
- **Ask: “Were you able to purchase everything you wanted?”** Chances are the answer is no, which gives you the perfect opportunity to ask if they want to be a Jane and earn free merchandise.
- **Make Additional Recommendations** – Taking orders is another great time to make additional recommendations for purchase (ex: *“I love what you purchased! Would you like to add this matching accessory to your order?”*) Look for “holes” or things missing from her order and offer suggestions for ways to fill that hole.
- **Thank Them for Their Order** and if you haven’t already, ask them to be a Jane (*“I’m currently booking Trunk Shows for next month, can I put you down to be one of my September Janes?”*)
- **Handling Sell Outs** - Sometimes popular items sell out quickly, and customers can be disappointed. The best way to handle this is to be sympathetic, honest but direct and offer suggestions on other pieces that might work. Matilda Jane offers a vast selection of items for our customers to choose from. Our most successful Trunk Keepers are proactive in handling sellouts by securing alternative orders ahead of time. Helping your customers fall in love with other items and making outfit suggestions around sell outs is a MJC best practice.

TK Brea Freeman from Goodlettsville, TN, shares how she handles sell outs:

"Always turn a negative into a positive! Using a line like this, 'Hey Jill, I wasn't able to grab that shasta top but I was able to get the knot top and it also looks amazing with those shorties. The great thing about the knot top is that you'll be able to wear it longer as the straps are adjustable AND it's getting ready to sell out as well!'"

Paula Creekmore from Jellico, TN offers:

"I always let them know there is always another option to replace the sold out piece. So far I have been lucky to be able to offer them my sample or find the item they need from a sister TK on our direct team. Once you get your loyal customer base they totally understand and still love you!"

Always Ask

You never know until you ask. ASK if a guest is interested in a coordinating item. ASK if they want to be a Jane.

ASK if they know anybody who would. Asking questions is the best way to get information and commitment. Don't be afraid.

And when we ask, ask direct questions for the best desired results. For instance, instead of "Would you like to host a show?" ask "I'm currently booking for September shows, does a Friday work best for you?" Assume they want to be a Jane and formulate your questions from there.

"Sometimes, when you put on a certain dress, you feel a certain way. When you put on Matilda Jane, you feel just happy and twirly. You just feel good."

–Denise DeMarchis

Chapter 5: Your Janes

JANE PERKS

Who doesn't love free clothing? Your Janes have a great incentive to host a successful Trunk Show because they'll want to earn Jane Perks.

Being a Jane isn't just about hosting a fun party for your friends. There are perks in it for you, too! To qualify for Jane Perks & Spare Change, your Trunk Show must have three or more orders totaling a minimum of \$300 in retail sales, plus an order from you.

PERKS		SPARE CHANGE	
Purchases	Perks Earned	Guest Sales	Spare Change
\$300	1 item at 50% off	\$500	\$25
\$500	2 items at 50% off	\$1,000.....	\$75
\$800	3 items at 50% off	\$1,500.....	\$100
\$1,000.....	5 items at 50% off	\$2,000.....	\$150
\$1,250.....	6 items at 50% off	\$2,500.....	\$175
		\$3,000.....	\$225

(For every \$250 in guest sales over \$1,000, you earn one additional item at 50% off.)

(For every \$500 in guest sales over \$3,000, you earn an additional \$25 in Spare Change—extra money to spend on any full-price items.)

Note: You will also receive one half-price item as a Referring Jane when any of your friends hold a show booked from your Trunk Show.

JANE COACHING

Now that you have a commitment from your Jane, its time to partner with her to make sure the Trunk Show is a success! It's important to coach your Jane on MJC's best practices and provide support. She should feel like your partner in the process, working with you to make sure the Trunk Show is rewarding for both of you – while having fun in the process!

Even if she's hosted direct sales parties before don't assume she knows what to do. You still need to provide coaching on MJC's model and help her with the process.

The three conversations below outline the recommended steps to follow with each Trunk Show.

1). First Conversation: When You Book the Show

When your Jane first agrees to host a show there are several things you should cover during that initial conversation.

Thank Her For Her Support

First off, thank your new Jane for her support. Explain that you're her partner and will be there to answer any questions. Remind her that a MJC Trunk Show should be *simple, fun* and *rewarding*.

Set the Date/Time/Location

Together with Jane you'll need to pick a date, time and location. You can provide recommendations about what works best for your customers in order to have the best possible turnout.

- **Date:** Explain that MJC Trunk Shows don't require a long lead-time. Because they are treated as casual, simple get-togethers it's not something they need to plan months or even weeks in advance. In fact, sometimes a 24-48 hour turnaround can lead to better results. Again, remind them it should be simple and fun.
- **Time:** Every Trunk Keeper is unique, and different times can draw different people. Over time you will learn what works best for your customers so you can offer suggestions. For example, if the majority of your clients are moms that shop during the day you could say, "*My most successful shows typically happen Thursday at 10 in the morning, does that work for you?*" However, evening and weekend shows may work better for a different demographic.
- **Location:** The majority of Janes host at their own homes, but there are plenty of other options to hold a successful Trunk Show. Just keep in mind that if the Trunk Show takes place at a business (conference room, building lobby, hair salon, etc.) you need to **stay with your Trunk the entire time**. Alternately, if the show takes place at a retail location such as a boutique **the store must be closed** when the Trunk Show takes place. You can also offer your own home.

The Guest List

- **How Many?** We recommend at least **10-15 guests present** to have a successful Trunk Show. So naturally, **the number of guests invited needs to be much higher (40 or more)** in order to obtain that number. 40?! Now your Jane might be a little apprehensive, because she either doesn't know 40 people or the thought of fitting that many into her living room invokes panic. This is where you can reassure her and explain that all 40 will certainly *not* make it. Statistically, about ¼ of invited guests will attend a Trunk Show. She needs to *invite* that many in order to have good *actual* attendance at the show.
- **Who to Invite?** Remind her she knows more people than she thinks! This is a good time to explain the "FRANKS" acronym discussed in Chapter 2. You used it to create your list of 100+ and she can use it for her invitation list!

- **How to Invite?** Your Janes can invite guests in the format (call, text, email, paper invitation) that they're most comfortable with. However, you can guide them and explain that you've had the best success with a simple text or personal phone call. Coach them to keep it simple, *"Hi, I'm having a MJC Trunk Show at (date, time, etc.). You're going to love the new collection. Can I count on you to be there?"*
- **Managing the Guest List** - For guests that say yes, a quick reply, *"Awesome, see you then and feel free to bring a friend!"* is perfect. However, if a guest can't come make sure they know they can still place an order. Encourage your Jane to reply with something like, *"Sorry you can't make it Thursday. There are a few pieces I think you'll love, so here is the link for you to look at the clothing. If you order through me up to the show date I'll still get credit as your hostess."*
- **Jane Perks** Your Jane is probably already aware that she can earn half price or even free clothing from hosting, but may not be clear on exactly how that works. Now is a good time to explain the Jane Perks program so she is excited and motivated to earn free clothing. Also, mention our referral program and how she receives an extra ½ price item for any of her friends that agree to host a show.

Jane Wish List – This is the fun part! Encourage your Jane to create a wish list of the items she hopes to earn for free or half price. Doing this helps solidify her goals for the show and motivates her to reach them. She really wants that cute dress for half price!

Refreshments – Again, repeat that simple is key. Most choose to have refreshments but it doesn't have to be expensive or fancy. We suggest something salty and something sweet to eat, as well as offering both an alcoholic and non-alcoholic drink. A cheese tray, a cake, wine and lemonade are examples of great but simple choices. We promise your friends won't care if the goodies are store bought! Obviously it can vary based on the time of day and location (if at an outside location please check the policy on providing food and alcohol).

Set Up – In keeping with the simple theme, remind her that she does not need to do much. She provides the venue and the guests, but you will bring the clothing and set up. She'll want to pick a large, open area, if possible, and have access to a mirror. Also let her know she'll want to have some type of private changing area for guests that want to try things on (a guest bathroom fits the bill just fine).

Before you end the first conversation, your Jane should be excited about the party and have a clear idea of her host responsibilities:

- Location
- Guests
- Simple Refreshments
- Positively Promote
- Collects Outside Orders

2). Second Conversation: Halfway Between the Day of Booking and the Actual Show

At the midway point between when you booked the trunk show and the actual event, reach out to your Jane for a follow-up.

Get Current RSVP – *“Hey Jane, it’s Alana. I’m looking forward to your Trunk Show on the 30th. Just touching base to find out how many people have RSVP’d yes so far....”*

If the guest list at that point is less than 15, we recommend coaching your Jane on how to increase that number (*“I’d love for you to be able to get everything on your wish list, let’s think through ways to increase...”*).

Some tips you can provide are:

- Ask everyone to bring a friend (*“Have you asked everyone to bring a friend? If not let’s...”*)
- Invite people you haven’t already invited (FRANKS)
- Encourage her to pick up the phone and personally call/invite people she hasn’t heard back from
- Encourage her to take orders from those that RSVP’d no (*“How many orders have you gotten from people that can’t make it?”*)
- Inquire about potential Janes - another goal of the party is to meet or gain commitment from future Janes. You can get a jump on this by asking if any of the people coming might be interested in hosting. Remind her that for every show booked she gets a ½ price item when they hold their Trunk Show

Reminders – Remind her that you’ll arrive 30 minutes prior to the start of the show to set up, and close with an encouraging message (*“I’m so excited to see how many things you’re going to get for free!”*).

3). Final Follow-Up: 1-3 Days Prior to the Show

A day or two before the Trunk Show you’ll want to touch base with your Jane to confirm and tie up any loose ends.

Get a Final Headcount – As before, if she is still low she can encourage everyone to bring a friend.

Encourage Her to Send A Reminder – It’s a good idea to send a reminder to guests using whatever format she initially invited them. So if she invited friends via a text, a quick text reminder is sufficient.

Identify Potential Janes - Ask if any of her friends have expressed an interest in hosting a show, or which friends might be interested so you can identify them at the show. **Remind her she gets a ½ priced item for each show booked from hers, so she has additional incentive.**

Provide Set Up Tips – Recommend a large, open area for the show if possible. She’ll also want to have a place for guests to try on clothing and a mirror. Also, she might want to consider having extra seating on hand.

Finalize Loose Ends – Get directions if needed and remind her you'll be there 30 minutes early to set up.

Outside Orders – Remind her to follow up with anyone that can't come and encourage them to visit the website and place an order through her no later than 2 days after the party.

If much of that felt redundant to you, it was. Repeating the steps she will want to take to be successful is important. Many of us need to hear things more than once for it to sink in. Don't hesitate to tell her the same information more than once. This is a MJC best practice.

JANE PACKETS

You'll want to prepare at least 10 Jane Packets to have on hand and give to a new Jane when she agrees to host a show. These packets not only provide necessary information, but are also a nice way to show your support and appreciation. Keep a couple in your car at all times and bring a few to each Trunk Show. The Jane Packet should include:

- Invitations (25 or so)
- Jane Guide
- MJC branded items such as a sticker or pen
- Personalized note from you

Wrap these packets in an attractive bag or use a cute bow (fun colors or something Matilda Jane-ish!). It will be the first impression your Jane will have about hosting a Trunk Show and you want it to feel special.

JANE APPRECIATION EVENT

One fun way to continuously grow your business is by hosting 1-2 Jane Appreciation Events per year. Your Janes work hard for you, so this provides the perfect opportunity to spoil them and show how much you truly appreciate them. If done right, they can also become such memorable events that people will want to host shows with you just so they can attend!

Our Director of Learning and Development, Alana Weston, built a multi-million dollar business during her time in the field. She was able to grow her pool of hostesses year after year using Appreciation Events. Of course, everyone's event will look differently but her example provides ideas you can work into your own signature event:

Alana hosted a Hostess Appreciation event around Christmas every year. It was a wonderful evening, filled with fun and prizes, and quickly became an event that people talked about and wanted to attend!

She had her hostesses over to her house for a night of pampering and fun! She rolled out the red carpet for all who had hosted a Show with her throughout the year. She served wine and food and even brought in people to give manicures, pedicures and massages to the honored guests. There was also a raffle where her hostesses could win nice prizes. Everyone left with a gift and a smile, feeling important and appreciated.

There was a big buzz on social media, because everyone raved about the wonderful evening they had with Alana and her business. People wanted to attend the event the following year, so they were sure to schedule their own Show with Alana to be included on her invite list.

While conducting a Jane Appreciation event, you will want to have your entire Trunk on display so your customers can see our beautiful clothing. Consider having it coincide with the night of your end of season sample sale to help liquidate your samples. Not only will it be an evening to thank your Janes, but it can create the **perfect opportunity to pre-book Janes for the next season and sell your samples all at one time!**

Your Jane Appreciation Event may look much different. It doesn't have to be around the holidays or even at your house. Do what works for you! Over time you'll have a signature event that thanks your Janes and positively promotes your business.

CONSTANTLY GROWING YOUR CUSTOMER AND JANE BASE

One thing to keep in mind in this business is that things change, and you never want to be caught relying on the same group of Janes for your business to exist. You continuously want to grow your circle and seek out new potential Janes. Your ongoing goal should be to book 2 new Janes at every Trunk Show. By adding 2 new Trunk Shows for every one that you hold, your business will continuously grow.

By adding new Janes, you, in turn, add new customers. This is an MJC best practice for growing and maintaining a successful business.

A successful MJC Trunk Keeper appreciates and takes care of her current Janes while continuously seeking new ones. Complacency is the enemy of success.

*“Your spark can become a flame
and change everything.”*

- E.D. Nixon

Chapter 6: Matilda Jane Clothing Best Practices

PROVIDE EXCELLENT CUSTOMER CARE

Taking excellent care of your customers creates loyalty and positions your business for long-term success. There are plenty of ways to make your customers feel appreciated and valued.

- **Get to Know Her** – Ask questions about your customer’s interests, family, work, etc. Get to know her as a person and make note of her hobbies and things she values. Know who her daughters/granddaughters are and their sizes and preferences.
- **Keep a Customer Care System** - Whether you keep your customer files in an Excel spreadsheet, notebook or index card system have a place you can jot down notes that may come in handy including special interests and important dates such as birthdays.
- **Follow Up** – A good TK will follow up with her customers regularly to check in and make sure her items arrived as expected. This is also a good time to follow up on anything you talked about at the Trunk Show (for example, if she mentioned an upcoming recital where her child would wear Matilda Jane, ask her how it went). Also, with each new release, make sure all of your customers get a personal touch-base from you to see if she would like to order.
- **Ask Her to Be a Jane** – Your best customers can also be your best Janes! They already love the products so are highly motivate to earn Jane Perks and free clothing. If you haven’t reached out to them, why not?
- **Or a Possible Matilda Jane Trunk Keeper** – It’s also possible that your best customers could also become a Trunk Keeper (*“Have you ever thought about doing what I do?”*). Of course you need to be sure your own personal business can support it if you live in the same area, but it could potentially be a great way to grow your business. Always be thinking of growing in areas outside your immediate area as well. See more about recruiting in Chapter 8.
- **Be Thoughtful and Generous** – Take the extra steps to be thoughtful and generous. Write thank you notes. Send unexpected texts of appreciation. Take care of her returns and partner with customer service to make sure she is well taken care of. Follow up and go above and beyond to continuously exceed her expectations. It’s not about necessarily going the extra mile, it’s about going that extra inch.

CONTINUOUSLY BOOK TRUNK SHOWS

Matilda Jane Trunk Shows are not only exciting and fun, they’re also one of the most important components of a Trunk Keeper’s success. The anticipation is contagious as customers finally have the opportunity to see the new pieces. Not to mention the clothes are much harder to resist when you can touch and feel them in person!

Two Types of Bookings

There are two types of bookings - those you book at your Trunk Shows and those that you get outside of your Trunk Shows. Getting bookings while at your Trunk Shows will be the simplest and easiest. Picking up the phone to schedule Trunk Shows is a harder step for some. Because of this, always make it a goal to book 2 Trunk Shows from each Trunk Show you hold.

It's important to fill your calendar with Trunk Shows starting your very first month. But how?

Where to Start?

The best place to start is with your **List of 100+**. The list you previously created identifies 100+ potential Janes that can help you succeed. The top 12 on that list identify the strongest potential, so start by reaching out to them first.

The goal for a new MJC TK is to hold **12-16 trunk shows in your first 2 months**. That number may sound daunting at first, but the good news is that you don't have to do it alone! This is where your relationships come in, and together with your Janes you'll work to make each show a success.

These first shows lay the foundation for future shows, and your network will expand exponentially leading to the long-term success of your business as long as you continually work to find new Janes and customers.

Gain Commitment

Contacting your top 12 and asking them to host a Trunk Show is the best way to get started and gain commitment. Your initial conversation could go something like this:

"Hi Lauren, it's Alana. I recently started a brand new boutique business, have you ever heard of Matilda Jane? I'm so excited and would really appreciate your support. The best way to help me get started is by hosting a Trunk Show next month. It's fun, simple and you earn clothing at free and ½ price. Can I count on you to be one of my first 12 Janes?"

If she says yes, fantastic! Coordinate a date and put it on the calendar. Then follow the steps in Chapter 5 to make the show a success.

What if She Says No?

If you ask someone to host a Trunk Show and you get an initial no, don't be discouraged. You can always:

- **Overcome Common Objections** - (helpful hints in below section)
- **Ask for a Referral** - *"I understand. Do you know someone who loves Matilda Jane and might be interested in earning free clothes and hosting a show?"*
- **Ask for Her Support** - Even if she is unable to commit to hosting, you can reassure her with *"I would still love your support by coming to my first Trunk Show..."*
- **Remember Timing is Everything** - This might truly be a busy time for her, but a few months down the line could be a different story. Don't be afraid to follow up at a later date even though they tell you no today.

Overcoming Objections

Your Jane may be hesitant to commit or decline using a common objection. This presents an opportunity for you to educate, reassure and discuss what is holding her back. Below are a few ideas for overcoming common objectives and explaining the benefits of hosting a Trunk Show.

- **"I don't have enough time" Or "I'm just too busy"** – *"I hear you! We're all so busy these days. One of the great things about hosting a show is that it gives you an opportunity to take a little break from the chaos and catch up with friends in a fun, relaxing environment."*
- **"I don't know enough people"** – *"A great way to increase the guest list is to ask everyone to invite a friend. That's an easy way to double the guests!"*
- **"I don't have a place to host"** – *"Matilda Jane Trunk Shows are simple! You don't need a fancy place. It could be a living room or even another venue such as the community center. If you're not comfortable hosting in your home I can help you find a location that works for you."* You may even want offer your own home.
- **"There'd be too much overlap, I have the same friends as Amy, who just had a party"** – *"Not everyone was able to come to Amy's, so even though you might invite the same guests this will provide an opportunity for those that missed to come. Also, I'm sure there are several that didn't get to order everything they wanted, so you'll be giving them a second opportunity."* Remind them that we add to our collection each month, allowing plenty of opportunity for everyone to make additional purchases.
- **"I'm not sure of a good date."** - *It's impossible to find a perfect time for everyone. Let's pencil in two tentative dates, then you can check with, say, five people to find out which one would be best. I'll give you a call tomorrow to find out which is the better date for you."*

TK Julie Kline from Panama City, FL, explains:

"I ask everyone if they've ever thought about hosting a show. I usually find something flattering to say about each person 'Oh you'd make a great Jane! You're so personable, etc. I bet you'd have a great turn out!' I have had a ton of success offering my home for shows. It's less pressure on the Jane and they are much more likely to host if the only thing they have to do is show up. This is also done on an individual basis. Feel the customer out first."

BECOME THEIR PERSONAL STYLIST

Get to know your customer's buying habits so you can suggest new pieces to compliment previous purchases. You might want to email a suggested wishlist with each new release. Check in with her regularly so you'll know if she has a special event coming up and might be interested in new pieces (family reunion, photo session, special holiday, etc.). You can also go the extra step and offer her a Personal Styling Appointment where she can bring

her daughter(s) and invite friends. Over time you'll build a long-lasting relationship and truly become her personal stylist.

BECOME AN EXPERT ON EACH COLLECTION

Memorizing the names of all pieces and their prices can help tremendously at Trunk Shows. Doing so means less time looking things up and more time interacting with customers. Still, please keep in mind that not every item comes in every size so try to familiarize yourself with each collection. MJC has items for infants, girls, tweens and women.

WORK YOUR BUSINESS ALL MONTH LONG

At Matilda Jane we encourage you to work your business the entire month. The monthly releases should be a *bonus* not a *driver*. In other words, don't count on specials or promos to build your business. Matilda Jane loves to be unpredictable, so don't plan around programming and release dates because you never know what surprises might be in store! Continue to work your business throughout the ENTIRE month and you'll succeed.

Booking shows during the entire month is a MJC best practice. Focusing only on release day will *not* set you up for success. Even if an item sells out we still have a large assortment for customers to choose from all month long.

PARTICIPATE IN ONGOING TRAINING AND COACHING

Matilda Jane provides regular training sessions and information on relevant topics. Some of these tools come in the form of a video or Power Point presentation you can view at your convenience. Other times you'll have access to call-in training sessions led by company leaders on different topics. Take advantage of these training tools! There is a wealth of knowledge at your fingertips, so get involved and participate in all that you can. You may come away with helpful tips or best practices that can greatly increase your sales volume or other objectives.

MASTER THE SAMPLE SALE

With proper treatment of your Trunk Samples you will have a great opportunity for a sizeable return on your investment. At the end of the season you can sell your samples to your customers or Janes. The sale price of these items is not to exceed published retail prices, but can be sold for a discount of your choosing. Often Trunk Sample sales exceed the purchase cost of your Trunk. Please keep in mind that **Trunk Samples sold to customers are not returnable to MJC for exchange or refund.**

Pre-Selling Samples

You can "pre-sell" samples throughout the season using the visual line list included in your original Trunk Sample package. The cost is between you and your customer, but we suggest you collect a 50% deposit on all pre-sold items. We also recommend that revenues received through the sale of your Trunk Samples be saved in your MJC checking account. This money can pay for the next season's samples and you'll be able to see your profits!

Trunk Keepers may never sell a sample prior to the end of the season or before all sizes in that item are sold out. Samples sales should not take place before corporate allows. Selling samples for more than the retail value is prohibited and E-bay auctions of any MJC items, including samples, is unacceptable and grounds for termination.

Finally, please keep in mind that your Trunk Samples are cash or check purchases only (unless you are personally set up to accept credit cards) because you will not be submitting these sales through the ordering system.

SUGGESTIONS FROM YOUR SISTER TRUNK KEEPERS

The best advice truly comes from those that have been there, done that! Matilda Jane Trunk Keepers are a true sisterhood and we're here to help each other succeed. Here are some tips from your fellow TKs.

On Gathering Information...

"Ask questions!! If you don't understand, ask someone. Read all company emails and dissect them. Stay informed. Knowledge really is power." – Julie Kline, Panama City, FL

On Building Relationships....

"If you remember her daughter's size and name it will go a LONG way. Because to remember that... With all the other things we have to juggle and manage as moms... Means you care and it is important to you! Be intentional by going the extra mile.

These customers and Janes will turn into friends. If they have a death in the family, send a card or a meal. If her daughter has been sick, shoot her an uplifting text. Treat these customers like your friends. They are. They will be. If you do your job, you will be building relationships that will last a lifetime. And in the meantime you will be earning money doing something you absolutely love." –Amanda Clark, Auburn, AL

On Trunk Shows...

"Be yourself. Give customers a reason to shop with YOU. I am amazed at how many friendships I have made over clothing. Also, don't feel you are annoying others by asking them to have a Trunk Show - you're not - you have nothing to lose!" – Jennifer O'Neal, Logan, WV

"I try to make sure each person feels like I'm there to help them. Sometimes our trunk can be a bit overwhelming, so having some outfit ideas and pairings already in my head can make it easy to pull and show customers." –Michele Dyson, Valley Grande, AL

"Give yourself a couple hours between the close of your open house and when you will be doing order entry... That is your time to pull things together and verify things, put your orders in order you want them etc." - Jill Hoglund, Delano, MN

On Work-Life Balance....

Pace yourself, remember this is not a sprint. It takes time to build a healthy business, and carry yourself in a professional manner ALL the time! Be a bright light in your customers' eyes, never talk drama or negative issues to them! You are there to help them dress their little girls, bond as mothers and spread the love of Matilda Jane. – Kat Kempson, Frisco, TX

"Always be positive.....it brings out the best in everyone." - Lori Ghere, Mattoon, IL

"Be prepared for a fun, wild ride and that we are unpredictable. There are going to be times where they are going to want to quit and times where it's the best job ever, but it's so worth it. All of it. People are so thankful for us." – Brea Freeman, Goodlettsville, TN

On Matilda Jane....

"The company was founded on determination, lots of dreams, and boatloads of love. It's about making girls and women feel good not only in what they wear but about themselves and the company they are purchasing from. Also I remind them what this company became and how quickly it happened ... Anything is possible. If you are passionate about something, follow your dreams and work as hard as you can to make them a reality." –Amanda Clark, Auburn, AL

"People LOVE hearing how MJC came to be and that even though we are now a "large" company, we truly are a small group of women (and men) doing incredible things and changing lives." -Brea Freeman, Goodlettsville, TN

"The most important part of the story is that from the very beginning Denise vowed to "give back" with her company and that, she has done!!! -Daphne Tuten, Bainbridge, GA

"I love to share about Mighty Acorns, and Habitat for Humanity. My clients love to hear about all the good being done. It makes them feel they are shopping with a purpose!" – Kat Kempson, Frisco, TX

"I tell them about Denise and how she started MJ and what MJ is all about. The clothes speak for themselves, but the heart and soul of MJ is about friendships and giving!" Paula Creekmore, Jellico, TN

*"The only place success comes before
work is in the dictionary."*

– Vidal Sassoon

Chapter 7: Setting Yourself Up for Success

When you are starting any new business venture, it is important to set yourself up for success. Making sure that your heart, head and intent are all aligned is important.

In this chapter, we will focus on the way that you see yourself, the way that you view your Matilda Jane business and the way that a successful business owner operates.

Let's start with your belief system. What you believe about your business and yourself will be critical to your success at Matilda Jane. If you have negative beliefs about yourself or anything related to your business, you will not be as successful as you would be with a positive belief system.

WHAT DO YOU BELIEVE?

Beliefs are our *perception* of what is true. This perception is something you can control, determined by your **self-talk**.

Other things you **CAN** control:

Attitude – Outward sign of your beliefs

Action – Effort you put forth

Things you **CANNOT** control:

Response – How others respond to you

Results – Your success and outcome

When the things you CAN control are positive, the things that you CANNOT control are most often positive as well.

At Matilda Jane we choose to focus on the things we CAN control and practice positive thinking and respect for others. We believe that if we work hard and do what we know is right we will succeed. Success starts with you!

When you have a positive belief about something, your actions and attitude will fall in alignment with that belief. It is important that your self-talk creates a positive belief within yourself.

Self-Talk

Self-talk is that inner voice that can build us or break us. Think about what types of things you're currently saying to yourself. Are they positive, healthy things that encourage and motivate you, or is there room for improvement?

Words and Phrases to Eliminate From Your Self-Talk:

All the shoulda, coulda, wouldas.....

I SHOULD HAVE... "I should have done things differently."

Instead say: "Next time I will do it this way."

I COULD HAVE... "I could have made a better decision."
Instead say: "In the future, I will look at all my options."

I WOULD HAVE... "I would have changed my mind if I only knew."
Instead say: "I will leave room for unforeseen things to happen."

And get rid of these....

I guess I can...
But, I am so busy...
Probably, someday I will...
I will try to...
Maybe I can...
I will never...
If only...

And while you're at it...

Replace your BUT's with AND

Examples of How to Change Your Self-Talk:

"I think I could be a Team Leader."

vs.

"I know with consistent effort I will be a Team Leader."

"No one wants to have a Trunk Show with me."

vs.

"If I make my 12 calls today, I can book a Trunk Show. When someone tells me no, I am one step closer to a yes."

"My customers are tired of buying from me – they are burnt out this season."

vs.

"I have a great clothing line to offer. Should my customer choose not to purchase from this month's release, I am excited to offer them our products next month."

"I am not making any money as a Trunk Keeper."

vs.

"I see myself as an entrepreneur. I know that the time I am putting into my business today will pay off for me significantly in the future. Today, I will make my calls, touch my business, and look forward to my success."

Own It. Claim It. Believe It. Proclaim It.

Remember, you are a Boutique Business Owner that defines her own success.

You're a professional that self-promotes her business in an effective and respectful way. If you don't believe this about yourself, *write this statement down and put it on your desk or your bathroom mirror.* Read it every day until your beliefs line up with this statement.

Believe in our company – Matilda Jane is invested in YOU, we are unique, special, high-end, and profitable!

Believe in our product – We are a high-end boutique business with a unique and beautiful product line that people love!

Believe in your Home Office Team – we all work tirelessly to provide you the best products, the best promotions, the best support that we can to help you be successful!

Believe in Yourself – you CAN do whatever you WANT to do! You are a Boutique Business Owner.

Another shift that some of you might have to make is one from the mindset of an employee to the mindset of an entrepreneur.

SEE YOURSELF AS AN ENTREPRENEUR

Matilda Jane Trunk Keepers have a unique opportunity because you truly are in charge of your own success. You have a top-notch support team behind you, but as a small business owner you need to think like an entrepreneur.

How is an Entrepreneur Different Than an Employee?

Entrepreneurs tend to have a different mindset than employees. Instead of waiting for someone else to tell them what to do, they seek ways to improve. Entrepreneurs are solely responsible for their business, so they work hard to make sure it succeeds.

Employees often feel less responsible for outcomes than entrepreneurs. They also tend to have a belief that “an hour worked is an hour’s wage.” While entrepreneurs believe that investments made today may not pay out significantly until the future.

Entrepreneurs also wear many hats and understand that they must tackle jobs that some might consider “above” or “below” their skill level. They roll up their sleeves to get it done. They also learn from setbacks and discover new ways to grow.

Entrepreneurs manage their time and take responsibility for their activities. They often seek out mentors to guide them but are in control of their daily activities. They don’t need someone else to tell them what to do or motivate them to do it. They have a passion for their business and will do everything they can to make it succeed.

LAW OF AVERAGES

Those that are a part of any company that sells a product, know they are going to hear the word no. A lot. The sooner that you can remove the “sting” from the word “no,” the sooner you will set yourself up for success.

According to Wikipedia, the **law of averages** is “a layman’s term for a belief that the statistical distribution of outcomes among members of a small sample must reflect the distribution of outcomes across the population as a whole.”

In other words, sales is a numbers game. Statistics say you’ll hear 11 “No’s” for every “Yes” in sales. However, this average can be shifted up and down based on your actions and skill set.

One way to lower your “No” average is by focusing on the MJC Belief System, your word choices, refining your skills and acting proactively.

But even the best hear “No” over and over. In fact, they probably hear it more because they *ask* more. Stop thinking of “No” as a negative word. Reframe your thinking to realize you’re just one step closer to “Yes.”

Don’t be afraid to ask, and don’t take it personally if you do get a no. Ask for add-ons. Ask every customer to book a Trunk Show. Ask them to join your business as a Trunk Keeper. Don’t be afraid. Remember the law of averages, so if you’ve heard 11 “No’s” in a row you’re bound to get a yes any minute!

“Don’t be afraid of your fears. They’re not there to scare you. They’re there to let you know that something is worth it.” — C. JoyBell C.

SEVEN CHARACTER TRAITS OF SUCCESSFUL PEOPLE

What is Success?

The definition of success is *“The achievement of something desired, planned, or attempted.”* Success means different things to different people. However, even though it doesn’t always look the same there are several common traits found in successful people. No matter their field or job description, **successful people share the following seven character traits:**


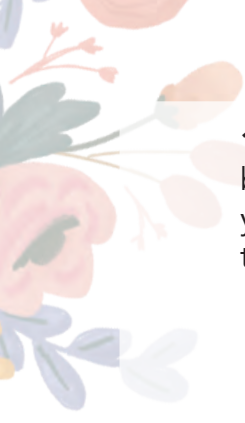
- 1. They Work Hard.** There is no such thing as easy money. Success takes hard work and people who are willing to do it.
- 2. They’re Honest** - Dishonest people may get initial sales, but honest people will gain respect and succeed in the long run.
- 3. They Persevere** - How many success stories will go untold because they never happened? Successful people outlast everybody else.
- 4. They’re Friendly** – Even shy people can be friendly. Friendly people are genuinely interested in others and make them feel welcomed and comfortable.
- 5. They’re Lifelong Learners** - Successful people never stop learning. They challenge themselves to learn new things and make a point to learn from their mistakes.
- 6. They Over-Deliver.** The well-known statement of “under-promise and over-deliver” became famous for a reason. It works. It made a lot of people ridiculously successful, including Bill Gates.
- 7. They seek Solutions** – Successful people find solutions. They see problems as opportunities and work to overcome them.

If you are like most people, you like a To-Do list. If we were to give you a To-Do list that the most successful Trunk Keepers follow on a consistent basis, the 10 steps below would be that list. Combine these steps with the Formula for Success we will talk about in Chapter 8, and you will run a very rewarding Matilda Jane business.

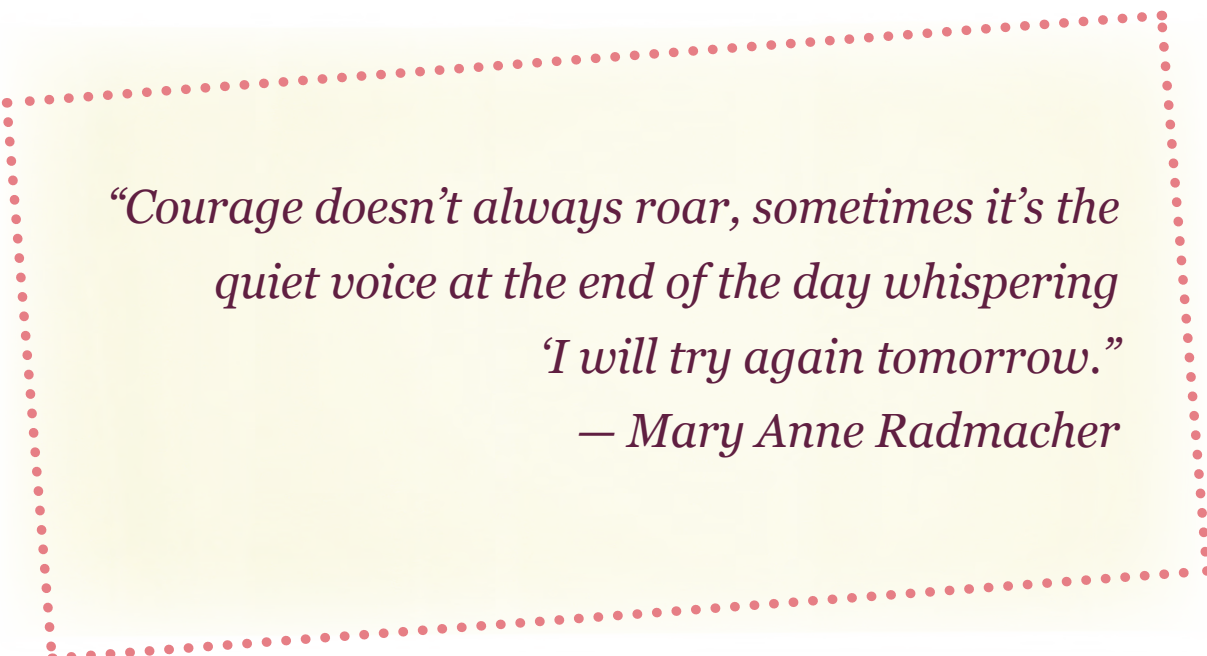
TEN STEPS TO SUCCESS

Here are 10 simple steps you can follow to make sure that you're a successful Matilda Jane Company Trunk Keeper:

- 1. Set Goals** - What do you want to accomplish? What are your short, mid and long-term objectives? Take the time to **write them down** and **set a target date** for reaching them. Work consistently toward accomplishing each day, each week, each month what you set out to do.
- 2. Make Lists** – Create a to-do list each evening of what you want to accomplish the following day. It's amazing how much gets done when you work off a list – not to mention the great feeling of checking things off!
- 3. Have Enthusiasm!** Enthusiasm is the high-octane “fuel” that Trunk Keepers run on. Enthusiasm generates its own energy. Energy and good health are synonymous with busy, happy people, people who are achieving.
- 4. Ask** – Successful people don't sit back and wait for things to happen. They make them happen. And the first way to do that is to ask. Ask people to come to your Trunk Shows, ask people to be a Jane, ask for referrals, ask, ask, ask.
- 5. Expect No's** - Remember the “Law of Averages” and expect to hear many more “no's” than “yeses.” No's aren't personal.
- 6. Schedule Time Wisely** - Having a schedule makes your day more productive and efficient. It assures that the necessary things get done correct and on time. Plan your work and work your plan! See Chapter 3 for more ideas on how to set up your day efficiently.
- 7. Be Positive** - Success is 90 percent attitude and 10 percent aptitude. All of us must work at developing habits of constructive thinking. Bernard Baruch, advisor to several presidents, is quoted as saying, *“If every salesperson sat down and took no orders for twenty-four hours, it would bankrupt our country!”* Every company that manufactures any kind of product depends upon salespeople to **move** that product. Without salespeople business would be paralyzed. Remember, sales is one of the highest paid of all professions. Statistics show that good salespeople enjoy incomes far above the average.
- 8. Have a Dedicated Office Area** – It's important to have a dedicated working area to stay organized. For tips on the best office set ups for a MJC TK see Chapter 2.
- 9. Get Involved** – Successful salespeople get involved. Whether it's volunteering, community events, charities or another area of interest get involved and interact with others.



10. Handle Money Smartly – It’s particularly important for small business owners to become efficient money managers. Having a separate MJC checking account will help you track your income. Pay attention to your sales, expenses and profits. This is a long-term business and if managed correctly you can become very successful.



*“Courage doesn’t always roar, sometimes it’s the quiet voice at the end of the day whispering
‘I will try again tomorrow.’
— Mary Anne Radmacher*

Chapter 8: Growing Your Income

MATILDA JANE CAREER PLAN

Matilda Jane provides Trunk Keepers the opportunity to earn an unlimited income by continuously growing their business. As a Trunk Keeper you are in charge of your own long-term success, and with dedication and determination you can achieve huge financial rewards.

This chart outlines the MJC compensation plan from a Trunk Keeper to an Executive Team Leader. As you can see, there is great financial incentive to build a team of your own.

TITLE	RETAIL PROFIT COMMISSION	PERSONAL VOLUME BONUS*	LEVEL BONUSES			
	RPC	PVB	L1	L2	L3	L4
Trunk Keeper	20%	5%	2%	1%		
Senior Trunk Keeper	20%	5%	3%	2%	1%	
Team Leader	20%	5%	4%	3%	2%	
Senior Team Leader	20%	5%	4%	3%	2%	1%
Executive Team Leader	20%	5%	4%	3%	2%	2%

INCENTIVES

Season Start

MJC's "Season Start" incentive encourages Trunk Keepers to hold **12 or more qualifying Trunk Shows within 4 consecutive weeks during a 5 week incentive period.**

If your CSV equals \$18,000+ on these 12+ shows = 5 garments FREE

If your CSV equals \$35,000+ on these 12+ shows = 8 garments FREE

All shows must be submitted by stated time.

Jump Start

Another MJC incentive rewards new Trunk Keepers for their sales during their first 90 days:

SELLING MONTH	CSV AMOUNT	REWARD
1st selling month	\$4,000	\$100 in free product
2nd selling month	\$5,000	\$100 in free product
3rd selling month	\$5,000	\$100 in free product
Once you've achieved all 3 selling months of the Jump Start Incentive		Bonus \$200 in free product = \$500 total!

TWO WAYS TO EARN MONEY

At Matilda Jane there are two different ways to earn money.

- **Your Sales** – You earn commissions on the personal sales you make at your Trunk Shows. The more Trunk Shows you hold the greater your earning potential!
- **Sales of Others** – The second way to earn money with Matilda Jane is by recruiting other Trunk Keepers. When you grow a team you earn a percentage of their sales, which means you can make money even on a day when you are not actively selling. Not to mention, it's rewarding to lead a team of like-minded women and help them reach their full potential

RECRUITING

Why Should You Consider Building a Team?

If you're considering growing a team at Matilda Jane it's a good idea to pause and ask yourself the following questions:

- Do you love to build & grow and have a desire to lead a team?
- Do you enjoy helping others achieve success?
- Do you like working with like-minded people?
- Does growing a team that fosters an environment of support & loyalty appeal to you?
- Do you want the opportunity to continue to grow your income?

If you answered overwhelmingly "YES" then it might be the right time to grow your business.

Why Matilda Jane?

When you're reaching out to potential Trunk Keepers, here are some important things you'll want to share about our company:

- We help women find balance between entrepreneurial success and their everyday life by building their own home-based businesses around their schedules and busy lives
- We allow Trunk Keepers the opportunity to get into business for themselves at a fraction of the cost of a traditional start-up Boutique (*according to the Ewing Marion Kauffman Foundation, this number is over \$30,000*)
- We provide unlimited earning potential
- Our designs are unique and on-trend. Our whimsical approach to texture, pattern and color results in designs that capture the spirit and imagination of childhood
- Partnership with a company that she can be proud to represent

Who Can Recruit?

- Any TK in good standing with the company can recommend a Trunk Keeper
- Trunk Keepers must be approved through our internal process

Where Do You Find Potential Trunk Keepers?

- Your Trunk Shows
- Your List of 100+ (FRANKS)
- Events
- Referrals
- Phone calls during your recruiting segment of your day
- Outside of your immediate area. *Who do you know west of the Mississippi? Who do you know in an area that hasn't heard of Matilda Jane?*
- Everywhere – listen for cues and be ready to self-promote

Create a System

- Use your 2 hour a day system to keep your business going week after week.
- Use a lead sheet
- Use your List of 100+
- Have a daily action plan. These 10 hours per week can change your business (2 hours per day, divided into four 30 minute segments):
 - 1st 30 minutes: Customer Care
 - 2nd 30 minutes: Jane Coaching
 - 3rd 30 minutes: New Jane and Customer Search
 - 4th 30 minutes: Recruiting/Team Building

What Do I Say?

To a stranger that asks what you do: *"I own a boutique business that offers fashions for girls, tweens and women. Have you ever heard of Matilda Jane?"*

If they have, you can say, *"Have you ever thought about doing what I do?"*

If they haven't, you can say, *"I would love to show you our line! Do you have some time next week that I can bring my traveling boutique trunk to your house to show you? You could even invite some friends and earn Jane Perks when they order. You will all love our new release!"*

To a Jane that you think would make a great Trunk Keeper: *"You are an amazing Jane and I think you would make the perfect Trunk Keeper. Have you ever thought of owning your own business?"*

To a prospect in a new state: *"At Matilda Jane, we are focusing on growing our brand in your area. I think you would make an amazing Trunk Keeper. Have you ever thought about starting your own business?"*

Remember to ask for what you want – *"I would love for you to be the next Trunk Keeper on my team. Can we get you started in the process?"*

- Go for the close (use the 1-10 scale method) – *"After hearing all about Matilda Jane and becoming a Trunk Keeper, based on a scale of 1-10, where are you today?" What information can I provide you to help you become a 10?"*
- What if they say no? It takes 11 no's to hear 1 yes. Keep going!

I Don't Want to Be Pushy

- No one wants to be pushy. We all know the person that we avoid making eye contact with at Target and we don't want to be her
- Get the word pushy out of your vocabulary
- If you don't want to be pushy, it will be impossible for you to be so
- Self Promotion is not being pushy. It is a good business practice and is respected by your friends
- How do you see yourself? Change your beliefs about your business and the role it plays in your life. See yourself as a business owner and promote yourself as such

Your First Promotion

As with anything in life, knowing where you are headed is important. Once you have established yourself as a successful Trunk Keeper, knowing how to obtain your first promotion is next! Your first promotion is from Trunk Keeper to Senior Trunk Keeper.

In order to be a Senior Trunk Keeper, you will need 2 active Trunk Keepers on your first line (this means that you personally enrolled them). You also need \$2,500 in personal CSV each month and your team needs \$5,500 in CSV each month. Of that \$5,500, only \$2,500 can be yours personally.

Are you ready for success? It's time to launch your Matilda Jane business and get started the right way – the Matilda Jane Way!

Let's start with a plan.

Action Items

- Create your list of 100
- Commit to 10+ hours per week of focused activity
- Book Trunk Shows and Events to promote yourself and your business
- Ask for referrals for potential business owners outside of your area
- Stay positive
- Self promote and remove the word pushy from your vocabulary

MJC FORMULA FOR SUCCESS

Everyone is always looking for the key to success and we have provided you with the formula below to becoming and remaining a great Trunk Keeper. By following these simple steps, you will have a business that is successful over the long run and will prove to be financially rewarding for you as a Trunk Keeper.

- 1) Hold 6-8 Trunk Shows per month, at a minimum. Be sure that at least 4 of those are in-home (not your home) Trunk Shows
- 2) Dedicate 2 hours per day to your business
- 3) Find at least 1-2 NEW Janes per month (don't rely on the same Janes over & over)
- 4) Add 25 or more NEW Customers to your business per month
- 5) Add 1-2 new Trunk Keeper team members to your team each Season

The great thing about Matilda Jane is that you are in business FOR yourself but definitely not BY yourself. We will provide trainings, ongoing coaching and best practices throughout your entire Matilda Jane career to help you achieve your goals.

We are excited to see you succeed!

*“You have brains in your head. You have feet
in your shoes. You can steer yourself,
any direction you choose.”*

– Dr. Seuss