


# THE JP START GUIDE

START YOUR JOURNEY. BUILD YOUR FUTURE.

*Your Roadmap to start, share and grow with JP.*

# THIS IS YOUR *Chance*

This is about more than cleaning products.
This is your opportunity to build a future on your own terms.

With JP, one sale can be the beginning of a lasting customer relationship.
When customers love the products, they come back for more.

**MORE TIME**

**MORE INCOME**

**MORE FLEXIBILITY**




**KEY MESSAGE**

**Keep it simple.**
*Start where you are.*

# YOUR Why MATTERS

Your “Why” is your driving force.
When things get hard, it keeps you going.



Why do you want to start with JP?



What do you want to change?



What does success look like for you?



What is your income goal?

Scan to download **"YOUR WHY"** worksheet

Scan to download **"YOUR JP STARTER KIT"** worksheet

Scan to download your **"QUICKSTART CHECK LIST"**

→ Your step-by-step plan to get started, take action, and build your business with confidence.

# WRITE DOWN *100 Names*




You don't need new people.
You need to see the people you already know.
Don't think. Don't judge. Just write.

**EVERYONE COUNTS**

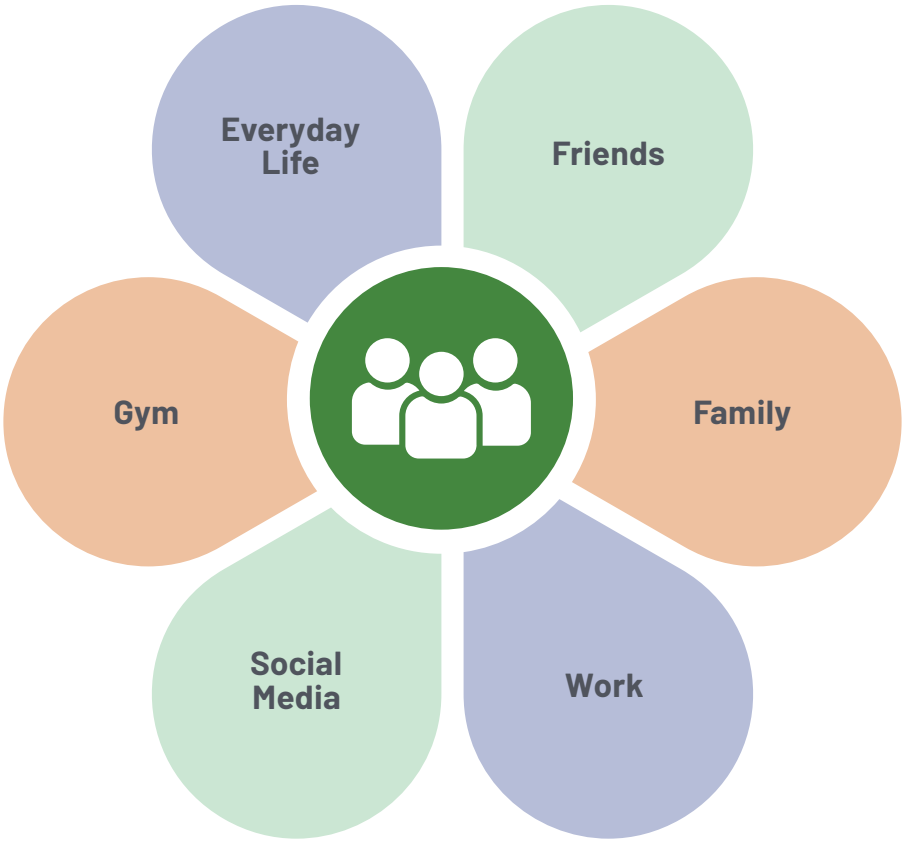
**NO JUDGING**

**NO FILTERING**

You're not deciding who will buy, book or join.
You're simply creating your contact list.

Scan to download your
**„100 NAMES LIST WITH ABC CATEGORIZATION"**

# YOU ALREADY KNOW *enough People*




**KEY MESSAGE**

*Your network is bigger than you think.*

# USE THE ABC System

## A

### CLOSEST PEOPLE

**→ Book a party**

- Family & close friends
- People who know and like you
- Most likely to say YES
- Call them first

## B

### PEOPLE YOU KNOW

**→ Share the products**

- Friends, colleagues, neighbors, acquaintances
- Open to learn more
- Show products in a personal conversation or 1:1 demo
- Contact them after A

## C

### NEW PEOPLE

**→ Let them try**

- People you don't know well (e.g. at the gym, the bakery, local community)
- Give a product to try
- Keep it casual and friendly
- Contact them last

1. Write your your 100 names
2. Assign A, B or C to each person
3. Prepare your calendar
4. Start reaching out to your A,B and C contacts
5. Book your first parties and get started

***One-on-one consultations are a great way to build confidence and product knowledge before presenting to larger groups.***

### CALENDAR PREPARATION

Mark the days and times you're available for parties, product demos, or follow-ups. Having clear dates ready makes booking much easier.

- ***Know when you are available***
- ***Decide how many parties you want to do per week.***
- ***Have clear dates ready***

### BUILD A CONSISTENT BUSINESS

Always aim to have 8-10 parties scheduled over the coming weeks.
***This creates momentum, keeps your calendar active, and helps you grow more confident with every party.***

If you do one party and then wait several weeks for the next, you lose momentum and have to start over again. Consistency creates growth.

### IMPORTANT

Connect with your sponsor to:

- ***Review your list***
- ***Set priorities***
- ***Plan your next steps***

**KEY MESSAGE**

**Start with guidance.**
*Grow with confidence.*

# YOUR DAILY *Action Plan*

## CONSISTENT ACTION CREATES RESULTS

**A** REACH OUT TO 5 A CONTACTS

**B** REACH OUT TO 5 B CONTACTS

**C** CONNECT WITH 5 NEW PEOPLE

### CONVERSATION GUIDE

- "I just started something new and thought of you."
- "I'd love to get your opinion."
- "Can I show you what I'm working on?"
- "It only takes a few minutes."
- "No pressure - just take a look."

### OBJECTION HANDLING

- "No problem - I just wanted to show you."
- "Totally fine - would another time work better?"
- "Take a quick look and decide."
- "You don't have to buy anything."

### TIPS

- ***Keep it simple***
- ***Be yourself***
- ***Smile when you speak***
- ***Ask questions***
- ***Focus on helping***
- ***Stay natural***
- ***Don't rush***



**KEY MESSAGE** | *Action creates results.*

# HOW THE JP Gift System WORKS

JP is built on ***sharing, experiences and rewards.***
With every party, you create value, and both your customers and your host get rewarded.

## THE 10% GIFT RULE

**Consultants can use up to 10% of their sales volume to purchase gifts at special gift prices.**

**Exampe:**
$500 sales volume → up to $50 for gifts
$2,000 sales volume → up to $200 for gifts

- You decide which gifts to order — Guest Gifts, Booking Gifts or Success Gifts.
- We recommend using the full 10% gift allowance.
- Keep a selection of gifts in stock so you are always ready for spontaneous bookings and opportunities.
- If the gift selection changes and you still have previous gifts in stock, those products can be sold at their regular retail price.
- This helps turn unused gift inventory back into sales.

**Use your full gift allowance. Keep gifts ready. Turn rewards into new business.**

## 3 TYPES OF GIFTS

### 1 GUEST GIFTS ($1.90)

Guests receive a small gift for attending your party.

This creates:
- Appreciation
- A positive atmosphere
- A reason to participate



*Dish brush* | *Strong & Gentle Cloth* | *Foamy Bottle*

### 2 BOOKING GIFTS ($9.90)

Guests receive a gift when they book their own party.

This helps you:
- Secure your next appointments
- Keep your calendar full
- Grow your business



*BBQ Set* | *Multi Broom Set* | *Bath Cleaning Bundle* | *Perfect Clean Set*

### 3 SUCCESS GIFTS ($5.90) (HOST GIFTS)

The host receives gifts based on:

- Total party sales
- Number of party bookings

**The more successful the party, the better the rewards.**



## HOW TO USE THE SYSTEM

### BEFORE THE PARTY
Explain the gift system to your host.

### DURING THE PARTY
Remind guests about Booking Gifts.

### AFTER THE PARTY
Use the results and rewards to create excitement for the next party.

## WHY IT WORKS

### THE GIFT SYSTEM HELPS YOU:

- Create excitement
- Increase sales
- Generate new bookings
- Reward your customers

**People love rewards. Smart consultants use them to create momentum.**

# WAYS TO Share JP

## CHOOSE THE WAY THAT FITS YOU

There are different ways to build your JP business. Today, successful consultants combine personal relationships with modern digital tools.



### ONLINE/CHAT PARTIES (Recommended)

A simple and flexible way to grow your business.

- Guests can join from anywhere
- No travel required
- Flexible for busy schedules
- Orders are placed directly online
- Perfect for building consistent weekly activity

### ONE-ON-ONE

Personal conversations build trust.

Perfect for:

- Product demonstrations
- Coffee appointments
- Follow-up meetings
- Introducing new customers to JP

### LIVE PARTIES

Create memorable experiences in person.

Perfect for:

- Local customers
- Product demonstrations
- Special events
- Community building

### OUR RECOMMENDATION

Start with **Online/Chat Partys** and combine them with **One-on-One** meetings whenever it fits your customers. **Live partys** are a great way to create memorable experiences and build strong local relationships.

**KEY MESSAGE**

**There is no perfect way.**

*The best way is the one you consistently use.*

# HOW Parties WORK

Different formats – same goal: happy customers, great results and new opportunities.



## LIVE PARTY

Personal. Hands-on. Memorable.

1. Welcome
2. Highlight the problem
3. Show the solution
4. Let them try
5. Take orders
6. Book new parties

***Real people. Real results.***



## ONLINE/CHAT PARTY

Flexible. Simple. Reach more people.

1. Create group
2. Share your message
3. Send video
4. Ask questions
5. Help guests order
6. Book new parties

***Connect from anywhere.***



## PARTY CHECKLIST

Use the checklist to stay organized and make sure you're prepared for a successful party.

- Plan ahead
- Use the right tools
- Create a great experience
- Follow up

Scan to download your **„PARTY CHECKLIST“**



## WANT TO KNOW MORE?

Download the detailed Worksheets for step-by-step instructions on each party type.

**LIVE PARTY WORKSHEET**

Step-by-step guide for your Live Party.

**ONLINE/CHAT WORKSHEET**

Step-by-step guide for your Online/Chat Party.

**ONE-ON-ONE WORKSHEET**

Step-by-step guide for your personal consultations.




# USE THE Theme Parties

## TO GET MORE BOOKINGS

You don't need to show everything at once.
Focus on **one theme**, create excitement and make your guests curious aboutwhat else JP has to offer. During **Host Preparation**, choose the theme together based on what fits your host and guests best.
**Be a problem solver.**

### SHORTER PARTIES

A clear theme keeps the party focused and helps you keep it to about 45–60 minutes.

### MORE ENGAGEMENT

A shorter, focused party is easier to follow, keeps guests interested and creates a more enjoyable experience.

### MORE BOOKING OPPORTUNITIES

Different guests have different interests. One guest may be interested in floors, another in windows and another in bathroom cleaning. Instead of showing everything at one party, use these different interests to create new follow-up parties.

### CREATE CURIOSITY

Don't answer every cleaning question with another product demonstration. You can simply say: **"That would be a great theme for your own party."**
This gives guests a reason to invite you again.

## OUR THEME IDEAS

### KITCHEN PARTY

Everyday solutions for the kitchen.

### BATHROOM PARTY

Fast, visible solutions for the bathroom.

### WINDOW & GLASS PARTY

Solutions for streak-free windows, mirrors and glass.

### FLOOR PARTY

Cleaning systems and solutions for different floor types.

### CARPET & TEXTILE PARTY

Solutions for carpets, textiles and freshness.

### OUTDOOR PARTY

Cleaning solutions for outdoor areas, furniture, car & RV and more.

### WANT TO KNOW MORE?

Scan the QR Code to learn more about the Theme Parties and the matching products for each theme.

- Theme Party ideas
- What to demonstrate
- Matching JP products
- Preparation ideas

Scan to download your **„THEME PARTY CHECKLIST"**

**KEY MESSAGE**

*Simple themes. Clear focus. Better results.*

# Host PREPARATION

## YOUR SUCCESS STARTS BEFORE THE PARTY.

A well-prepared host is the key to a successful party. When your host is excited, informed and prepared, guests arrive more open, relaxed and ready to engage, creating more sales and more bookings.

### 1 CHOOSE THE THEME

Decide together with your host which theme fits best.

- What cleaning challenges do you and your guests have at home?
- What everyday challenges do they have?
- Focus on one theme – not everything at once.

→ A clear theme keeps the party short, focused and more successful (about 45–60 minutes).

### 2 PREPARE YOUR HOST

Give your host a great start.

- Let them try some products before the party (if they didn't have any yet).
- Send the catalog, offers and gift flyer (digital or print).
- Explain how the party works.
- Share the host and booking gifts.
- Encourage them to invite with confidence – they already have the best network!

→ If they know and love the products, they talk about them naturally – and invite with confidence.

### 3 KNOW THE GUESTS

The better you know the group, the better you can prepare.

- How many guests are coming?
- Who is confirmed?
- Who can't attend but may still want to order?
- What are their needs or challenges?
- Is someone looking for an opportunity or interested in hosting?

→ Different people. Different interests. More follow-up parties!

### 4 GIFTS & REWARDS

Explain the benefits to your host.

- Booking Gift: They receive a gift when they book a new party.
- Success Gift: Based on qualifying party sales, the host can receive an additional Success Gift.
- Make sure you have enough Guest Gifts for all attending guests.
- If possible, send the Booking Gift right away if they have not received it yet.

→ Gifts create excitement, motivation and more bookings!

### 5 AFTER THE PARTY

Follow up with your customers.
→ Contact every customer about 2 weeks after they received their order.

- Ask if everything works well.
- Offer support if needed.
- Answer questions.

→ You are NOT calling to sell.

This creates:
- Trust
- Strong relationships
- A lasting positive impression



**KEY MESSAGE**

**An excited host sets the stage** *for a successful party.*

# Success NOTES

## REFLECT TODAY. GROW TOMORROW.

Take a moment after each appointment or party to reflect, track your results, and identify opportunities for improvement.
Especially during your first few months, make it a habit to take notes after your One-on-One appointments, Live Parties and Online/Chat Parties.
Every experience helps you improve and brings you closer to your goals.

→ Small notes. Big progress!



### TRACK YOUR RESULTS

- Appointments booked
- Total sales ($)
- Business Opportunity conversations
- New bookings

→ Your results help you see your progress over time.

### REFLECT AND LEARN

- What went well?
- What could I improve?
- What did I learn from this experience?

→ Not every appointment will be perfect. The important thing is to learn from each one.

### SET NEXT STEPS

- What will I do differently next time?
- Which opportunities do I want to explore?
- How can I grow?

→ Reflection turns experience into progress.

### STAY MOTIVATED

- Look back at your successes
- See how far you've come
- Celebrate your progress
- Keep going – you're making a difference!

→ One difficult appointment does not define your business. Your notes also help you see the bigger picture.

### GET YOUR WORKSHEET

Use it after your appointments and parties to document your results, reflect on what happened and plan your next steps.

Scan to download your **„SUCCESS NOTES“** worksheet.

**KEY MESSAGE**

**The more you reflect, the more you grow.**

*Better today than yesterday.*

# INCOME & Step Plan

## YOUR EFFORT TODAY CREATES OPPORTUNITIES TOMORROW.

The more you and your team grow, the higher your income can be.
The Step Path shows you the path with clear commission levels and real opportunities.

**THE STEP PLAN**
Step-by-Step to Leadership

| Rank | Commission Level | Monthly Sales |
|---|---|---|
| Sales Manager 1 | 21% | $ 25,000 |
| Executive Partner 2 | 20%<br>19%<br>18% | $ 22,000<br>$ 19,000<br>$ 16,000 |
| Executive Partner 1 | 17%<br>16%<br>15% | $ 14,000<br>$ 12,000<br>$ 10,000 |
| Senior Partner | 14%<br>13%<br>12%<br>11%<br>10% | $ 9,000<br>$ 8,000<br>$ 7,000<br>$ 6,000<br>$ 5,000 |
| Junior Partner | 8%<br>6%<br>4%<br>2% | $4,000<br>$ 3,000<br>$ 2,000<br>$ 1,000 |

***When you place a direct product order with JP, you receive a 30% direct discount.***

### GET YOUR WORKSHEET

Turn your goals into clear actions and build your business with focus and consistency.

Scan to download your **„INCOME & ACTION PLAN“** worksheet.

**KEY MESSAGE**

*Big dreams start with small steps.*

# How You EARN MONEY

At JP, there are different ways to build your income.
Choose the model that fits your lifestyle and business.

## 1 PERSONAL SALES

**Higher Margin • Strong Customer Relationships**

You collect customer orders and place the order yourself. JP ships the products to you, and you personally deliver them to your customers.

### Your Advantages

☑ 30% Direct Discount
*(according to the current Compensation Plan)*

☑ Personal delivery creates opportunities for:

- Repeat orders
- New bookings
- Referrals
- Business conversations
- Personal Relationships & Trust

### Example

$100 customer order
→ $30 potential margin based on the 30% direct discount.

## 2 DIRECT CUSTOMER ORDERS

**Simple • Flexible • Automated**

Customers order directly through your personal Party Link or Consultant Link.

They:

- Enter their own information
- Fill their shopping cart
- Pay securely online

JP ships the products directly to the customer.

### Your Advantages

- No inventory
- No deliveries
- Less administration
- Ideal for Online/Chat Parties

### Compensation

→ 20% commission
*(according to the current Compensation Plan)*

## 3 BUILD A TEAM

**Multiply your Business**

As your business grows, you can help others build their own JP business. As your team grows, additional income opportunities can develop through the JP Compensation & Step Plan.

### Benefits include

- Higher total sales volume
- Higher qualification levels
- Higher commission percentages
- Differential commissions

Your business continues to grow as your team supports customers and builds their own successful businesses.

## SUCCESSFUL CONSULTANTS FOCUS ON

- Build happy customers
- Create repeat business
- Develop future leaders
- Grow step by step

## MOTIVATION / BUSINESS OPPORTUNITY

- Start with a conversation (e.g. coffee)
- Let the products speak (product test)
- Invite to host a party or take a closer look
- Share, help, build relationships
- Develop your team

# JUST Start

## YOU DON'T NEED TO KNOW EVERYTHING BEFORE YOU BEGIN.

You don't need to be perfect.
Every successful consultant started with a first step.



### START SMALL

- Start with one conversation.
- Help one customer.
- Book one party.
- Learn something new every day.

Small actions repeated consistently create big results.

### REMEMBER

- ☑ Stay curious.
- ☑ Keep learning.
- ☑ Ask your sponsor for support.
- ☑ Focus on helping people.
- ☑ Celebrate every success – big or small.

### FINAL MESSAGE

**Progress beats perfection. One conversation. One party. One step at a time.**

*Your journey starts today.*