

HONEY & LACE

H & L INFORMATION PACKET

WELCOME

What began as a hobby selling maxi skirts with a few close friends and a network of willing hostesses turned into a brilliant, bright, bold, and amazing women's apparel company. Over the next few months, Dianne Ingram gathered a team and started to conceive a bright future that could bring the same happiness, success and freedom to woman across the country as it brought her. And in 2013, Honey & Lace was born!



Honey & Lace inspires, creates opportunities, and will help you grow personally all while having fun, being part of a community of friends, and earning a living! Achieve your dreams...join the movement!

This packet contains the information you need to know regarding the enrollment process as well as familiarizing yourself with the opportunities available to you as a Honey & Lace Independent Apparel Consultant (IAC)!

~ your exciting future awaits!

INITIAL ORDER

Upon enrolling as a Honey & Lace IAC, you join a network of women who have the unique opportunity to purchase exclusive H&L apparel at a wholesale price, and resell the products at the full suggested retail value. Honey & Lace headquarters makes it a priority to fully prepare and provide tools for our IAC's to thrive. H&L will contact each new sign up for a personal introduction and warm welcome to

STARTER KIT OPTIONS

Eyelet \$1000

Wholesale H&L exclusive items for Ladies:

Variety of skirts, dresses, palazzo pants, and tops

Duchesse \$2000

Wholesale H&L exclusive and collaborative items for ladies and girls:

Ladies - skirts, dresses, palazzo pants, tops, leggings, and tank tops

Girls – skirts, tunics, and dresses

Receive additional free product in your size at \$100 retail value.

Chantilly \$3000

Wholesale H&L exclusive and collaborative items for ladies and girls:

Ladies - skirts, dresses, palazzo pants, tops, leggings, and tank tops

Girls – skirts, tunics, dresses, and leggings

Receive additional free product in your size at \$200 retail value.

Venetian \$4000

Wholesale H&L exclusive and collaborative items for ladies and girls:

Ladies – skirts, dresses, palazzo pants, tops, leggings, and tank tops

Girls – skirts, tunics, dresses, and leggings

Also pieces of on-trend collaborative items.

Receive additional free product in your size, and styles of your choice at \$300 retail value.

the team. We will answer any questions they may have and guidance through the kit options. Consultants will receive a variety of colors and styles in all sizes offered. H&L has handmade exclusive items as well as collaborative items such as leggings, tank tops, and seasonal pieces depending on package level.

All new IACs will also receive a complimentary Welcome Folder and Kit, fully equipped with:

-  Getting Started Guide
-  Tips to Success
-  Pricing Sheets
-  Fit Guide
-  Hostess Invites
-  Welcome signs
-  Sign Up Sheets
-  Inventory Tally Sheets
-  Party Flier Template
-  Style Guide Book
-  Receipt Book
-  Guest shopping bags
-  Tissue Paper



IAC BENEFITS

Once you have found a consultant to work with, and they have walked you through the history and values of the company you will be ready to take the next step in learning more about our business model. You will be able to look over the contract with the help of your consultant to answer questions. Carefully read through our policies and return the completed agreement to the up-line. These perks are exclusively to reward our IACs.

- ✚ **You will earn an average of 40% from each H&L exclusive item you sell** ~ Our low prices save you in reorder costs and the ability to build your inventory quicker.
- ✚ **Free Product** ~ Order 10 pieces of a specific product*, and you'll receive the 11th item free
(***May vary for preorder products**)
- ✚ **Conference Calls** ~ Join weekly training sessions offered by corporate, via telephone and web
- ✚ **Newsletters** ~ Monthly email notifications with the latest announcements and releases from the H&L corporate office
- ✚ **Home Office Support** ~ We are here to answer questions and guide you through the process as well as keeping you updated with all the latest releases, announcements and adjustments
- ✚ **Shipping** ~ Free shipping when you place a \$1000 wholesale order, at active status
- ✚ **Get easy ordering spreadsheets** ~ Exclusive updated spreadsheets are provided with each release giving you quick and easy access to placing your order direct from the warehouse

*Making money with Honey & Lace is fun! As an IAC, you have a myriad of ways in which you can sell inventory for profit, our most popular being the 'in-home boutique'. Picture this, as an exclusive mobile clothing store, where friends, family, neighbors, colleagues, and acquaintances can gather together for a unique shopping experience. Begin by hosting your first pop-up boutique in your own home, but be sure to give your attendees the opportunity to receive free products by hosting boutiques in their homes also. When you bring the Honey & Lace pop-up boutique directly to a host/hostess, you will tap into a whole new network of customers and potential team members. The more networking you do, the greater the opportunity to exponentially increase your sales and build your team. IAC's may also consider fundraisers, farmer's markets, trunk shows, convention booths, *local clothing shops, *Online stores + many more.*

**As long as you specify that the items for sale are in fact Honey & Lace brand clothing.*

BE YOUR OWN BOSS

Honey & Lace is located in sunny Southern California, and we stay busy handling quality fabric selection, designing, cutting, sewing, tagging, bagging and distributing directly to your doorstep. All you have to do is browse through your favorite products, place your order via email, and begin selling the clothing at your first pop the box party. You set your own hours, and work diligently at building your business. The more time you put into your business, growing, and becoming familiar with our product, the more profit and success you will find as an IAC. Our IAC's are constantly expanding their network, making money and earning free product at a pace that personally fits their own lifestyle.

We highly encourage our new IACs to work closely with their up-line to review the getting started process and seek advice on how to run their business prior to receiving their initial starter kit. During that wait period, learn how to set up in-home boutiques, online events and signing up for vender events. There are many additional things you will want to consider purchasing like a clothing rack, hangers and mannequin to help showcase your product line. You will also need to be setting up the legal side of your business. You are becoming an independent business owner and need to show your commitment by talking to your own tax accountant, banker, licensing or other professionals in your area that can help guide you in the legal process of being a prepared business owner.

Once your kit arrives you will have 30 days to focus on setting up your social media connections online and familiarizing yourself with the different products and fit that have come in your starter kit. The first 30 days gives you the opportunity to personalize your business with your own look and appeal. You will want to order business cards, set up your connection links, work to get word out about your product, and show people what sets you apart. It is also important to go over all the paperwork provided by HO and be sure you know the policies and procedures of the company to make sure that you aren't risking voiding your contract by not following the values put in place by Honey & Lace.

Build your connections online and offline, some of your best customers may not shop online. Stay consistent with your online marketing, you may have great customers that live in a different state or in an area where there are not currently other consultants. Show your customers true appreciation, add a little tissue paper and a handwritten note to the orders. Develop a care card or a special thank you for reorders, be sure to use the official Honey & Lace logo with your personal designs to help your customers to recognize the brand they are growing to love!

You may have customers that approach you for more info on being a Honey & Lace consultant, and that is great, we love to share our company but we do need to follow the policies we have set in place. A new consultant will have 30 days before they can build a downline to insure proper understanding of the company. There is a limit of 3 submitted contracts per month for all consultants. We cannot share our wholesale prices, compensation plan, or HO contact info with anyone who has not yet been signed up and paid for their starter kit. This protects our integrity as well as keeping our corporate devoted to our current consultants and warehouse procedures. Connect with your up-line for more information about growing a team.