



## *Dear New Consultant,*

Thanks for your interest in For Your Pleasure! Enclosed you will find information on the fastest growing segment of the party plan industry, from the best company there is! Romance Home Parties are the hottest parties today, offering both the hostess and consultant wonderful opportunities!

For Your Pleasure has been in business for many years, starting their sales through mail order. In 1999, For Your Pleasure developed its streamlined party plan. Finding a huge demand, and instant success, For Your Pleasure phased out their direct mail business to focus solely on building the Home Party Division. What an exciting time to become an associate of For Your Pleasure!

FYP also offers you the best commissions and override payouts in the industry! With FYP, you can earn up to 60% commission on your personal sales, as well as up to 20% in overrides on Business Associates you bring into the company. FYP also offers **cash bonuses** on a Business Associate's personal sales (see enclosed Commission Schedule). A few highlights of our program:

- ~ You'll start out earning 40% - 50% commission on your personal sales volume, along with any personal orders.
- ~ 100% Company Paid Hostess Program - Keep ALL of your profit!
- ~ You do not need to carry inventory; you won't be packaging products or making deliveries.
- ~ You do not need a merchant account or a state sales tax ID number - the company processes your credit cards and handles your sales tax for you.
- ~ Your customers have the option to ship their order to the hostess, or directly to themselves.
- ~ For Your Pleasure offers Industry Leading Training!
- ~ Out-of-state or in state, I am here to support and train you every step of the way!

There are two ways to start your own For Your Pleasure Business:

### **Purchase a Kit**

New associates who purchase one of our quick start kits begin their career earning 40% commission! Our kits are a terrific value and are full of popular items sure to keep your sales and party bookings growing. Associates who join FYP by purchasing a kit are required to do only \$1000 in retail sales within 90 days to 'lock in' their commission rate. You can start with our Professional Program, starting at 40% commission, and earn your way to 50% plus sales bonuses and team overrides, or start with our Vanilla Program at 50% commission. Please ask me for a detailed explanation of the differences between these programs.

### **Open For Business Show**

An Open For Business Show is a party held in your home (catalog OFB's are also available). Whatever your party sales are, FYP will match those sales with a FREE product kit! Open For Business starters with sales of \$300 or more earn 35% on their first \$1000 in sales (within 30 days) and then earn 40% thereafter. Open For Business starters with sales of \$1000 or more earn 40% immediately and are only required to complete \$1000 in retail sales within 90 days to 'lock it' in.

I will follow up with you in a few days to review the information enclosed – but by all means, CALL ME sooner if you like what you see!

Sincerely,

Jen Hasseler  
Managing National Director  
952.237.7324  
jen@partiesbyjen.com

*For Your Pleasure, Inc.*  
*Work Smarter - Not Harder!*  
*Check Us Out*

- Start at 40% commission with the potential to earn up to 60% commission on your personal sales!
- Choose your pay plan – Professional or Vanilla!
- Downline payouts up to 6 levels deep – earn up to 20% in overrides!
- Keep your commission the night of the party – no waiting for a check!
- Several kits to choose from – starting at only \$99
- Host an ‘Open for Business’ show and earn your kit FREE!
- No inventory, delivering, sorting or packing! FYP individually packages each customer order and delivers to the hostess or customer
- Awesome Hostess Program, paid 100% by FYP, **not from your commission**
- Best variety of products with an 86 page, beautiful, color catalog
- No Credit Card machine or merchant account - FYP processes all credit cards
- No state sales tax ID number needed
- Earn a Trip each year!
- Great support system with group meetings, conference calls, one-on-one training with me!
- Awesome annual company convention in Las Vegas!
- Leadership Cruises!
- Promoting yourself to management is a snap & is very attainable

*Be in business for yourself, but never by yourself!*





**Jen Hasseler**  
Managing National Director  
Advisory Board Member  
For Your Pleasure, Inc.  
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## Objective:

I understand that you have a choice of business sponsors. I want to be your choice. The purpose of this resume is to lay out my history, accomplishments, and my goals. I want you to see where I've been and where I'm going. It is my sincere hope that you will decide to join me and my team at For Your Pleasure.

## Personal History:

After spending almost two years with another adult party plan company, I joined For Your Pleasure, Inc. in March of 2006 with the desire to become a full time work at home mother. I have one son, 20, and two daughters, 8 and 5, and we reside in Prior Lake, Minnesota. My career background includes executive level administrative support, sales support, vocal performance, voiceover work, and writing business plans and proposals.

I love what I do and I am very excited about the company I represent! I hope that after you have learned about FYP and me, that you will share my excitement! I truly do believe this is the best company out there (not just because I work for them!), and I'm passionate about sharing that opportunity with everyone who is considering direct sales.

## Education:

It is my belief that you can never stop learning! I have an Associate in Arts degree, and also hold a Minnesota Real Estate License. I have taken continuing education courses and trainings throughout my corporate career and attend conventions and take management courses as part of my career with FYP. In the party plan business, workshops and conventions can be your best knowledge source.

- July 2006: Attended For Your Pleasure's National Convention – Concord, NH
- July 2007: Attended For Your Pleasure's National Convention – Las Vegas, NV
- July 2008: Attended For Your Pleasure's National Convention – Las Vegas, NV
- May 2009: Attended Belinda Ellsworth's "Leading The Way in '09" – Chicago, IL
- July 2009: Attended For Your Pleasure's National Convention – Concord, NH
- December 2009: Attended FYP's Regional Training in Stuart, FL
- March 2010: Organized, planned and executed FYP's Regional Training in Milwaukee, WI
- October 2010: Organized, planned and executed FYP's Regional Training in Little Rock, AR

## Achievements:

I think one should be recognized for all of his or her achievements. Being recognized is underrated!

- April 2006: Promoted from IBA to Group Leader  
Quick Qualification award for \$2000+ in sales in first 60 days
- August 2006: Promoted from Group Leader to Director
- October 2006: Promoted from Director to Managing Director
- January 2007: Promoted from Managing Director to Regional Director
- July 2007: Winner of For Your Pleasure's Annual Rising Star Award
- October 2007: Promoted to Managing Regional Director  
Nominated to For Your Pleasure's Advisory Board
- May 2008: Promoted to National Director
- July 2008: Awarded #2 in Recruiting and named as an FYP Power Performer
- October 2008: Nominated to and joined For Your Pleasure's Advisory Board, Served 2 Years
- February 2009: Promoted to Managing National Director
- July 2009: Awarded #3 in Recruiting and named as an FYP Power Performer
- July 2010: Awarded #3 in Recruiting and named as an FYP Power Performer

## Goals:

My goals for my For Your Pleasure career are many; I'll keep it to just these for my resume:

- To continue recruiting and training; especially my first line consultants.
- To assist others in understanding and climbing the FYP Management ladder.
- To assist my consultants in creating and reaching their own business goals.

## For Your Pleasure, Inc. Professional Program

	IBA	GRP LDR	DIR	MG DIR	REG DIR	MG REG DIR	NTL DIR	MG NTL DIR	PRES DIR	PLAT PRES DIR
<b>Buying Discount</b>	40%	40%	40%	45%	45%	45%	50%	50%	50%	50%
<b>Personal Volume (PV) Req.</b>	\$500	\$500	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000
<b>Group Vol (GV) Req.</b>	\$1,000	\$1,500	\$3,000	\$6,000	\$12,000	\$20,000	\$40,000	\$70,000	\$100,000	\$150,000
<b>IBA/Admin Req.</b>	N/A	N/A	N/A	N/A	1 Dir. w/\$3,000 GV	2 Dir w/\$3,000 GV	3 Dir w/\$3,000 GV	5 Dir w/\$3,000 GV	7 Dir w/\$3,000 GV	7 Dir w/\$3,000 GV
<b>Commission Based on Personal Volume</b>										
<b>Personally Sponsored</b>	2%	3%	4%	5%	6%	7%	8%	9%	10%	10%
<b>2<sup>nd</sup> Line Comm.</b>	1%	2%	2%	2%	3%	3%	3%	4%	4%	5%
<b>3<sup>rd</sup> Line Comm.</b>	N/A	N/A	1%	1%	1%	2%	2%	3%	3%	4%
<b>4<sup>th</sup> Line Comm.</b>	N/A	N/A	N/A	N/A	N/A	1%	1%	2%	2%	3%
<b>5<sup>th</sup> Line Comm.</b>	N/A	N/A	N/A	N/A	N/A	N/A	N/A	1%	1%	2%
<b>Bonus</b>	N/A	N/A	N/A	\$50 Mgmt Bonus	\$250 Mgmt Bonus	\$500 Mgmt Bonus	\$750 Mgmt Bonus	\$1,000 Mgmt Bonus	\$1,500 Mgmt Bonus	\$1,700 Mgmt Bonus

\* IBAs starting with an OFB begin at a 35% Buying Discount and move up to 40% after Qualifying (\$1,000 in retail sales). Platinum Presidential must maintain Presidential status for 12 out of 13 months to obtain Platinum. A Platinum may never drop below Presidential for 3 consecutive months or for any 3 months in a Platinum year (Platinum year = date an IBA makes platinum - going forward 12 months). The Professional Program requires an IBA to be active with \$150 every six (6) months and Monthly Access Fee paid.

### Monthly Personal Sales Bonus Levels

Qualified Personal Sales	% of PV Sales (Bonus Earned)
\$7,000 +	10% (\$700+)
\$6,000-\$6,999	9% (540+)
\$5,000-\$5,999	8% (400+)
\$4,000-\$4,999	7% (\$280+)
\$3,000-\$3,999	6% (\$180+)
\$2,000-\$2,999	5% (\$100+)

Along with any commissions, your PSB is mailed/deposited the 15th of the month following your qualifying sales. Note: Personal Volume can only count for up to 50% of total group volume to meet Dir/Mgr Qualifications. Directors must be 1st Line Recruits. The volume from your total group is used to calculate group volume for overrides. Monthly Personal Bonus calculated on Qualified Personal Sales submitted within a calendar month. NSF/Late/Non Payments don't count. Once you Qualify (40% buying discount), reach Managing Director (45% buying discount) or reach Managing Regional Director (50% buying discount) your buying discount never falls below that level, regardless of whether you remain at that level.

## For Your Pleasure, Inc. Vanilla Program

The Vanilla Program is a straight forward business program that gives a standard 50% buying discount.

All new IBAs that choose the Vanilla Program when joining will only have 90 days from kit ship date to switch to the Professional Program. To switch an IBA must also be kit qualified (\$1000 in sales in 1<sup>st</sup> 90 days) and be a certified IBA.

	<b>*ACTIVE IBA</b>	<b>GRP LDR</b>	<b>DIR</b>	<b>MG DIR</b>	<b>REG DIR</b>	<b>MG REG DIR</b>	<b>NTL DIR</b>
<b>Buying Discount</b>	50%	50%	50%	50%	50%	50%	50%
<b>Personal Volume (PV) Req.</b>	\$500	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000
<b>Group Volume (GV) Req.</b>	\$1,000	\$1,500	\$3,000	\$6,000	\$12,000	\$20,000	\$40,000
<b>*Active 1<sup>st</sup> Line Members</b>	1 – 3	4 – 7	8 – 12	13 – 17	18 – 21	22 – 27	28+
<b>1<sup>st</sup> Line Comm.</b>	3%	3%	3%	3%	4%	4%	5%
<b>2<sup>nd</sup> Line Comm.</b>	N/A	2%	3%	3%	4%	4%	5%
<b>3<sup>rd</sup> Line Comm.</b>	N/A	N/A	2%	3%	3%	4%	5%

\*The Vanilla Program requires an IBA to be active with \$300 every three (3) months and Monthly Access Fee paid.

## *Purchasing Your Business Kit*

For Your Pleasure (FYP) provides its Independent Business Associates (IBA) with all they need to start their own adult business. Support and training, color catalogs and websites, and affordable Business Kits are a few of these tools. Your greatest sales tool is the FYP product line. People LOVE our products and want to SEE them!

Our business kits have been hand picked to provide you with the most popular items in our catalog. Our kits are among the best in the industry! You're not only receiving best-selling items, you will also receive give-away and promotional materials, samples, order forms and other business tools.

Once you choose the kit you wish to purchase, there are a few other costs to keep in mind. Here is an exact breakdown so that you know exactly how much your business investment will be:

	<b>Basic Kit \$99</b>	<b>Deluxe Kit \$199</b>	<b>Professional Kit \$399</b>
<b>Expense</b>			
<b>Kit</b>	\$99	\$199	\$399
<b>Shipping/Handling</b>	\$35	\$45	\$60
<b>Total Cost</b>	\$134	\$244	\$459

Now that you have chosen your kit, you will need to complete your application and other paperwork. Most importantly, you MUST HAVE FOUR SHOWS BOOKED before we can submit your paperwork.

Activity requirements: Your first requirement is to complete \$1000 in sales within 90 days of your kit shipment – this is called ‘qualifying’. Depending on which pay plan you choose, your sales requirements will be either a) \$150 in retail sales every 6 months (professional program); or b) \$300 in retail sales every 3 months (vanilla program).

I am available via phone and e-mail, please do not hesitate to contact me with any questions.

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**For Your Pleasure, Inc.  
Purchased Kits**

Item #	Description	\$99 Basic Kit	\$199 Deluxe Kit	\$399 Professional Kit	Come Back to FYP Kit
240	Adam & Eve Pleasure Skin Dildo			X	
1580	Buzz Bunny		X		
1858	Climaxa Stimulating Gel			X	
2050	Complete Manual of Sexual Positions			X	
2428	Deluxe Massage Mitt			X	
2960	Dust Your Sweetie	X			X
3660	Foot Rub Nuckles			X	
7070	Mighty Tidy Toy Cleaner	X	X	X	X
7570	Nipple Nibblers		X	X	
7750	Nympho's Desire	X	X		X
8900	Pure Instinct Pheromone		X	X	
10110	Shunga Sweet Snow	X			
10255	Rain of Love G-Spot Cream		X	X	
10260	Shunga Bath Crystals			X	
10320	Shunga Secret Garden	X	X	X	
10430	Silky Sheets		X	X	
10589	Silver 8 oz.			X	
10710	Succulent Blossom	X	X	X	
11040	Tasty Twist			X	
11991	Vibrating Panty Pal			X	
12013	Vibrating World's Greatest Backrub		X	X	
12310	Waterproof Slender G			X	
13005	12" Double Dong		X	X	
13020	4US			X	
13055	Bath & Shower Gel			X	
13059	Body Mist				X
13065	Caress Me Candle 3 in 1	X	X		X
13067	Caress Me Candle Kissable			X	
13185	Dragon Virility Cream			X	
13489	Kissable Shave Cream	X	X	X	
13561	Massage Oil			X	
13580	Mini-Mates			X	
13770	Ro-80mm Bullet	X		X	X
13810	Rudy Rings			X	
13845	Sensual Spa Oil			X	
14560	FYP's Waterslide	X	X	X	X
17040	Euphoria Rabbit	X	X	X	
17070	G-a-please			X	

18038	Nirvana		X	X	
18048	Orgasmix Ring	X			X
18062	Ro-100mm Bullets Soft Tip		X		
HE11 84	Sasi			X	
	Business Supplies				
10cat	10 Catalogs	X	X	X	X
50cus t	50 Customer Order Forms	X	X	X	X
Catsup p1	Catalog Supplement	X10	X10		X10
L1000	Logo Pin (black and gold)		X	X	
L70	FYP Logo Pen		X	X	
P38	Shunga Display		X	X	
S15	IBA Manual/Product CD	X	X	X	
S350	Tasty Twist – Asst 3 cc packet x3		X	X	
S355	Nipple Nibbler ¼ oz asst x3		X	X	
S360	Hostess Information Packet		X	X	
S371	Recruiting Brochure		X	X	
S373	Presentation Folder		X	X	
S400	Body & Spa Brochure	X10	X10		X10
S401	Show Journal		X	X	X
S402	Product Cards Small Kit		X		
S403	Product Cards Medium Kit			X	
S45	Training DVD	X	X	X	
S51	50 Invitations	X	X	X	
S70	Nympho's Desire PP				X5
S8000	Climaxa PP			X3	
S9000	FYP's Waterslide PP				X10
S92	Multicolored Penis Toppers – 12	X1	X2	X4	X1
S9600	Sensual Spa Oil 1oz				X

**Shunga Display Includes: Back Panel, Leaflets, 1 Plastic Display, 1 Feather**

**6 Products Included: Shunga Soft Moves, Aphrodisiac Oil, Sensations Balm, Sweet Snow Body Powder, Massage Oil, Chocolate Body Topping**