

# opportunity guide

In this guide, you'll find answers to your questions about becoming an Ann Veronica Design Representative. We hope to answer the most important questions about becoming involved and building your own business and success. Since this is a brand-new program with new experiences for all, we encourage your insights and opinions.

Let's get started!

Ann Veronica Design, a division of Ann Veronica llc  
546 Shore Road, Cape Elizabeth, ME 04107  
[annveronica.com](http://annveronica.com), 1.800.561.5517

## about ann veronica design

### what is ann veronica?

Ann Veronica llc is more than just a product line – our company is built on a commitment to a mission that involves inspiration through art, empowering women and girls, and philanthropic leadership – and it's outlined clearly in our mission statement. When you join our Ann Veronica team, you will be doing more than simply selling a line of products; you'll be working with our team to help achieve the principles of our mission.

### our mission

Ann Veronica llc is a textile company proudly based in Cape Elizabeth, Maine and founded in 2003 with a commitment to

- preserving a legacy of American craftsmanship and inspiring new generations in the tradition of textile arts;
- encouraging ingenuity and entrepreneurship of women and girls through effective mentoring, partnership and collaboration, and
- honoring our customers' values by pursuing philanthropic opportunities.

### our values

- ❖ We value our predecessors, whose dedication to providing customers with high-quality craftsmanship forms the cornerstone of our business.
- ❖ We value new ideas, attitudes and the spirit of America's youth and will work to provide opportunities in support of their individual vision.
- ❖ We value the integrity of American-based small businesses that provide growth and opportunities here at home.
- ❖ We believe in empowering women and girls as they aspire toward achieving their personal dreams.
- ❖ We believe in promoting and producing goods that help reduce environmental impact.
- ❖ We believe we have a social responsibility to help those in need and to support the causes our customers hold dear.

Finally, we hope to make a lasting and worthwhile contribution to the rich history of American textile art.

## why is ann veronica unique?

Besides being entirely hand-crafted in the USA, our hand-silk-screened products involve no machinery other than for sewing. Everything we do is by hand – from printing to packaging. Ann’s designs are original, and because each item is printed by hand, it’s like carrying your own piece of “original art.” When you join our team, you will be given an introductory “Getting Started” booklet that outlines the story of Ann Veronica and includes a short video showing the process of hand silk-screening - both great tools as you explain the line to others.

We are proud, too, that the product line has appeal across the ages and that there’s something for everyone in terms of products, prints, colors and styles. We feel this can be a unique opportunity for mothers and daughters to work together to build their own business because there are products for both! And we think it’s a great opportunity for college students who can start an independent business in their free time, with very little up-front cost.

## what is “ann veronica design”?

Ann Veronica Design is a subsidiary of Ann Veronica llc, and this is your opportunity to become an integral part of this new and dynamic organization! We operate in much the same way as other direct sales organizations - we offer direct selling by “Design Representatives” to individuals.

## what is an “ann veronica design representative”?

Ann Veronica Design Representatives are independent representatives who share Ann’s unique and colorful products with their own clientele. As a Design Representative, you will be developing your own independent businesses, enjoying the benefits of being your own boss and earning extra income to fit in with your schedule.

With Ann Veronica, you decide how much income you earn. From our research, we’ve estimated that a successful Ann Veronica Design Representative can earn \$25-\$35 per hour to start, based on a national home show average of \$200-500 per show for goods such as ours.\*

\*You earn up to 30 percent on retail sales of all Ann Veronica products, plus compensation and bonuses based on your sales level.

## would i be an employee of ann veronica design?

No, Representatives are Independent Contractors, and they are responsible for filing their own Federal and State Income Tax. Independent Contractors may be eligible to take advantage of the tax savings of running a home-based business.

## what types of products will i be selling?

Ann Veronica features hand-printed bags, totes, apparel and accessories for women and girls who want to have fun celebrating their individuality. We work with other US-made and women-owned businesses to bring you beautiful add-on products – like our “Soap and Scents” line and Kari Heybrock Jewelry – both of which showcase items designed exclusively by artists for Ann Veronica.

## how will i sell ann veronica?

As a Design Representative, you can sell directly to individuals in person, at home shows, over the phone, by fax or by e-mail. And while you will earn a commission on every customer order you take from our catalog, an Ann Veronica Design Show is one of the best ways to build your customer base and grow your business.

Ann Veronica Design Shows are simple. A Hostess invites friends into her home, dorm or workplace to meet you and to purchase Ann Veronica products. You bring samples of Ann Veronica merchandise for an afternoon or evening of shopping. You take customer orders and give individual attention, make gift recommendations, and provide excellent customer service. Your Design Show Hostess and her guests enjoy “girl time” with friends and family and can partake in a “Your Personal Design – It’s in the Bag!” quiz, all the while viewing top selling items from our collection.

While you earn commission for your work, your Hostesses earn FREE and half price Ann Veronica merchandise as a special “thank you” for hosting a Design Show. If they’d prefer, we’ve devised a wonderful program alternative for Hostesses who want to raise money for their favorite charity.

As you begin the process, you may find it easiest to Host your own show, or hold a Grand Opening event, thus affording you with both a commission on sales and free merchandise to expand your product sample kit.

## how much time will it take?

You customize your business to your individual goals and desires. You may want a fun diversion in your already busy life, or you may choose a career path with unlimited learning potential. Part-time or full-time – the choice is yours! Ann and our staff can help you customize a plan that’s right for you.

## how much can i earn as a design representative?

As a Design Representative, you earn a 25-30% commission on your sales to start. Commission increases as sales & business teams’ sales grow each month. We anticipate that our Design Representatives can earn, on average, \$25-35 an hour. You may want to build your Ann Veronica Design business into a full-time opportunity or enjoy the flexibility of setting part time hours. We encourage you to run your Ann Veronica business to suit your lifestyle.

## when do i earn my commission?

You keep your commission immediately when you make the sale. You do not need to submit your portion of the commission to Ann Veronica and wait for payment.

## are there additional earning opportunities with ann veronica design?

As part of our new program, we can offer you more ways to earn income. One of the most exciting ways is in sharing the business opportunity with others. If you are a Representative in active status, and you’ve successfully recruited, sponsored and helped to train 3 new Representatives, you qualify for a 5% net commission on their net sales!

## if i am interested in growing a sales organization, how do i recruit?

Potential Ann Veronica Design Representatives are everywhere! From your next door neighbor to your insurance agent, you might be surprised to find who is looking for an opportunity like Ann Veronica. As we develop our program, we will develop materials to assist you in recruiting, training and retaining new Representatives.

## how do i get started?

It's easy to get started! First, read over all the materials and call or email with any questions. Next, invest in your own personal Representative Kit to feature and display at Design Shows and return the required forms and payment. Your Representative Kit gives your customers the opportunity to try on and try out our unique product line.

## will it cost me any money to become a design representative?

To start selling Ann Veronica Design, you'll need to purchase business and training materials, along with a Design Kit of samples that include some of the top selling merchandise from Ann's lines. Use your kit to showcase the collection and take customer orders. We'll fill your customer orders from the home office and ship them to you or your Hostess for distribution. There is no inventory for you to keep.

Your start-up is simple and there are no certification fees for your first year in business. You choose from three investment options - our \$160 "Collegiate Kit" valued at \$325 of merchandise and business materials; our \$295 "Debut Kit" valued at \$650 and our \$495 "Beyond Debut Kit" valued at \$1,100. Details on these three Design Kits are included in this packet and products are shown in our literature and retail brochures. As you grow your business, we will ask for a \$20 recertification fee annually after your first year.

Also, we offer new Representatives a one-month opportunity to purchase as many samples as you want at a 50 percent discount! You may return your initial Design Kit within 30 days and money will be refunded for unused and undamaged items, less add-on items and shipping, should you change your mind about your investment.

## is there a discount for college students?

Yes! If you're a college student, aged 18 years or older, our Collegiate Kit is offered at a 15% discount over its cost of \$160, making it \$139 plus tax and shipping. If you choose one of our other packages, you may take 15% of the base purchase price as well. We value our college student clientele, and feel this is a wonderful way for students to earn extra income to help defray the cost of their education without making a big financial investment.

## how will i start my business?

Invite family, friends and co-workers to hostess Design Shows to help you get started. You can also hostess a Grand Opening in your own home or dorm to get additional bookings for your new business. We'll send you ideas and information in our "Getting Started" guide.

## how will i learn what i need to know to be a successful representative?

We begin this new venture together! Ann is committed to its success and feels her involvement in the program is especially important as you begin your business. Therefore, Ann has promised personalized service and support until an inside team is developed and trained to assist you. Because we believe in empowering women and girls, we encourage questions and suggestions from our Design Representatives and incorporate many of these ideas into future planning. We also encourage you to use the resources that work for you. Our support includes a Welcome Package, “Getting Started” Guide and related educational materials, monthly conference calls and home office online and phone support.

## what other sales and marketing tools are available from ann veronica?

Look for the launch of our new Ann Veronica Design website! In the short term, it will be designed just for our Design Representatives. On that site, we'll offer Hostess plans, incentives and customer sales promotions that are exclusive to this new division. You'll be able to download promotions and sales tools designed to help book shows and build their customer base. When you join our Design Representative team, we will pass along to you clients from your area of the country when they inquire about Hosting a show through the [annveronica.com](http://annveronica.com) website.

Order forms, brochures, business and marketing materials will arrive with your Design Kit. You may reorder catalogs, postcards, customer order forms, press kits, sale flyers, and recruiting materials at any time at a minimal cost.

## how can i add to my design kit?

There are many ways for you to add to your kit. During the first 30-day period, you can order add-on sample items at a 50% discount. In addition, monthly contests and sales incentives will give Design Representatives more opportunities to earn merchandise for kits. At any time after your 30-day introductory period, active Design Representatives may take a 25% discount to purchase additional samples. Purchasing additional samples for a design kit is an individual choice and not a requirement for selling Ann Veronica products.

## how can i fundraise with ann veronica design?

Part of the Ann Veronica mission is giving back. In addition to the causes Ann Veronica supports, we believe that you should have the ability to support the organizations that are important to you. We've developed a Fundraising Show Program as a fun, easy way to raise money in your own community that will be included in your “Getting Started” guide.

## great, when can i start?

You can start today by completing your Design Representative Agreement, Kit Order Form and purchasing your Design Kit. We'll follow up by phone and ship your materials, sale literature and samples within 10-14 days!

## what if i have more questions?

Simply email Ann at [ann@annveronica.com](mailto:ann@annveronica.com) or call our toll-free number 1.800.561.5517, In-State – 207.767.8181.