

SOUL *Purpose*

LIFESTYLE PARTIES
& host guide

*A gathering
of friends*



Illuminate YOUR LIFE.

Soul Purpose is a different kind of company. It is a company that embraces all that is deep and rich in life. A sense of calm. Days filled with gratitude. Nights filled with comfort and bliss. Beauty in your heart... in your skin... in your hair... in your relationships. Sounds and images that lift the spirit and put new rhythm into your step.

Welcome to Soul Purpose Lifestyle Company, where you will experience not only new ways to illuminate your body, your beauty, your style, and your spirit but also discover an attitude of prosperity and wellbeing that will help you make remarkable changes in your life and the lives of those around you. Dare we say Soul Purpose is the metamorphoses you've been seeking?

One important part of Soul Purpose is the Lifestyle Gathering. Here you will be guided on an exquisite journey of relaxation and sensual delights through the wonder of our naturally formulated products. Let me describe a typical Soul Purpose Lifestyle Gathering for you.

As you enter the home of the Soul Purpose Lifestyle host, you'll instantly inhale the intoxicating aroma of one of our soy candles. Perhaps tonight it is Brazilian Jackfruit or Haitian Vetivert Pepper. The room will be gently lit—easy on the eyes and soothing to the spirit—and your host may offer you a cup of delicious herbal tea lightly sweetened with honey. Soft music instantly speaks to the rhythm in your heart. The day's tensions are already melting away, and a sense of calm fills your body.



SOUL *Purpose*



EMBRACE ALL THAT IS *Deep & Rich*

Elegantly displayed in the room will be a collection of our luxurious products—gels, lotions, body butters, custards, therapeutic salves, hand and foot products that will leave your skin as smooth as velvet. The Soul Purpose Entrepreneur will demonstrate the products and pamper you with scents and formulas that will quickly have you closing your eyes and saying “Ahhh.” You never knew products could make your skin feel so wonderful, or smell so luscious.

Now perfectly relaxed, you experiment with our earth friendly mineral makeup. The silky brushes dust your cheeks... your eyes... your forehead with sexy powder. Is that really you with a new healthy glow reflected in the mirror? But as much fun as our makeup is, you quickly learn that beautiful skin begins with organic skincare products that you customize to match your unique skin type. Your body and your beauty have been illuminated... is there more? Oh my... indeed there is.

You learn about the journals and music that Soul Purpose musicians, writers, and artists have created to help inspire your life. You are slightly envious of the beautiful gift Soul Purpose created to help inspire your life. You can read excerpts from individuals who have shared their unique Soul Purpose—their passion and how it guides them in fulfilling their dreams. Powerful words inspire you to think about your own Soul Purpose—what ignites your spirit? What is your vision? How can you make the world a better place?

The conversation with those attending and with the Soul Purpose consultant and host has been stimulating. You have made new friends, learned new things, developed a renewed sense of who you are and most important, what you can be. You leave soothed and pampered yet invigorated, excited about the products you’ll soon be receiving and determined to share the Soul Purpose Lifestyle Gathering experience with everyone you know—women as well as men. Yes, your entire being has been illuminated—body, beauty, style, and spirit. Who knew it could be such a fantastic experience?



OUR VALUED HOST

A Soul Purpose Lifestyle Party Host is a special person who appreciates beautiful things and spirited people; that's why we think you'd be good at it. Lifestyle Parties are fun, easy, rewarding and provides your guests with products to enhance their lifestyle. Whether they are looking to improve their personal care and wellness regimes, relax, de-stress and pamper or kick their style up a notch with our all natural mineral makeup; we have something for everyone.

HOST GIFTS

EARN A FREE GIFT FOR SIMPLY OPENING YOUR HOME TO SOUL PURPOSE!

With 3 guest orders with a minimum product total \$125, you will receive a choice of one of our Signature Journey of the Senses Candles, Custards or a Shimmer Powder Set.

Soul Purpose has designed a beautiful collection of signature products including our ultra rich, moisturizing BODY CUSTARDS and our all soy CANDLES. The CUSTARDS contain wonderful, natural ingredients (organic aloe, vitamin E, wild crafted shea butter & vitamin D) to nourish your skin from your fingers to the tips of your toes! Our candles are handmade with the highest quality organic soy wax, naturally based fragrances and lead-free cotton wicks; all made in the USA.

Both the Custard and Candle are available in the following Journey of the Senses Fragrances: Caribbean Ginger; Hawaiian Tuberose; Thai Water Lily; Zanzibar Girls Club; Haitian Vetivert Pepper and Brazilian Jackfruit.

Through our partnership with Youngevity, we have create a Soul Purpose exclusive Shimmer Power Mineral Make-Up Set. An all natural, beauty enhancing dusting powder that will make your skin shimmer!



HOST A LIFESTYLE PARTY Shop for FREE Products & 50% OFF Items!

We have developed an exciting plan to support our Lifestyle Entrepreneurs efforts to expand their customer base and engage others as Party Hosts.

With a host order of \$20 or more, the host becomes eligible for shopping credits and 50% off products as follows:

Shopping Credit	50% off Items	Party Total	#Booking
30% in FREE Products	4	\$1000 or more	1
25% in FREE Products	3	\$750 - \$999	1
20% in FREE Products	2	\$500 - \$749	1
15% in FREE Products	1	\$300 - \$499	
10% in FREE Products	1	Up to \$300	

OUR VALUED LIFESTYLE PARTY HOSTS WILL:

ENJOY

Enjoy a fun, relaxing lifestyle experience with their favorite friends, family and community members while learning the principles for bringing the spa lifestyle and experience home.

RECEIVE

Shopping credits for FREE Products. Earn up to 30% of total guest purchases. For instance, host a party with \$350 sales, earn \$52.50 to shop with for FREE Products!

OPPORTUNITY

Qualify for the opportunity to purchase up to 4 single Soul Purpose products at 50% off.

HOST SHOPPING CREDITS

With a host order of \$20 or more, the host becomes eligible for shopping credits and 50% off products as follows:

Shopping Credit	50% off Items	Party Total	#Booking
30% in FREE Products	4	\$1000 or more	1
25% in FREE Products	3	\$750 - \$999	1
20% in FREE Products	2	\$500 - \$749	1
15% in FREE Products	1	\$300 - \$499	
10% in FREE Products	1	Up to \$300	

Example:

If a Host has a \$500 party, a personal order of \$20 or more and 1 booking, the host is entitled to the following:

- 1 A Free Gift!** Choose a Candle, Custard or Shimmer Mineral Powder Set
- 2 \$100 FREE PRODUCTS** - 20% of \$500
- 3 2 Products at 50% OFF!**

Important Notes:

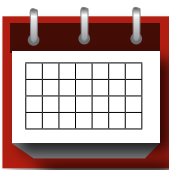
- The host's order must be submitted along with the qualifying Party to claim their free or discounted products.
- 50% OFF products must be selected from the Soul Purpose brand only. At this time, Youngevity products are excluded from the program.
- The host is responsible for sales tax and shipping based on full retail value of their order.
- Commissionable volume is not earned and therefore commissions not paid on the Host's discounted order.



SOUL Purpose

tic • tac • host

Each time you accomplish the task, put an "X" in that square.
 When you get **Tic-Tac-Host** horizontally vertically or black-out horizontally, vertically, out, you win. The more tasks you accomplish, the more gifts you'll win from your Entrepreneur.



Hold Your Party On The Originally Scheduled Date



Book Your Next Party BEFORE Your Party Starts



Have 10 or More Purchasing Guests At Your Party


COLLECT



OR MORE OUTSIDE ORDERS **BEFORE** YOUR PARTY



Set Aside Time To Hear About Soul Purpose Business Opportunity



Start Party On Time:

Meet 2 New **Friends** At Your Party!



1-2 Days Before: Call & Remind Your Guests Of The Party.

ASK THEM TO BRING A FRIEND!

HAVE \$500 IN PARTY SALES



you're invited!

SEND OUT 20 MORE INVITES!

Beyond Those On Your Original Guest List.

1-Way Win:

2-Way Win:

3-Way Win:

Block-out Win:

The gifts awarded through this program are for MY personal LIFESTYLE PARTY HOSTS. They are in addition to what you will earn directly from SOUL PURPOSE.

ENTREPRENEUR'S NAME:

PHONE:

host checklist

- Confirm your Lifestyle Party date and time with your Entrepreneur by providing your guest list of at least 20 names (with phone number and email address).
- Call and invite everyone on your guest list to the party with EXCITEMENT. Encourage them to bring their credit cards and be ready to shop for incredible products that you know they will love!
- Getting outside orders prior your party will increase your awards and shopping credits. Depending on your agreement, your Entrepreneur may have provided a few samples, order forms and product maps to assist you. This is a great way for anyone who says they cannot attend the actual party to still support you!
- Refer to the TIC TAC HOST game card for additional ways to ensure you have a successful party and earn prizes in the process.
- Within 3-4 days prior to your Lifestyle Party, make reminder calls to everyone who said they would attend. Also, encourage them to bring friends as well.
- Designate an area for the party in your home. Usually the dining room table is the best place for the Entrepreneur to set up their display and pampering station. The coffee table can also be used. For pampering, access to hot water for rinsing will be necessary. (Note: Your Entrepreneur may suggest alternate ideas depending on the theme of your party...such as a Make-Up Party.)
- Prepare limited refreshments or lite snacks for your guests. A minty, green tea (buy a gallon of green tea and add fresh sprigs of mint & slices of lemons), a dip and crackers will do just fine.
- Have everything done 2-3 hours before the start time of the party so you can have time to relax and breath before greeting your guests.
- During the party, be excited and encouraging to your guests to place orders, book their own party or consider the business opportunity.
- Have fun! Your Entrepreneur will work with you to ensure you qualify for the highest shopping credit and most number of 50% OFF items possible.

