

Start your own business.... ...become a Silver Soul Independent consultant.

Thank you for your interest in starting YOUR VERY OWN Silver Soul Creations Business. We hope that the following pages will outline all the information needed for you to join this hot new trend!

At Silver Soul we want to give you this amazing opportunity to join a supportive, dynamic family owned business. We have listed all the tools needed to meet the new challenge of running your Silver Soul Business. We feel blessed to give the opportunity to offer something new to all our families, friends and new customers. We look forward to growing with you.

What is Silver Soul?

At Silver Soul we offer a unique collection of jewelry and keepsakes. We create one-of-a-kind designs using your child's fingerprints, artwork, footprints and handprints. They are the perfect gift for weddings, parents, grandparents or your own treasure to adore. These pendants are personal keepsakes that will last a lifetime, making them a truly special way to honor and remember lost loved ones.

Each and every piece is created, personalized and polished by hand by the owners of Silver Soul. We pay special attention to detail and quality. All pendants are made using 99.9% fine, recycled Silver. We offer many different shapes and sizes to suite every budget and personal style. If you have an idea that you don't see in our gallery don't be afraid to ask. We love to try new designs. To complement your piece we sell the highest quality sterling silver chains and bracelets in a variety of lengths and styles.



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Our Silver Soul Story....

Meet the Owners

Melissa Nelson was born and raised in Perth, Australia. She has been living in Canada for 15 years now. Like many Australians, Melissa traveled a lot as a young adult. Now she calls Medicine Hat her home.

Melissa has worked in the Dental Industry for 20 years and recently left her job at Crestwood Dental where she has worked for the last 7 years. Melissa has also worked in sales for the past year in selling Enjo Cleaning Fibres. "Working for a strong company has taught me many valuable lessons about running a home based business. I look forward to using these tools to run my own."

Melissa has a family of 4 consisting of her beautiful husband (who is a great supporter) and two lovely girls.



Danielle Robinson has lived in Medicine Hat for most of her life. She has primarily been a stay-at-home mom for the last 11 years. While her main priority has been to be a mom to her 2 beautiful girls and a wife to a great husband, she has kept herself busy working part-time running her own business selling commercial Christmas lighting.

Now that both her children have started school Danielle is excited that she has found a business that fits with her love of art, creativity and fashion.

How Silver Soul Started

In Dec 2009 Melissa took a trip to Australia to visit her family. While she was there she saw an exciting new concept in Jewelry. When she returned she approached Danielle and they quickly decided it would be a great business to create in Canada.

After 4 months of hard work, a lot of research, and even more practice they managed to come up with their own twist on a great idea. "We wanted to bring something new, fresh and current to Canada. We love creating unique pieces of jewelry and are we are both constantly trying to make new things. The future is very exciting."

Silver Souls Goals and Mission



Silver Soul will constantly strive towards our commitment of making the best and most unique jewelry possible with the most current designs and concepts. We are always looking to create new items and idea's to expand our collection.

Silver Soul will offer a unique employment opportunity and we will work hard to help our consultants succeed in there own business.

Silver Soul Consultants...

Who would make a great Silver Soul Consultant?

If you love jewelry, fashion and family then you would make a perfect Silver Soul Consultant. We are looking for moms (or dads) who are interested in running their own business. You get the opportunity to decide your own success. Spend as little as a couple hours a week or you can work full time...It is all up to you. This is a great opportunity to earn extra income while doing something that is fun, exciting and new.

What is necessary to be successful?

We believe that the quality and beauty of our Silver Soul jewelry practically sells themselves but there are a few key things that will help each consultants to be successful. If you are energetic, outgoing, hardworking and creative you are sure to be successful.

The ability to set some time aside each month to organize your time and set some goals for yourself is what makes the difference from a good consultant to one that is really successful.

Get over \$560 worth of jewelry using your families prints and notes PLUS marketing material for only \$495.



silverSOUL
creations

- Be involved in something NEW and EXCITING
- No experience necessary
- No deliveries
- No processing fees
- No pressure
- No inventory
- No packing and/or repacking
- Set your own goals
- Opportunity to meet new people and their families
- Determine your own success
- Work the hours that you want
- No sales requirements or quotas

Training and Support

Silver Soul is committed to helping you grow your new home based business. As soon as you receive your start-up kit you will be ready to start making money. Your kit will include enough promotional materials to allow you to get started right away. The best part of your promotional kit is that all the sample jewelry will be created using your loved ones prints, artwork or notes. This way you can wear and 'show off' a sample of the products we offer.

Danielle and/or Melissa will arrange a personal meeting or Skype meeting prior to starting. We will then go over all information on how to take impressions, send kits, market, advertise, and manage your business.

We will both be available at any time to answer your questions or to help in any way. Our number one goal is to help you be successful.



Start-up Kit (\$495)

- 1. Jewelry** (This jewelry will be custom made for you using your families prints. You will be able to wear it and take with you to use as samples.)
 - 1 Eternity Smoosh pendant on a 16" snake chain (retail - \$154)
 - 1 custom chain with large handprint/footprint or note pendant (retail - \$179)
 - 1 sweetie bracelet with small fingerprint pendant (retail - \$229)
- 2. Marketing Materials**
 - 100 flyers (digital file for printing additional copies)
 - 1 catalogue (additional books available at cost
 - an additional catalogue will be given at no charge (to ACTIVE consultants) every time an updated book is printed
 - wax and wipes
 - invoices

The Silver Soul Incentive Plan....

How much can I make selling Silver Soul?

With Silver Soul you have the ability to decide how much you want to earn. The more time that you put into your business the more you will make. 20% commission will be paid out on every order you place. The more orders you place...the more money you will earn. There are no sales requirements, quotas or minimums to meet to receive your commission on your personal retail sales. Your commissions will be paid to you by the 15th of the following month.

Any month that a consultant reaches sales (not including tax) of \$4000 they will then receive a bonus of \$200.

Consultant specials will be offered at various times during the year. Consultants may use this opportunity to add samples to their business package, add to their own personal jewelry or to give as a gift to family member or friend.

Sample Earnings

Sample earnings are based on an average sale of \$180

Scenario #1 - Single Sale

1 sale of \$180 = \$36 commission

-20 minutes to take print, write up order and mail to us = ***\$36 for 20 minutes work***

Scenario #2 - Baby groups/Open house/Home party

5 sales at \$180 each = \$900 = \$180 commission

-3 hours to take prints, write up orders and mail to us = ***\$60/hour***

Scenario #3 - Team up with Business

10 sales at \$180 each = \$1800 = \$360 commission

-4 hours to set up table, take prints, write orders and mail to us = ***\$90/hour***

Scenario #4 - Trade Show (based on sharing a trade show with other representatives)

20 sales at \$180 each = \$3600 = \$720 commission

-12 hours to set up table, take prints, write orders and mail to us = ***\$60/hour***

**** all scenario's are an estimate.***

Silver Soul Marketing Idea's

1. Talk to everyone you know. It is amazing how the word spreads. Remember, you have something new to offer. Most people haven't seen it yet.
2. Join the Social Network. Facebook, Twitter and My Space are some of the best sources for free advertising. Spend some time managing your various accounts and your success will amaze you.
3. Drop off signs and posters. Deliver your posters and signs everywhere you can think of. Pediatricians...Daycares....hair salons...Preschools...baby groups...hospitals...etc.
4. Team up with businesses. Make an agreement with a local children's clothing or toy store. Set up a table and a small display. It is a great opportunity to talk with their customers, spread the word and take orders and prints. Announce that you will be there on your Social Networking sites and to everyone you know. A business would be happy to have the extra traffic in their store.
5. Home parties are an easy way to make the most of your time. Silver Soul offers Host Incentives which is a great way to encourage someone to invite a group of friends to their party. The greatest part about our Silver Soul parties are that there is no formal demonstration, no stock to setup and no pressure sales. Encourage the guests to bring their children and you can take the prints right there. Its amazing how many prints you can take in a couple hours.
6. Spending one weekend at a trade show, women's fair, or mom's show can bring in amazing sales. Because we understand that these shows can be costly and time consuming we want to help you as much as possible. Silver Soul will help you find other representatives to help share the booth cost as well as share the time.

