

Amazing August!



Welcome Branch
Advisors!

This month's *Visionary*
Online offers you
training to give sales a
spark.

For the LEAD article, this month VOL offers you and your team the chance to look at ways to use the Horizon of Hope® program to grow your business while making a difference.

The Skill Builder gives you tips to help ensure you are leading your team in maximizing the new American Craft Originals™ Collection.

This month's Business Builder asks your team to come up with ideas on how to maximize the American Craft Original Collection for different customers and hostesses..

As always, we welcome your ideas, comments and questions about *The Visionary Online*. Contact us using the Email Us link at the top of each page.



This month's features:

L.E.A.D.

*Longaberger® Education for Advisor
Development*

**Growing Your Business
While Making a Difference**

**Skill Builder
Leading the Way**

Meeting Agenda

Plan your Branch meeting and training. Includes Business Builder Training — **Introducing American Craft Original®!**

Includes worksheets!

**Print Version
For Advisors
on the Go!**

Each month, this version of *The Visionary Online* provides Advisors with a fully printable version of the current issue of *The Visionary Online*.

Every month, take Longaberger Education for Advisor Development (L.E.A.D.), Skill Builder and the Meeting Agenda with you. You can build your skills and plan your Branch meeting — even when you can't be near a computer!

Growing Your Business While Making a Difference



Becky Haskin is a wife, a mother, an Independent Longaberger Sales Consultant, and a two-time breast cancer survivor. Cancer first touched Becky's life when she was thirty and she learned that her mother had found a lump in her breast. Although her mother's lump was benign,

Becky and her sister vowed to get full medical checkups.

With Becky's busy schedule and her daily life taking hold, her medical checkup slipped to the back of her mind. Weeks had past when Becky's sister called to share her recent medical update. After her sister's discovery and removal of a benign tumor and despite her busy lifestyle, Becky knew it was time for her own medical checkup.

Becky's mammogram showed a suspicious spot and after a biopsy and lumpectomy, it was confirmed that she had breast cancer. Although the prognosis wasn't good, the doctors informed Becky and her family that with the strongest chemotherapy and radiation, Becky might survive her cancer.

According to Becky, "the saddest thing in the world is that all of us lead hectic lives and we get caught up in the fast pace of everyday life. Our most important priorities get out of whack." Breast cancer was a blessing in disguise for Becky; she quickly aligned her priorities and began to treasure each moment of each day and began to live life to its fullest. Becky's Longaberger business enabled her to put her career on the back burner; because she had her own business she was able to work as little or as much as she could.

In keeping her business alive, Becky realized she had the opportunity to touch many women through her job; she could change lives while expanding her business. Every time she would get together with a group of women – whether it was at a meeting or during a home show – she told everyone about the importance of mammograms.

Becky reminds us that we have an unbelievable opportunity – like no other company in the United States – to touch thousands and thousands of people and increase awareness about breast cancer. Not only does the Horizon of Hope[®] program educate about breast cancer and help

raise research money, it provides an incredible support system to console, to inspire, and to believe. To Becky, the program "is a joint effort to inspire, to save and to touch lives." Now is a great time to weave a difference and share this message with your daughters, sisters, mothers, grandmothers and friends.



The Longaberger Company provides you with a wonderful tool to start the discussion of awareness — the Horizon of Hope program. It also provides educational and informational literature to share with your hostesses, customers and friends. But you have the most valuable tools of all at your disposal: Your voice and your ability to touch the lives of hundreds of people through fund raisers and organized events.

Since the launch of Horizon of Hope in 1995, Independent Longaberger Sales Consultants have educated more than 14.4 million women about breast cancer and the value of early detection. Longaberger proudly donates \$2 from each Horizon of Hope Basket sold. Since 1995, Longaberger's Horizon of Hope program has contributed more than \$8.4 million to the American Cancer Society for breast cancer research and education.

The Horizon of Hope program presents business-building opportunities as well. As you strive to reach new customers and organizations with this program, be sure to focus on building your business at the same time. New customers with a special interest in Horizon of Hope may not be familiar with other Longaberger products. What a great opportunity to expand your contacts and mailing list.

Connect with your past customers as well. This program offers a great opportunity to reconnect with customers from the past: maybe they had a special interest in Horizon of Hope during previous years, or maybe it's a customer with whom you lost touch – what a great way to rekindle the relationship.

A fundraiser, such as a Horizon of Hope event, enables your business to support and promote a worthy cause while reaching new customers with a powerful message. Proper planning, giving yourself plenty of time to organize the fund raiser and recruit assistance, will ensure maximum support for a very worthy cause and maximum exposure for your business.

Events such as luncheons, community events where you host a booth, and corporate programs that partner your independent business with community employers also increase your business profile, grow your overall business, and help you develop valuable relationships that have long term results.

Becky Haskin offers several suggestions as to how she and her Branch Advisors promote the Horizon of Hope program in her Directorship and grow their businesses at the same time. As with all special events you or your Consultants hold, please be sure to reference your Business Planner, the Company Guidelines section for policies, procedures and legal requirements. Here are some of their tips:

- Organize a tour of homes around the neighborhood at which the price of the Horizon of Hope basket is included in the cost of the tour. Each guest could receive a basket at the end of the tour. Consider taking orders for the Horizon of Hope Basket as well.
- Coordinate a luncheon at which each participating “Hostess” sponsors a table by inviting guests to fill the seats. The hostess is able to take orders during and after the event. Work with local stores to fill a Horizon of Hope basket with donated cosmetic or personal care items. Give the basket away as a raffle prize during the event.
- Arrange a luncheon where each table is dressed representing a different theme. A Horizon of Hope basket filled with themed goodies can be raffled during the event. Theme ideas: Hawaiian, 50s era, Gardening, BBQ picnic, etc. Contact local doctors offices or hospitals to set up the donation of a mammogram to be given away at your Horizon of Hope event.

As with all special events you or your Consultants hold, please be sure to reference the Company Guidelines section of your Business Planner for policies, procedures and legal requirements. Other event ideas include the following:

- Have a booth or display at community events. Make sure you’re featuring Horizon of Hope campaign information; sell only the Horizon of Hope Basket, OR give all or part of your own commission on other sales to the campaign.
- Have a mother/daughter fundraising event. Use your imagination! Try a car wash, walk-a-thon, bake sale, rummage sale, or another event moms and daughters can work on together, with all proceeds going to the Horizon of Hope campaign. Provide information about early detection of breast cancer and the Horizon of Hope campaign.
- Suggest Horizon of Hope baskets as gifts. Talk with area doctors, nurses, counselors, social workers, and others about what a meaningful gift the Horizon of Hope Basket would be for patients, survivors, staff persons, and others.
- Have a group-pledging event. Do a fundraiser, where members of your Branch take pledges for time worked while Stimulating a Better Quality Of Life[™] in the community — working at a homeless shelter; rolling bandages for the Red Cross; working at a food pantry; visiting hospital patients; working on a Habitat for Humanity House; working at an animal shelter; working at a battered women’s shelter; etc.
- Give out Horizon of Hope information wherever you go! Carry a Horizon of Hope Basket with you wherever you go, and make sure you have a ready supply of stamped flyers, and your business cards. You’ll be surprised where you’ll find interest!

Horizon of Hope reinforces the importance of education – it is more than a Basket, it offers the opportunity to talk about breast cancer and promote company-wide support of breast cancer research. Use Becky’s inspiration and the inspiration of many other cancer survivors to plan your next event in support of the Horizon of Hope program.

Leading the Way



As a Branch Advisor, one of your most important roles is that of leader. Through leading you are helping your team members reach their dreams.

What does leading have to do with American Craft OriginalsTM, this month's business builder training for your branch meeting? Everything! With the introduction of this new collection your team needs to be able to come to you for guidance and business tips and ideas on how to make the most of this new opportunity.

Connection

Our company is about building relationships and making connections. As a Consultant, your focus tends to be on providing excellent customer service to your hostesses and customers, as well as sharing your incredible stories with others so they might enjoy the Longaberger Opportunity.

As a Branch Advisor, your connection needs to be as much with your customers and hostesses, as well as with yourself and your team. You can make a connection with your team by truly understanding them and helping them reach their potential through the goals they set.

One way to start helping your team is to listen. Another powerful tool is asking questions. The questions you ask can help your team develop specific goals that lead to strong, healthy businesses and balanced personal lives. Approach your questioning in one of two ways:

- *Open-ended questions.* Ask a series of open-ended questions that lead your team members to their own conclusions. Your role is not to tell; rather, it's to help your Consultants reach their own conclusions. By asking a series of questions that lead to generating specific desires, you are helping them define their goals. Begin your questions with words such as: how, why and what. You can also use phrases and words such as: tell me, comment on, describe, explain and evaluate.
- *Closed questions.* This is a little trickier because our natural tendency is to ask questions that elicit a Yes/No answer. However, you can ask closed questions and still help your Consultants arrive at a valuable answer. Rather than ask questions that result in a Yes or No, ask questions that require your Consultants to choose between two or more answers. For example, instead of saying, "Do you want to set a goal for sponsoring this year?" ask, "Would you rather set a goal for sponsoring three or five Consultants?" In order for these questions to be meaningful you need to know your Consultants.

Why is knowing your Consultants important? You can't ask meaningful questions if you don't know what's meaningful to someone. In the example above, you would not be able to give the Consultant a choice of how many people to sponsor if you didn't know what she had done in the past and what her potential is going forward. This information comes from your reports and your understanding of her desires.

Present

This requires that you work in the present moment with all your capabilities. This does not mean that you are not a visionary or that you should sacrifice your needs. After you've taken care of *you*, make sure you take care of those who need you.

As you help your Consultants set goals and maximize the opportunity of our newest collection, make sure you that their goals can for the new sales year can be realized, and this is yet another tool to help them along the way. As you lead them toward achieving their dreams, remember it's about their dreams and needs, not yours.

Responsible

Your responsibility here is not for someone's achievement of their dreams. However, if you are leading then you do have a responsibility to provide guidance. Your responsibility is also to set the right example for your team and model the desired behavior you want. Before your branch meeting, spend some time learning about the new collection and think of ways you will maximize it in your personal business. As you walk them through the Business Builder exercise, share what you discovered and some things you are going to do to make the most of this new opportunity. It's as much about walking the walk as well as talking the talk.

Vision Statement



Our vision is to be the leading designer and provider of natural, handcrafted, American Made baskets and other goods for the home.

We are as passionate about our craft as we are about our relationships with our family of Collectors, Sales Consultants, employees, suppliers and the communities in which we live.

We aspire to a company lifestyle in which Opportunity abounds.

We are reliable, honest, and compassionate in our thoughts, actions and words.

The enduring quality of our goods builds a lifetime of memories and experiences.

We provide the personal touch in a high tech world.

We cherish our legacy while courageously facing the challenges of the future with the same hardworking spirit of those that came before us.

Our bottom line is nothing without our everlasting freedoms.

Cut this out and use in your daily planner page finder!

**August 2003
Branch Meeting Agenda
— Facilitator Version**



Before You Start

Before the meeting begins, make sure each Branch member has a copy of the Agenda Handout. Review the agenda and training objective with the group to help them understand and prepare for the training discussion.

You will need:

- Copies of the [Agenda Handout](#) (one for each Consultant)
- Copies of the [Tic-Tac-Bingo!](#) handout (one for each Consultant)
- Copies of the [Bingo Clues](#) handout (one for each Consultant)
- Copies of [The American Craft Originals™](#) worksheet (one for each Consultant)
- Flip Chart
- Markers
- *WishLists™*, Notebooks and current campaign fliers
- Pens or pencils
- Inexpensive recognition items or awards (optional)
- Products for Product Discussion (optional)

Training Objective

This month's training focuses in the latest and greatest collection to enter the product lines– American Craft Original™. Consultants will work together to develop ideas on how to maximize this new tool!

Welcome/Icebreaker

- Introduce new members, welcome back old members
- **Tic-Tac-Bingo!** Icebreaker

Tic-Tac-Bingo!

Meeting Agenda

(Continued from page 6)

We all know the valuable information we receive at the Bee[®] each year can help take our businesses to the next level. In this activity, you will review the latest and greatest tools revealed at the Bee this year. Didn't make it to the Bee?? Play along and get your pens ready for some very helpful note taking!

You will need:

- Copies of Tic-Tac-Bingo! Distribute one page per participant.
- Copies of Bingo Clues. One copy for the activity leader. **Copies for all participants to be distributed at the end of the icebreaker.**
- Small prizes to be awarded to winners, for example: Pay Day candy bars.

Icebreaker exercise:

1. Before your meeting, use the Bingo Clues worksheet to create a flipchart with the 10 tools listed for the participants to view before beginning the activity.
2. Allow 1-2 minutes for review of the flipchart. The tools should be numbered on the flipchart according to the Bingo Clues page.
3. Referring to the list of tools on the flipchart, ask Consultants to place a number between 1 and 10 in the spaces on the Tic-Tac-Bingo! handout. There are enough spaces for 9 numbers, so choose carefully and different from your neighbors!!
4. Read any clue from the Bingo Clues page. (DO NOT distribute this page to the class until after the activity is complete.)
5. As the clue is read, Consultants are to identify the tool being described from the flipchart. Once the tool is identified, if the corresponding number is on their Tic-Tac-Bingo! handout, the number should be crossed out. OPTIONAL: table groups may work together to identify the tools from the description.
6. Continue to read clues, one at a time in a different order than what is posted on the flipchart. Allow time for Consultants to take notes about the tool and then cross out the corresponding numbers.
7. When three numbers in a straight or diagonal line are crossed off, the Consultant can call out "Bingo!"
8. In order to win a prize, the Consultant must also correctly recite the definition to each of the

Meeting Agenda

(Continued from page 7)

winning tools. An incorrect match of description and tool means the game continues.

9. Distribute copies of the Bingo Clues to Consultants.

Close the Icebreaker:

Wrap up the exercise by reviewing the descriptions of the tools, making certain Consultants have copies of the descriptions. Emphasize these important points in wrapping up this icebreaker:

- The Bee is a valuable place to learn about new business building tools. It's never too early to start planning your trip to next year's Bee!
- Thank everyone for participating.

Business Builder Training

Introducing the American Craft Originals™ Collection!

You will need:

- Copies of the Notebook I (You can ask Consultants to bring their notebooks to the meeting)
- Copies of The American Craft Originals Opportunity worksheet
- Flip chart
- Markers

This Business Builder training is designed to help Consultants increase their knowledge about this exciting new collection and then use that knowledge to increase bookings, sales and recruiting opportunities.

Discussion: Introducing American Craft Originals!

- Distribute: Copies of Notebook I (or ask Consultants to pull out their Notebooks)

At Bee® 2003 the newest collection of handcrafted treasures was introduced—American Craft Originals. Longaberger's American Craft Originals was inspired by our history with the pottery industry. Long ago, J.W. Longaberger crafted sturdy baskets to hold and transport materials in pottery factories. To honor this tradition, Longaberger developed a collection of pottery pieces crafted by Pfalzgraff and coordinating baskets crafted by Longaberger, called American Craft Originals. This

Meeting Agenda

(Continued from page 8)

collection celebrates Longaberger's and Pfaltzgraff's shared American values with a high-quality, functional collection for your home. They were created to be handed down, much like craftsmen passed down their trade secrets long ago, and will provide a lifetime of family memories.

This month's Business Builder training will focus on maximizing the opportunity American Craft Originals presents.

- Review pages 2-8 in Notebook I, which covers the inspiration, features and benefits of American Craft Originals.

The American Craft Originals Opportunity Exercise

- Distribute [The American Craft Originals Opportunity](#) worksheet

As we look forward to the launch of American Craft Originals, there are many opportunities to generate excitement. This wonderful new collection offers the chance to increase bookings, sales and of course provide first-class customer service!

During this exercise Consultants will work in small groups to identify business-growing opportunities this new collection offers.

Provide the following instructions for participants.

1. Ask them to work with their team to identify opportunities American Craft Originals presents for growing their business in each identified area.
2. Allow the teams to work for ten minutes.
3. When time is up have the groups come back together. Have participants share their ideas. Write their ideas on the flip chart.

Close the Business Builder training:

Recap the importance of maximizing the newest editions to enter our product lines. Remind, Consultants to be creative and enthusiastic and share this newest chapter in our story. It is yet another tool to help them grow their businesses. And it is another reason to pick up the phone and connect with current and potential customers and hostesses.

Branch Update (10 minutes)

Meeting Agenda

(Continued from page 9)

- How are we doing?
- Sharing successes

Recognition (20 minutes)

- Top Sales for July
- Other successes: High bookings and/or sponsoring, largest increase in sales over last month, new or unusual business opportunities, other.
- Review the July Branch Challenge — **Be a Goal Getter**. Ask Consultants to share how they are doing in reaching the sales year goals they set during the July Branch meeting.

Branch Challenge

Issue the August Branch Challenge – **New Collection, New Opportunities**. Ask Consultants to contact customers and hostesses and share the exciting news about American Craft Originals[™]. Let Consultants know that this a wonderful time to book home shows because hostesses and customers will want to see our beautiful new collection. Ask each Consultant to keep notes on their conversations. Ask them to come to the next meeting ready to share ways they maximized the opportunity American Craft Original offers.

Meeting Agenda

(Continued from page 10)

*“Potential is so fundamental to who we are and what we can become, because potential is what Dad was all about, what he made his life — and the life of this Company all about.”
~ Tami Longaberger*

Product Discussion Dates to Remember

August 1, 2003

August only offers begin

August 4, 2003

Postmark date for July only offers

August 29, 2003

Sales month end

August 31, 2003

August only offers end

Two for \$59 Horizon of Hope® offer ends

September 1, 2003

Celebrate Labor Day!

September 2, 2003

Postmark date for August only offers

Postmark date for two for \$59 Horizon of Hope® offer

Next Meeting

- Date
- Time
- Location
- Call for volunteers to help with next month's meeting.

Training Objective

This month's training focuses in the latest and greatest collection to enter the product lines– American Craft Original™. Consultants will work together to develop ideas on how to maximize this new tool!

Welcome/Icebreaker

- Introduce new members, welcome back old members
- Tic-Tac-Bingo!

Business Builder Training

- Introducing American Crafts Original™ Collection

Branch Update

- How are we doing? Sharing successes

Recognition (20 minutes)

- Top Sales for July, Other successes
- Review the July Branch Challenge — **Making the Most of the Proudly American Opportunity.**

“Potential is so fundamental to who we are and what we can become, because potential is what Dad was all about, what he made his life — and the life of this Company all about.”

~Tami Longaberger

Product Discussion

August 1, 2003

August only offers begin

August 4, 2003

Postmark date fir July only offers

August 29, 2003

Sales month end

August 31, 2003

August only offers end

Two for \$59 Horizon of Hope® offer ends

September 1, 2003

Celebrate Labor Day!

September 2, 2003

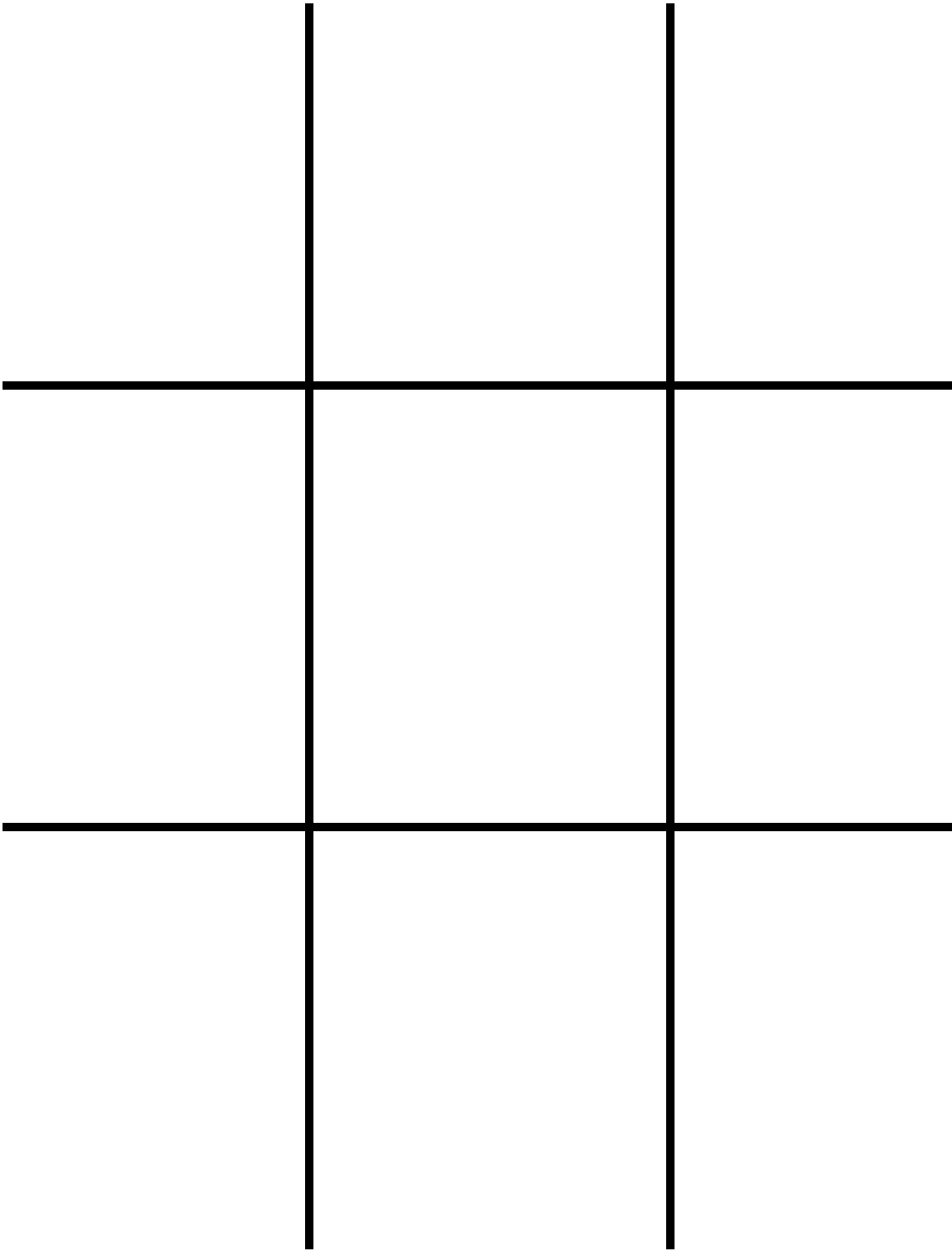
Postmark date fir August only offers

Postmark date for two for \$59 Horizon of Hope® offer

Next Meeting

- Date
 - Time
 - Location
 - Call for volunteers to help with next month's meeting.
-

Tic-Tac-Bingo!



Bingo Clues

Tools	Clues and Descriptions
1. Sponsoring Incentive	This opportunity offers a reward for your recruit and a reward for you. It all starts when you ask them to join your team and share your excitement.
2. Longaberger WebExpress	This online tool is a business management tool with many features, including: customer management, show and order management, tax management, a built-in calendar, expense maintenance, and reporting.
3. American Craft Originals™	This new line of pottery and baskets opens the door for new customers and new opportunities by telling it's story, sharing it's design inspiration, and selling it's quality.
4. WishList®	This “old” tool is back with a new look. All of the useful information you have relied on in the past will still be there... just organized according to your “lifestyles”.
5. Creative Home Shows	This tool will help you prepare your hostesses for their next home show. It also offers ideas to you on what to take and what to do to have a successful show.
6. Longaberger Homestead® Online	This online tool opens the door to a select line of Longaberger Homestead products. With this tool you are able to place an order, complete the transaction, and enjoy merchandise straight from the heart of Longaberger once delivered directly to your doorstep!
7. <i>Entertaining with Longaberger</i>	This new book is all about style — for your customers, for you, and for your shows. Put the tools of your trade to work and add even more style to your shows when you entertain and engage your home show audience.
8. New Core Introduction	Excite your current customers and attract new customers with these baskets, pottery, and wrought iron pieces. These additions will stir a passion when displayed with the classics.
9. Sounds of the Season™	Get to know this holiday feature...just in time to ring in the Holiday Season! You'll be singing praises about these functional and decorative items while checking-off your gift giving list.
10. Group Sales	This program allows its customers to receive great savings on pre-selected items ready for customizing. The higher the volume, the higher the savings...discover new customers and increase your sales.

The American Craft Originals™ Opportunity

Use this worksheet as a guide to discover new opportunities with this wonderful new collection. First, decide what opportunity is available. Next, jot down some things you can do to maximize the opportunity. Be creative and have fun!

Opportunity		
Existing Customers	What is it?	
	What can you do?	
New Customers	What is it?	
	What can you do?	
Hostesses	What is it?	
	What can you do?	
Sponsoring Prospects	What is it?	
	What can you do?	