

## Overview:

Traditional in-home shows are not as popular as they once were for many reasons, including: Stress to the hostess & the way people shop, Shipping charges and Pressure to purchase overpriced, luxury items.

Linen World follows a simple philosophy: Provide a quality, useful and affordable product line that represents items people want to buy and use every day. While the business has changed, Customers and Hostesses continue to shop with us and **we have identified some great ways to remain relevant in a digital world.**

## MAKE IT STRESS FREE

Provide alternatives to the traditional in-home show that works with peoples schedules, the way the shop and spend their free time.



## FREE SHIPPING

Linen World Offers FREE Shipping for ALL ORDERS, regardless of individual order amount, shipping to the hostess for distribution\*



## VALUE & REWARDS

By offering products that are useful and affordable, customers receive value for their purchase. Hostesses are generously compensated in FREE & Discounted Merchandise.



## **“Drop Off / Walk In Shows / Stop & Shop”**



With someone you trust acting as a “hostess”, you leave them your merchandise display, some catalogs & order forms. Generally, you would leave the display with them for a few days and @ the end, collect orders and provide hostess benefits. This works best in, for example, offices, schools, churches or any other area were your “hostess” has access to potential customers. This idea has also worked well in Senior Centers & Assisted Living Environments

## **“Catalog Shows”**

Similar to the above, but without leaving merchandise. You would provide catalogs to, for example, a bus driver, waitress, nurses, etc. They would assemble orders by showing the catalogs, leaving them in the break room, etc.

## **“Open House”**

We have consultants who, once a month, for example, hostess their own show thru an Open House (the benefit here is you receive both hostess benefits & commission). For example, we have one “senior” consultant in PA who lives in an apartment complex – she assembles orders for about 3 to 4 weeks and then turns them in as show.

\*hostess credit & free shipping begin at \$150 in total orders.