dreams DO COME TRUE!

INTRODUCTION TO Origami Owl®

YOUR PERSONAL ROAD MAP TO GETTING STARTED
1

EXPLORE YOUR KIT

Go ahead — dive in! You’ve been waiting for this moment so check it all out. Every square inch of this box is intended to inspire + inform. So, read every surface, touch the sparkly jewelry, and get to know your new business. It’s all yours!

2

START YOUR JOURNEY!

Your Welcome Email has arrived with a few quick-start points and now you have this (happy) little booklet in your hands. Read through it and begin your personal journey.

3

FACEBOOK FAN?

So are we! To plug into our special training groups on Facebook, go to [http://bit.ly/O2Coach](http://bit.ly/O2Coach) to learn how to join the discussion.
IT STARTED WITH A DREAM

The story of Origami Owl (O2 for short!) started when I was just 14 years old. I went to my parents and asked them if they would buy me a car for my 16th birthday. They thought that was funny and said ‘Bella, in this family, we work for what we have!’ That statement and their support is what motivated me to want to earn enough money for a car myself!

I never could have imagined that the company I created when I was 14 would one day become one of the largest jewelry companies in the USA, but I am so glad it did! We are not your average jewelry company; we tell stories and we connect people with what they are passionate about and what they love most. My wish is that O2 will inspire you and help you and others reach their dreams. Together, we can be a global “Force For Good.”

Bella
say hello!

Connect with Bella on Instagram @Bella_Weems
#origamiowl #forceforgood #welcometoO2 #livesparkly

OUR MISSION

Our mission is TO BE A FORCE FOR GOOD; TO LOVE, inspire + MOTIVATE PEOPLE OF ALL AGES TO REACH THEIR dreams + EMPOWER THEM TO MAKE A difference IN THE LIVES OF OTHERS.

ONE LOCKET AT A TIME

We believe people are born to dream and create. Everyone has unlimited potential and everyone can be a visionary! O2 Designers™ prove this every day. And just like Bella, they discover that with a little encouragement + determination, anything is possible.
WHAT’S YOUR STORY?
identify your “why”

“What’s your story?”

“Your journey has molded you for your greater good, and it was exactly what it needed to be... It took each and every situation you have encountered to bring you to the now. And now is right on time.” — ASHA TYSON

Your life is a journey filled with joys, celebrations, lessons, and special moments. All of your experiences develop you into who you are.

Mark this day in your journey by recording your story right at this moment! Afterwards, you are going to use what you captured to build a Living Locket®.

WHAT’S YOUR STORY?

What are your hobbies and favorite activities? What are you passionate about? What are some of your most special memories? Who are the people that you love most? What do you cherish? What do you believe in? Stand for? What inspires you?

WHY DID YOU JOIN O2?

What brought you to join Origami Owl? Capture why you’re here and what you hope to achieve by starting a business of your own.

MY STORY:

Share your news!

Call a few friends and let them know you’ve started a new business! They will be happy to hear about something you’re so excited about. Get support from the people you care about most and start sharing the O2 love! (Learn about inviting your friends to host Jewelry Bars® on pages 18-20)
your story has so many “twists” – tell it differently every day!

5 SIMPLE STEPS
create a living locket®

Now for fun the part! Think about your story as you go through your new jewelry and, with these steps, create a Living Locket. Learn the steps by heart so you can help others tell their story.

STEP 1 CHARMS
Your passions, memories, dreams, the things you love — choose the Charms that have special meaning to you.

STEP 2 LIVING LOCKET®
Capture your Charms and your story in this beautiful, one-of-a-kind keepsake.

STEP 3 CHAIN
Attach your Living Locket to one of our stylish Chains or Wraps.

STEP 4 PERSONALIZE
Inscribe a Plate to commemorate a special date, quote, or monogram with our In{script}ions® collection.

STEP 5 ACCESSORIZE
Complete your story and look by adding a meaningful or sparkly Dangle.
THE LIVING LOCKET®
...we tell stories with jewelry

The Living Locket is a “living” expression of who you are, where you’ve been, and the dreams and beliefs you carry in your heart. As an O2 Designer, when you share the Living Locket® you are making a world of difference by inspiring others to tell their personal story and to love + connect!

CAPTURE EVERY MOMENT IN A LIVING LOCKET

With so many ways to customize them, the Living Lockets is the perfect way to commemorate every special date, tradition and milestone in our lives. Mothers create them to celebrate their little ones, thankful parents give them to teachers to express their gratitude, friends encourage each other during difficult times with inspiration and love. What gift can be more personal than a Living Locket created just for you?

Moments are fleeting... children grow, friends move and seasons change. If only we could slow down time! With the Living Locket, we can capture every special moment with beautiful, customizable jewelry. Memories live within us forever when we wear them close to our hearts.

SO MANY SEASONS TO CELEBRATE

The holidays are times to look forward to and there’s no better way to celebrate them than with Origami Owl. Every season, we introduce new limited–edition Charms, special Living Lockets and more, so you have plenty of reasons to host Jewelry Bars “owl” year round! Jewelry Bar guests often start with one or two Living Lockets, then come back again and again to create gifts and add to their stories. Now That’s Happy!®
THE JEWELRY BAR®
the o2 experience

+ Earn your best commissions
+ Connect with people, face-to-face
+ Get new customers
+ Have lots of fun!

This is what Origami Owl Jewelry Bars (JB for short) are all about! You want to have them because they are the foundation of every healthy, successful Origami Owl business.

HOW MANY SHOULD YOU HAVE?
This depends on your dreams + business goals. Where do you see yourself?

Scenario 1:
Hold 1-3 Jewelry Bars a month to enjoy some of the great perks of O2 — free + discounted jewelry and great commissions.

Scenario 2:
Hold 4 or more Jewelry Bars a month to really get your business and commissions checks soaring!

Either way, you’ll soon find out why customers who attend Jewelry Bars are the happiest!

SCHEDULE YOUR LAUNCH
ready, set...go!

Hosting a Jewelry Bar launch officially opens you up for business! Pick the next open date in your calendar and schedule your launch. Invite your friends, family + connections from your A.L.I.C.E. list (Don’t worry, you’ll see this list soon on page 19).

You have everything you need to be successful right here in your O2 Starter Kit!

WAYS TO INVITE:
FACEBOOK + EMAIL + TEXT + VOICE-TO-VOICE + POSTCARDS + VIDEO

MY LAUNCH / FIRST JEWELRY BAR:

host ____________________________
date __________ time ____________
JEWELRY BAR SETUP

it’s so easy!

For an inviting, easy-to-navigate Jewelry Bar, use this picture to set up the items that come in your Starter Kit. They are the fundamentals for a successful JB!

Use your Starter Kit box as signage to:
1. Encourage your guests to create their own story with a Living Locket,
2. Serve as a visual aid as you share your own story and the O2 opportunity!

JEWELRY BAR CHECKLIST

INCLUDED IN YOUR STARTER KIT
- Jewelry
- Charm Tray
- Locket Display
- Signage
- Votives
- Tweezers (for picking up Charms)
- Take Out Boxes
- Take Out Menus
- Order Forms

OTHER SEASONAL ITEMS AVAILABLE IN YOUR BACK OFFICE
- Wish Lists
- Hostess Exclusive Flyer
- Social Media Images

OPTIONAL ITEMS FROM AROUND THE HOUSE
- Calculator
- Handheld or freestanding mirror
- Calendar with available dates
JEWELRY BAR® TALKING POINTS  you're a natural

You don’t have to be an expert to share Origami Owl® — just follow the Jewelry Bar outline in your Designer Take Out Menu. It’s part of your Starter Kit.

LEARN THE OUTLINE:

- Story of Origami Owl/Mission
- Share Your Story and Why O2
- Share O2’s Jewelry Collection
- 5 Simple Steps to creating a Living Locket®
- Hostess/Guest Charm Activity
- Thank Hostess/Hostess Exclusive
- Start Shopping

BE YOURSELF

Make it your own so it feels natural to you and your audience. Share your story — straight from the heart!

GET YOUR GUESTS INVOLVED

The most important part of hosting a Jewelry Bar is to help your guests establish an emotional connection with the jewelry. Interacting with the Charms helps them to think deeply about their story or the story of the loved one they’re creating jewelry for.
INVITING

It's time to invite anyone and everyone you know to take a look at Origami Owl®! Start with those closest to you and go from there. Branch out and share Origami Owl with people from all different circles of your life.

HELLO, A.L.I.C.E.! "ALICE" is not only the name of the white Jeep that Bella bought herself when she turned 16, it's also an acronym to help you brainstorm all the people you know!

REACH OUT Once you’ve created your list, think about each person... then, reach out to each of them individually, via phone call, text or Facebook message. Share a picture of an Origami Owl Living Locket and tell them why you thought of them.

THE MORE, THE MERRIER! When you contact someone to invite them to a Jewelry Bar, encourage them to bring a friend, too!

A.L.I.C.E. LIST whooo to invite?

ACQUAINTANCES Neighbors, past neighbors, coworkers, past coworkers, clubs, community organizations, etc.

LIVELIHOOD Manicurist, hairdresser, receptionist, barista, realtor, cashier, dental hygienist, etc.

INNER CIRCLE Friends, family, church groups, classmates, etc.

CHILDREN’S CONTACTS Teachers, bus drivers, parents of kids who play sports, dance coach, etc.

E-CONNECTIONS Facebook friends, Pinterest followers, hobby groups — anyone you have an email address for!
INVITING TO HOST
spread the O2 love!

There are some great perks to hosting a Jewelry Bar! Not only do they get to have a party with all their friends, but there are some “sparkly” benefits, too!

HOSTESSES GET REWARDS
We love to spoil our Hostesses! They receive free and discounted jewelry just for hosting, and even more when you two are a smashing success! They can even start their own O2 business for free. (See Hostess Rewards Chart on the pocket of the Jewelry Bar Planner)

A.L.I.C.E. HELPS AGAIN
Go back to your A.L.I.C.E. list and use it to think of some potential Hostesses. Who might open up their homes and connections with you? Who would like to share O2?

whooo loves you the most?

POTENTIAL HOSTS/HOSTESSES:

1. ____________________________ ________________________
2. ____________________________ ________________________
3. ____________________________ ________________________
4. ____________________________ ________________________

HOSTESS COACHING
communication is key

For smooth Jewelry Bar planning, track your communication with your Hostess to ensure that you don’t skip a beat!

STAY IN TOUCH
- Prepare + give them the Hostess Packet (See bubble below)
- Make a connection call to the Hostess 24 hours after scheduling — to go over the Hostess Packet
- Send out Jewelry Bar invites
- Connection call to Hostess 24 hours after invites have been sent — to answer any questions
- Send reminders to guests
- Make a connection call to Hostess 24 hours before the Jewelry Bar — to check in + confirm. Let her know you’re excited!

SET GOALS
It’s wise to set a sales target with your Hostess. Refer to the Hostess Rewards Chart found in the Jewelry Bar Planner. Have them look through the Take Out Menu, create their Wish List, then ask them “how much do you want to earn?”

HOSTESS PACKET
Your Starter Kit includes the essentials to create this helpful packet:
- Jewelry Bar Planner Folder
- Order Forms
- Take Out Menus
Visit the Designer Resources section of your Back Office for the latest:
- Wish List
- Hostess Flyers
- Invitations
BUILD YOUR BUSINESS
consistency is key

We love to reward you for consistently working your business! Simply sell the jewelry or build a team — the choice is yours. You can learn more about the myO2 Rewards program in your Back Office. Here’s how it works:

**As a Storybuilder:**
Build your business and earn money selling O2.

**Monthly Effort:**
Earn at least 250 PV (Personal Volume) from 1 average Jewelry Bar

**Storybuilder Rewards:**
+ 10% more retail profits!
+ Hostess Exclusive at a discount

**As an Owlchiever:**
Build your business by selling AND mentoring a team of Designers, enjoying the additional benefits that come through teamwork!

**Monthly Effort:**
Hold 4 Jewelry Bars or more; add 1 New Designer or more to an active team

**Owlchiever Rewards:**
+ Exclusive monthly incentives
+ Free jewelry credits
+ Annual Owlchiever Trip!

where dreams can lead you...

owlchiever incentive trips!
BUILD A DREAM TEAM

With O2, you’re the boss and you choose who you want to work with. Build your team, mentor them and watch your business grow, grow, grow!

HELLO, OLIVE!

Another little acronym to make it easy to invite. Let our little owl, “OLIVE” help you think of all the people you can share this wonderful opportunity with.

WHO WOULDN’T WANT TO JOIN?

For all the reasons you decided to join, others will want to as well! Money, freedom, friendship, trips, beautiful + meaningful jewelry at a discount — need we go on?!

LIVE THE MISSION

By offering this opportunity to others, you are giving them a way to achieve their dreams. Be bold! It’s time to love, inspire + motivate!

O.L.I.V.E. LIST

whooo will join?

OUT + ABOUT
Any one you see day-to-day: coworkers, neighbors, people you meet at your kids’ games, Jewelry Bar guests + Hostesses.

LOVES FASHION + FUN
Anyone you know who loves jewelry, getting together with friends, and having fun!

INCOME
Anyone you know who would love to make more money.

VISIONARY
People who can see a vision of a brighter future: helping people, financial freedom, friends, trips and incentives.

ENTREPRENEURS
Anyone who wants to be their own boss, have flexibility in their schedule, and take control of their life.
VITAL BEHAVIORS

daily habits for success

These intentional steps every day will keep you energized and on track with your O2 business! It’s as easy as 1-2-3!

1. **INVITE**
The single most important Vital Behavior is to ask, invite, or extend at least two personal invitations every day to:
   - Host a Jewelry Bar
   - Make a purchase
   - Join your team

2. **WEAR YOUR LIVING LOCKET**
It’s the perfect conversation starter that can lead to an invite to attend or host a Jewelry Bar.

3. **PERSONAL DEVELOPMENT**
Invest 15 minutes a day to build your confidence and improve your ability to communicate.

---

How do you create a new habit? Accountability! Use this O2 Vital Behaviors Tracker to achieve the daily goals that are essential for growing your O2 business.

Every day, you:

1. Invite 2 people
2. Wear your Living Locket
3. Invest 15 minutes for personal development

---

Explore Starter Kit

How do you create a new habit? Accountability! Use this O2 Vital Behaviors Tracker to achieve the daily goals that are essential for growing your O2 business.

Every day, you:

1. Invite 2 people
2. Wear your Living Locket
3. Invest 15 minutes for personal development

---

How do you create a new habit? Accountability! Use this O2 Vital Behaviors Tracker to achieve the daily goals that are essential for growing your O2 business.

Every day, you:

1. Invite 2 people
2. Wear your Living Locket
3. Invest 15 minutes for personal development
One of the best places to be is Team Leader. As Team Leader, you are selling, building your dream team and heading for success! (Check out the great bonuses you can earn as a “TL” on pages 28 + 29.) Use this road map to track the first few months of your journey with O2!

**MONTH 1 GOAL:**
The FIRST month you generate 500 PV and personally sponsor a Qualified Designer, you get a $50 USD/$65 CAD Jumpstart Credit.*

**MONTH 2 GOAL:**
The SECOND month you generate 500 PV and personally sponsor a Qualified Designer, you get a $100 USD/$130 CAD Jumpstart Credit!*

**MONTH 3 GOAL:**
The THIRD month you generate 500 PV and personally sponsor a Qualified Designer, you get a $150 USD/$195 CAD Jumpstart Credit!*

Earning Owlchiever every month is the best way to reach Team Leader because all along the way, you are earning free jewelry, swag and other rewards! To earn Team Leader what you need to do is: 1. Personally generate 250 PV (Personal Volume) and, 2. With your team of 3 qualified O2 Designers, generate a total of 1500 TV (Team Volume) during each calendar month. You can do it! Say YES!

*For details and FAQs, see your Back Office
Origami Owl has one of the most generous compensation plans + rewards programs in the social selling industry! Here’s how you grow your business (and your income!) with O2.

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* Retail sales commissions is based on PV only - it is not dependent on sponsoring. Less than 250PV = 20-40%. More than 250PV = 30-50%.
** Sponsor Bonus is paid on PV generated by anyone you sponsor or refer to any Origami Owl Family of Brands company. Dollar amounts shown reflect U.S. currency.
*** Advancement Bonuses are paid after qualifying two consecutive months at the new Career Title (if accomplished within 12 months of earning the new title for the first time). This qualifier does not apply to Team Leader Advancement Bonus of $50.
4 Please refer to Income Disclosure Statement for additional details.
YOUR VISION LOCKET

start dreaming!

Now that you know how to get your business started, it’s time to start making your dreams a reality! By now you should have captured the story of who you are today in a Living Locket®. Now, it’s time to make a Locket that captures where you’re headed!

Think about what you want for the future — really try to visualize it. Then, go back to your Charms from your kit, or even from the Take Out Menu, and find the things that represent what you want to accomplish with your O2 business. Write it down, then create your Vision Locket.

MY VISION:

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Connecting with your Mentor is a great way to make a new friend and learn more about your business. They started out just like you! Go to them to for advice and answers — let them guide you on your journey.

**MY MENTOR INFO:**

- **name** _________________________
- **phone #** _________________________
- **email** _________________________
- **social media info** _________________________

**BACK OFFICE**

This is your business hub! Go to the “myO2 Rewards” section to track your earning progress. Go to “Designer Resources” for free marketing materials + photography to promote your business.

**FACEBOOK COACHING GROUPS**

Our Leadership Development Managers are here to help! Visit the special Facebook pages they created just for your benefit. Check it out at [http://bit.ly/O2Coach](http://bit.ly/O2Coach). Also be sure to join the O2 Designers Facebook group, for information and training designed to help every Designer grow their business.

**O2 ACADEMY - NEW DESIGNER**

Training from the comfort of your own home? Yes, please! Take a walk through the virtual O2 Academy in your Back Office to find a treasure trove of training to support your professional growth.

**SOAR SATURDAYS**

O2 is always in a city near you! Watch for news about upcoming Soar Saturday events where our leaders reveal new jewelry collections, announcements and more!

**CONVENTION: THE O2 EXPERIENCE**

Our biggest, most exciting event of the year! Designers come from all over the country for this unforgettable O2 experience. Meet Bella, Chrissy + other friends from the Nest. Be there for huge jewelry reveals, giveaways, recognition, training, shopping, and more! Visit [OrigamiOwlNews.com](http://OrigamiOwlNews.com) for more details.

**ORIGAMIOWLTOOLS.COM**

Need Business Cards? (Yes!) Branded apparel? Event Signage? (Yes!) Find these items and more at [OrigamiOwlTools.com](http://OrigamiOwlTools.com).
AND SHE lived...