



1-2-3 Steps to Success!

1. Set up for success!

The charm organizer

- Locate the clear plastic charm organizer, dividers, rubber bands, small jump rings, and the charms
- Insert the dividers into the organizer
- Place the charms, rubber bands, and jump rings into the organizer compartments

The charm display

- Locate the black velvet display and 1 of each charm to be displayed
- Connect a jump ring to each display charm
- Snap the jump ring of each charm to the display
- Place the charm display in a prominent area

The promotional materials

- Display the poster, cooler decal, and door decal in appropriate in-store locations
- Locate the benefit cards and stamp your business information or stick a label on each card
- Place the benefit cards near the charm display

2. Train for success!

Design training

- Provide your design and product assembly team with the Spiral and Charm Assembly Guide, the spirals, and the charm organizer
- Assemble a few samples making sure the charm is secure and oriented correctly and the spiral is securely attached to the rose with the rubber band

Sales training

- Provide your in-store, telephone, and event sales personnel with the Sales Guide and a sample bouquet

3. Create opportunities for success!

Build the Buzz

- Send out a sample bouquet and press release to local media outlets
- Invite highly visible community businesses to display a sample bouquet, the benefit cards, and your business cards
Banks, hair stylists, restaurants, churches, chamber of commerce, schools, shopping malls, and others
- Incorporate the Hollywood Bloom spiral and charm into your planned marketing activities
Web site, customer newsletters, advertising, promotions

Find the Niche

- Look to your marketplace and identify potential demand for your beautiful bouquets featuring the Hollywood Bloom spiral and charm
- Custom charms can be created to fit your needs
- Unleash your creativity and ACHIEVE SUCCESS!

