

*Are there any potentially embarrassing items in the Petra Fashions line?*

Petra Fashions produces a full-color catalog displaying all of our regular line items. As a Consultant or a Hostess you will be proud to display this high quality publication on your coffee table, show to friends and family and in general use it as the sales tool it is designed to be. In order to provide an element of amusement to guests at shows, Consultants have the option of showing what we term "fundies" items, which consist of fun "undies." The decision to carry and display these items is up to you. Descriptions of these items are published in a separate booklet from the Petra Fashions line of lingerie and sleepwear.

*Is there room for advancement?*

By sharing the Petra opportunity with others, a Consultant can self-promote to a management level position. Once you begin climbing the ladder of success you will become eligible for additional monthly bonuses!

*Beside the income, what else does Petra offer?*

Petra offers many incentive programs throughout the year where all Consultants can earn beautiful jewelry, home furnishings, office equipment and two trips to exotic destinations for two and even family vacations! As you learn more about being a Consultant and sharing the Petra opportunity you will begin to wonder why more people don't take advantage of all that Petra has to offer. Petra Fashions offers you a chance to make a difference in your own life as well as the people you care about.

*Petra Fashions*  
HOME LINGERIE SHOWS

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# What's the Catch?

*Petra Addresses the Most Frequently Asked Questions*

There is no catch or a hidden agenda when you are a Petra Fashions Consultant. Fashion Consultants can choose to work part-time or make Petra a full-time career. A new Consultant will first receive a preview pack on loan, which includes a video, explaining the Petra opportunity and how a typical lingerie show works. Your actual demo kit will include the video, business cards, catalogs and Petra Party Packs - all the materials you need to start your successful business with Petra Fashions!

When you are ready to join, all you have to do is contact your Director, schedule a Debut Show and begin booking your first six shows. When you have your Debut Show and six-show line-up you will be issued your supplies and your Sample Kit, which includes an assortment of lingerie and all the paperwork needed to do your first 10 shows..

Why not say, "yes" to Petra and give a flexible career in lingerie a try alongside what you are presently doing? Whether you are a stay-at-home mom, a full-time professional or somewhere in the middle, Petra can fit into your life style. What have you got to lose?

*How long has Petra been in business?*

Founded by Jonathan and Ingrid Petra Hodges in 1979, Petra Fashions, Inc. has become the fastest-growing party plan company in the nation. Petra Fashions specializes in the direct sale of designer lingerie and sleepwear, sizes S-5X, all priced under \$40 and made in the U.S.A.

*Is Petra a financially solid and reliable company?*

With over 20 years of experience, Petra has a proven track record in excellent customer service, quality merchandise and as an all around quality direct sales business. Petra has always been debt-free and is an honored member of the Better Business Bureau and the Direct Selling Association.

*How many women have joined Petra?*

Over 80,000 women have made the decision to join Petra Fashions. As Independent Sales Representatives, Consultants never have to worry about sales quotas, assigned territories or costly inventory maintenance.

*Are there hidden costs?*

A new Consultant will need to invest in a garment rack and some basic supplies such as a calculator, pens, pencils and some other inexpensive items. Petra offers many of these items at very reasonable prices.

*Is there a financial risk?*

Petra Fashions wants new Consultants to begin earning money as quickly as possible. That is why a new Consultant is provided with \$600 worth of samples and paperwork. Petra does require that a new Consultant pay a \$4.95 processing fee to the company via credit card or electronic funds transfer. There is no financial risk once a consultant achieves qualification, which is 4 parties to be held within 45 days of her debut party with \$1,250 in sales.

*Will this type of business take over my life?*

A career with Petra Fashions allows you the freedom you have always looked for. Since most Petra shows are held at night you are free during the day and the nights you do not have shows. Time will need to be spent maintaining your business, so plan on a few hours a week keeping yourself on track. With a 40-hour a week job you usually spend just a few hours a week on yourself, with Petra the tables are turned!

*I have never done this kind of work before, is training available?*

Petra offers all the necessary training and support needed to build a strong, successful business. At Petra you are in business for yourself, but not by yourself. Your Director will be there to answer your questions. Plus, the Petra Fashions home office sends out newsletters that contain the latest company promotions, sales contests, recognition and business tips.

*How long does it take for me to start earning money?*

You start earning a profit on your very first show! Consultants make money before Petra does! A new Consultant earns a 25% profit on sales. For example a \$300 show will yield a \$75 profit for just a few hours work. When sales reach \$2000 in a month, Consultants earn an additional bonus, which increases earnings to 30%.

*Is a Consultant required to generate a certain amount of business each month?*

Once a new Consultant has become qualified, you will need to hold just three shows a month to remain active, other than that you can hold as many or as few shows as you would like. You can expect to earn approximately \$75 profit on each show so if you hold just two shows per week you can potentially earn \$600 and more a month.

*What about my safety?*

Again, the choice of when and where to work is up to the Consultant. When you start your business you usually begin with family and friends. From those shows you receive bookings from friends and family of the Hostess. A lot of contact is made with the Hostess so that by the time the show is held the Consultant and the Hostess have gotten to know each other pretty well. If you ever feel uncomfortable you can simply turn that show into a catalog show and take orders over the telephone.