



GETTING STARTED GUIDE

Your step-by-step guide to delivering A Shirt That Fits™



J. H I L B U R N

**We're bringing personal style,
character, and class back to men.
These Core Values are our guide.**

DO THE RIGHT THING

Integrity and honesty are fundamental to good business. To ensure accountability and trust, we communicate transparently, and we respect one another even when we disagree.

WORK WITH PASSION

Energy and emotion are poured into every aspect of our work. It is our passion for building J.Hilburn that fuels our success.

DO MORE WITH LESS

Resourcefulness is fundamental to our growth. Our commitment to being creative with each opportunity leads to innovative outcomes.

DELIVER BEYOND EXPECTATIONS

Every product, every interaction, and every decision we make should demonstrate excellence. To deliver beyond what is required, we demand the extra mile from ourselves.

WELCOME

Welcome to J.Hilburn

Congratulations on your decision to join J.Hilburn as a Stylist! Even though you have started your own business, you certainly are not alone. You have an incredible support system designed to help you succeed. This Getting Started Guide is a critical part of launching your business the right way.

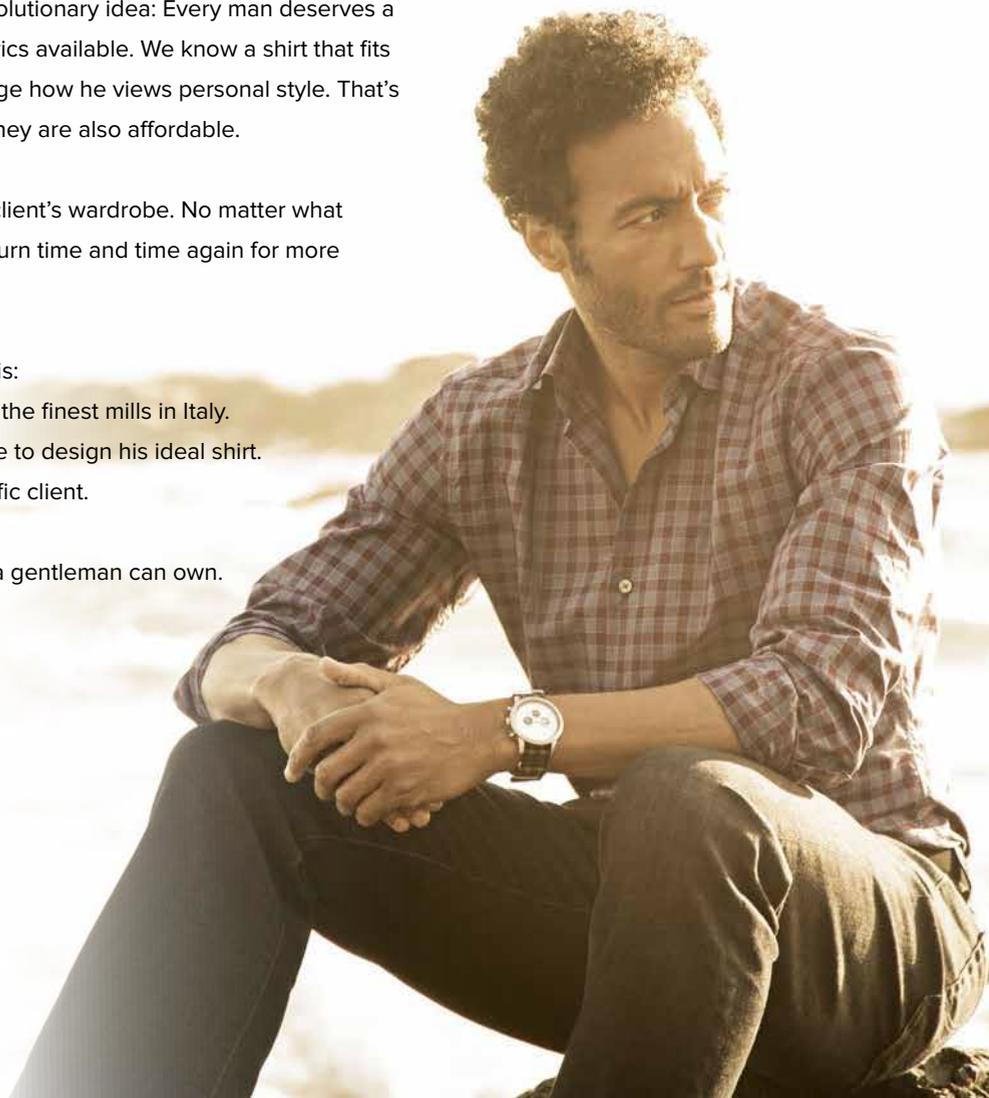
J.Hilburn started with one simple, revolutionary idea: Every man deserves a custom shirt made with the finest fabrics available. We know a shirt that fits will improve his confidence and change how he views personal style. That's why our shirts are not just personal, they are also affordable.

Our shirts are centerpieces of every client's wardrobe. No matter what else he purchases from us, he will return time and time again for more custom shirts.

There are three simple reasons for this:

1. We source fabrics from some of the finest mills in Italy.
2. We offer every client the chance to design his ideal shirt.
3. We craft each shirt to fit a specific client.

Quite simply, it's the best-fitting shirt a gentleman can own.



WELCOME

YOUR FIRST 24 HOURS

Get Connected:



■ Log in to your J.Hilburn Email Account to receive important business updates and client leads

- ◆ First.lastname@jhilburnpartner.com
- ◆ Same password as your Green Room login

■ Connect with your Sponsor

- ◆ Name _____
- ◆ Email _____
- ◆ Phone _____

■ Log in and Explore the Green Room

- ◆ <http://myjhilburn.com>
- ◆ Use your new Stylist ID and Password!
- ◆ Save or bookmark this site to your favorites for easy access
- ◆ Visit JHTV and watch the Measurement Training Video located in “The Right Fit” category



[The Green Room>Training & Resources>JHTV](#)

Determine Your WHY

At J.Hilburn we talk about having a WHAT and WHY—these are two different things, and both are very important.

Typically, a WHAT is something tangible you want from your business. Do you want to pay off a credit card, pay for your child’s college education, travel the world?

Your WHAT: _____

Once you know WHAT you want, the next step is to identify WHY you want it. The WHY is the motivating factor—that drive—for your business. Determining your WHY is one of the most important things you will do in your business. Examples include: create financial freedom; to be a work-at-home parent; or buy back your time by creating residual income. Whatever your WHY is, write it down below and be as specific as possible.

Your WHY: _____

Define Your Personal Goals

Your personal goals give you specific targets to reach. Examples of goals: how much money you want to be making within a certain time period ; or what career level you want to reach. Think about your short-term and long-term goals and write them below. Work with your sponsor to help you with this. Remember, this is a business and it takes time to grow.

30 Days: _____

3 Months: _____

6 Months: _____

12 Months: _____

The Goal: Promote to Style Partner

The action steps in this Getting Started Guide lay the groundwork for promoting to Style Partner within your first 30 to 60 days. When you promote you will repeat these steps and show other people how to do the same thing. This is the simple duplicable process that will grow your business and help you reach your goals. This guide will show you how to complete three simple goals within your first 30 days to get you on the path to Style Partner. These steps are the building blocks of your business and much more fun when you do it with a friend.

See page 24 for more details on how to promote to Style Partner.

New Stylist Checklist

What do you need to do to start successfully?

Below is a checklist that will help you complete the steps in this Getting Started Guide:

- Define my personal goals for J.Hilburn and make a game plan.
- Watch the Measurement and Fit Training videos and earn your first shirt for FREE by placing the order within 14 days of joining J.Hilburn.
- Share the joy of J.Hilburn and build your client base.
(See page 7 in the Fast Start section for more details.)
- Book and hold 5 appointments within 30 days of starting my new business.
(See page 6 in the Fast Start section to learn how to earn back your enrollment fee.)
- Create your account in the Print Center and order business cards and other marketing materials to launch your business.
- Stay connected with J.Hilburn and your team by checking email frequently, attending weekly webinars, and monthly team meetings.
- Learn! Learn! Learn! Take advantage of all the resources available to you in this guide and the Green Room.

Goal 1: First Shirt Program

1. MEASURE!

Watch the measurement training video, and then take your client's measurements.

2. FIT & STYLE!

Reference the following sections to learn how to offer the right fit and style for your client.

- [A Shirt That Fits™](#) on page 11
- [Resource >Custom Shirt Guide](#) or [Custom Fit Guide](#)

3. ORDER!

Watch the Order Entry video located in the How To section of JHTV, then place your first order.



Timeline: Your First 14 Days

Goal: Receive your first custom shirt for free when you place the order within your first 14 days of joining! There are no restrictions; this shirt can be customized as much as your client wants.

The First Shirt Program is a great way to practice measuring a client and entering an order. Start your business strong and practice what you learn from your sponsor and in the training videos right away!

Your first client might be your husband, dad, uncle, adult son, adult nephew or a close friend. Take action NOW and practice the measurement and ordering process. Below is a chart that shows our Client Measurement restrictions. At J.Hilburn we can fit almost every guy but we do have a few limitations—be sure your first client falls within these guidelines.

	Neck	Chest	Waist	Hips	Shoulder	Wrists	Long Sleeve Length	Length
min.	14"	34"	26"	32"	17"	5.5"	26"	20"
max.	26"	60"	60"	60"	30"	10"	45"	50"

Step 1

Log in to the Green Room, visit JHTV and watch the videos in “The Right Fit” category.

[The Green Room>Training & Resources>JHTV>The Right Fit](#)

These will help you understand our measurement process as well as our custom shirt fit. It's time to measure your first client. Take down his Core Measurements and record them on the Client Measurement Profile Form.

Print off your Client Measurement Forms and price lists.

[The Green Room>Training & Resources>Resource Library](#)

Step 2*

Watch the following video in JHTV to learn how to place an order.

- ◆ How to Order a Custom Shirt

*The First Shirt Program is automatically applied to the very first shirt order placed within 14 days of joining, regardless of the client selected.

TIP: It is important to enter all orders within 48 hours of the appointment. An order confirmation email will be sent to you and your client once the order has been placed. Be sure to send a “Thank You” note, whether handwritten or email.

Example:

Dear Paul,

Thank you again for today’s appointment. I truly appreciate your business and know that you’ll be very happy with your new J.Hilburn shirt. You made some great selections! Please, look for a confirmation email for your order. I look forward to seeing you and delivering your shirt. Try it on, and I look forward to working with you.

Sincerely,

(Stylist Name)

Create Your Look!

Here is an example of how to create two simple “looks.”

LOOK 1 / Dressy/Work Shirts:

- ◆ Fabric Type: Twill Check
- ◆ Collar: Spread
- ◆ Cuff: 1 Button Round
- ◆ Placket: No Placket
- ◆ Back: Side Pleats
- ◆ Pocket: No Pocket
- ◆ Contrast Thread: Button and Button Hole in Brown
- ◆ Contrast Fabric: Interior Collar, Placket and Cuff in a solid Pinpoint Oxford



LOOK 2 / Casual:

- ◆ Fabric Type: Fine Stripe
- ◆ Collar: Modern Spread
- ◆ Cuff: 1 Button Miter
- ◆ Placket: Placket
- ◆ Back: Side No Pleats
- ◆ Pocket: No Pocket
- ◆ Contrast Thread: Button in Navy



Goal 2: Fast Five Bonus

Timeline: Your First 30 Days

Goal: to place 5 first shirt orders

Use the Fast Five Bonus to earn your enrollment fee back within the first month of your business.

The Details:

Place 5 first shirt orders (not including the First Shirt Program) in your first 30 days and receive 100% of your enrollment fee back! Or receive 50% of your enrollment fee back by completing in 60 days from your join date.

How?

Use the Business Builder Vouchers, a great client incentive, that are in your kit to grow and launch your business.

THE DETAILS

- ◆ Each voucher will expire 60 days from your join date
- ◆ 1 voucher per client
- ◆ Non-Stackable with other offers and promotions.
- ◆ Standard shipping and taxes apply
- ◆ 1 custom shirt must be in the order for voucher to work
- ◆ Other product categories can be added to order

Remember, your very first client has the opportunity to receive his first shirt for FREE with our First Shirt Program! **See page 4 for details.**



1. Book your First 5 Appointments

- Reference JHTV and watch our Client Prospecting Videos as well as the back of this guide to learn more!

2. Business Builders

- Use your Business Builder voucher during your appointment or offer it over the phone while you are booking your appointments.

3. Earn your Enrollment Fee back!



Building Your Client List

You have a long list of potential clients—you may not realize it. The next few pages will help you think of potential clients for your contact list. The goal is to get at least 30 names written down—update this list constantly.

FINDING YOUR CLIENTS

■ FRANK List—make a list of...

- ◆ Friends
- ◆ Relatives
- ◆ Acquaintances
- ◆ Neighbors
- ◆ Kid Connections

■ Seek out Professional Men

- ◆ Accountants
- ◆ Architects
- ◆ Real Estate Professionals
- ◆ Doctors
- ◆ Financial Advisors
- ◆ Insurance Agents
- ◆ Attorneys
- ◆ Realtors
- ◆ Small-Business Owners
- ◆ Stockbrokers

■ Organizations & Clubs

- ◆ Country Club Members
- ◆ Church
- ◆ Community Organizations
- ◆ Charities
- ◆ Alumni Organizations
- ◆ Social Organizations
- ◆ Professional Organizations

■ Social Network

- ◆ LinkedIn
- ◆ Facebook
- ◆ Google +





Time to Create Your List!

Your goal is to get at least your first 5 clients from this initial contact list. When you make your calls to set appointments, you can make note of the responses you get and the appointment times on this list. **(See the *Client Appointments* section starting on page 13 to learn more about our *Client Personas* and how to set your appointments.)**

NAME	CONTACT INFO	RESPONSE/APPOINTMENT TIME
1.		
2.		
3.		
4.		
5.		
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30.		

Plan When You'll Work

SAMPLE CALENDER:
BUILD AROUND YOUR LIFE

	MON	TUE	WED	THUR	FRI	SAT	SUN
MORNING							
8 AM							
9 AM	BOOK CLIENTS 9:00 A.M. - 10:00 A.M.						
10 AM							
11 AM			CLIENT APPOINTMENTS 10:00 A.M. - 12:00 P.M.				
12 PM							
1 PM							
2 PM		CLIENT DELIVERIES 2:00 P.M. - 3:30 P.M.		CLIENT APPOINTMENTS 2:00 P.M. - 4:00 P.M.			
3 PM							
4 PM							
EVENING							

Work With Intent

Monthly goals give you focus. Weekly action steps give you predictable results.

A 6.5 HOUR WEEK*

- Weekly Power Hour.
 - ◆ Dedicate 1 hour a week to booking client appointments.
 - ◆ Plan to make at least 10–20 calls during this hour.
- Client Appointments
 - ◆ Allow 4 hours a week for 2 new client appointments.
- Client Deliveries
 - ◆ Allow 1.5 hours a week to make client deliveries.

*For more details, reference Page 14 of this guide.

Goal 3: Earn your Team Building Kit

As soon as you Earn your Fast Five Bonus OR sell \$2,000 in Personal Volume your Team Building Kit will ship!

These tools will help you share your excitement about your J.Hilburn business and invite others to do the same. You will be one step closer to promoting to Style Partner. **See page 24 for more details.**

YOUR TEAM BUILDING KIT INCLUDES:

- ◆ Tips to Successful Team Building
- ◆ 3 J.Hilburn Magazines
- ◆ 3 Essentials Catalogues
- ◆ 3 Measurement Tapes



1) Keep on selling!

- You are doing a great job—consistently book 2 appointments a week and you will achieve this goal in no time!

2) Receive your Team Building Kit!

- Now the real fun starts—learn how to successfully grow and share your business and generate substantial income.

Measurement Training

Watch the Measurement Training Video in JHTV:

[The Green Room](#)>[Training & Resources](#)>[JHTV](#)>[The Right Fit](#)

TIPS TO KNOW

- ◆ Approach your client from an angle.
- ◆ Keep the tape measure as close to his body as possible, without pulling too tightly.
- ◆ All horizontal measurements, except for the neck measurement, should be taken with the tape measure parallel to the ground.
- ◆ Record each measurement where the end of the metal tip meets the measurement on the tape.
- ◆ Measurements are taken to the ¼ inch on the neck and wrists, and to the ½ inch on the other 13 body measurements to determine his base size.
- ◆ There are NO PERFECT bodies, so there are NO PERFECT fits.

The process is easy and straightforward. There is no need to be nervous, as you are simply recording the data your tape measure gives you. A relaxed, confident attitude ensures both you and client are at ease as you move through the measurement process.

- ◆ (S) **Neck:** Wrap the tape measure around his neck, following the natural curve. Capture his Adam's apple in the measurement and keep one finger between the tape measure and his neck.
- ◆ (J) **Overarm:** With his arms relaxed at his sides, measure around his body at the broadest part of his chest. Keep the tape measure level.
- ◆ (S,J) **Chest:** Measure around the broadest part of his chest under his armpits. Remind him to drop his arms and relax before taking the measurement.
- ◆ (S,J) **Shirt Waist:** Wrap the tape around the fullest part of his stomach. Keep the tape measure level.
- ◆ (S,J,T) **Hips:** Wrap the tape measure around the broadest part of his hips, capturing the fullest part of his seat. Make sure the tape measure is level. This is the one measurement that needs to be taken a little snug.
- ◆ (S) **Shoulder:** Locate the bone on the edge of each shoulder. Measure from bone to bone; follow the natural curve over the top of his shoulder.
- ◆ (S) **Sleeve:** Have your client relax while looking straight forward. Locate the bone on top of his spine (middle of his shoulders.) Begin the tape on this bone and run it to the top of his shoulder. Hold the tape measure in place on the shoulder bone and run the rest of the tape measure down his arm until you reach the first thumb knuckle.
- ◆ (J) **Sleeve Inseam:** Place the tape measure with the hook into the hole in the center of the sleeve inseam device. Place the top of the sleeve inseam device deep into your client's armpit. Have him stand looking straight ahead and relaxed with his arms to his side. Make sure his arm is straight and run the tape measure down to the bottom of the wrist bone.
- ◆ (S) **Wrist:** Wrap the tape measure around his wrist bone. Be sure to ask your client whether he will be wearing a watch with his shirts. If so, make note of which wrist.
- ◆ (S) **Shirt Length:** While he's relaxed and looking straight forward, measure from the highest point on his shoulder, where the shoulder meets the base of his neck, down to his first thumb joint. If he has a tummy, be sure to run the tape over the fullest point.
- ◆ (T) **Trouser Waist:** Have your client put the trouser measuring belt on in the location where he is comfortable wearing his trousers. Make sure the belt is snug but not tight. The measurement is where the prong fastens the belt.
- ◆ (T) **Outseam:** Hook the tape measure with the hook to the trouser measuring belt and run the tape measure down the side of his leg to the top side of the heel of his dress shoe. If he is not wearing dress shoes, have him remove his shoes and run the tape measure to the floor.

Measuring is a skill that needs to be practiced to become proficient. Practice as many times as you need to feel confident in your new skill.

(S) = shirts, (J) = jackets, (T) = trousers

Understanding Fit

Tips to Know:

1. Fit is based off of personal preference, so make sure to observe his current shirt fit and ask him what he likes and doesn't like.
2. When discussing fit with your client, find out how much excess fabric he would like away from his body. This will help you determine a correct fit.

How Do We Compare to Off-the-Rack?

OFF-THE-RACK SHIRTS ARE OFTEN PRODUCED WITH A 0–3 INCH TAPER
(THE DIFFERENCE BETWEEN THE CHEST AND SHIRT WAIST MEASUREMENT).

- ◆ If your client has a large chest and a smaller waist, he typically is used to a fit with a lot of excess fabric around the waist.
- ◆ If he has a larger waist, he has probably been sizing up to accommodate this, resulting in a chest and sleeve that fit too large.

Off-the-rack sizing is made to fit the masses. J.Hilburn offers a solution that is custom fit to your client so that he no longer has to compromise. Your potential client can experience a variety of fit issues with an off-the-rack shirt, which is why you can bring so much value to his wardrobe with J.Hilburn!

Common Problems with Off-the-Rack Shirts:

- Neck too loose/too tight
- Shoulder seam drooping
- Baggy sleeves
- Cuffs too big
- Length too long/too short

THE BODY AND SLEEVE LENGTH:

Watch our fit training video located in JHTV!

[The Green Room](#)>[Training & Resources](#)>[JHTV](#)>[The Right Fit](#)

Shirt fit can be broken down into 2 main components: 1) the body and 2) the sleeve width

1. **BODY: THE BODY FIT DETERMINES HOW MANY INCHES OF FABRIC ARE ADDED TO THE CHEST, WAIST AND HIP MEASUREMENTS**
 - **+4 inches:** add 4 inches for a very fitted look
 - ◆ 2 inches of fabric on each side
 - **+5 inches:** add 5 inches for a fitted look
 - ◆ 2½ inches of fabric on each side
 - **+6 inches:** add 6 inches for a less fitted look
 - ◆ 3 inches of fabric on each side
2. **SLEEVE: THE SLEEVE FIT WILL DETERMINE THE SIZE OF THE ARMHOLE AND THE FULLNESS OF THE SLEEVE THROUGH THE ELBOW AND FOREARM**
 - **Full:** this sleeve has a larger armhole and a full circumference throughout the sleeve
 - ◆ This is for a client who has very large biceps and big shoulders, or a large build. Think of a bodybuilder or former football player.
 - **Fitted:** this sleeve has a slightly smaller armhole and sleeve width than the Full sleeve, giving it a trimmer, fitted look.
 - ◆ This is for a client with average biceps and shoulders. He likes the look of a clean sleeve, and doesn't want it close to his arms.
 - **Extra Fitted:** this sleeve is our most fitted option and is great for the guy who wants his sleeves even closer to his body; our slimmest sleeve fit.
 - ◆ This is for a client with either slim arms, or someone who likes the look and feel of a slimmer sleeve. The fabric will be closer to his arm than that of the Fitted sleeve.



The J.Hilburn Client

Client Personas:

These are just a few examples of the types of clients you can pursue, along with some styling suggestions.* This will give you a good idea of what their lifestyles are like and why they make good J.Hilburn clients and perhaps potential Stylists on your team!

*Reference your Custom Fit Guide for more details on all of the styling options available!

The Executive

This client is very classic and traditional but has an affinity for luxury. He has paid his dues and worked his way to the top, and the same holds true for his closet. He likes classic suit patterns (pinstripes, and solids), luxury shirting fabrics, and has a nice selection of neckwear. He is still very traditional in the way he wears his clothing as well, tending to favor a full break in the trousers, classic length jackets, and notch lapels.

■ Styling Suggestions

- ◆ White Luxe Reserve Shirt with Spread Collar and French Cuff

The Young Executive

This client is in his mid-to-late 30s and working his way to the top. He is still classic-minded, but more on-trend in the way he wears his clothing. He wants his jacket a hair shorter, less break in his trousers, and more modern details like a narrow notch lapel.

■ Styling Suggestions

- ◆ Blue Pinpoint Oxford Shirt with Modern Spread Collar, Single Button Mitered Cuff, No Front Placket

The Creative

The Creative client takes more chances. He works in a fast-paced, competitive market and is up to date on all the current trends and fashion. He doesn't wear a suit every day, but will occasionally for client meetings. He lives in his favorite sport coat, oxford shirts in every color and pattern, and denim. He typically likes more fashion-forward proportions like shorter jackets, slimmer leg on his trousers, and likes to experiment more with color and pattern.

■ Styling Suggestions

- ◆ Gingham Shirt, Modern Button Down Collar, Single Button Round Cuff, Contrast Stitching and/or Fabric

The Business Traveler

This client is always on the road. He could be an attorney, financial advisor, sales rep, or consultant. He wears a vast array of suits, sport coats, and trousers, but keeps them basic in color and styling to make them more versatile. He appreciates good fit, convenience and quality.

■ Styling Suggestions

- ◆ Non-Iron shirt styled like the Executive, above

The Real Estate Broker

This client is a mover and a shaker. He works in commercial real estate, which means he needs a full wardrobe of clothing. From day to day, he could wear anything from a suit, to jeans and a sport shirt, and everything in between. He has money to spend and will usually be a frequent shopper. He tends to be classic in pattern, but is not afraid of wearing color, especially in his shirts.

■ Styling Suggestions

- ◆ Check shirt in Spread Collar, with Single Button Cuff or Button Down Collar with Single Button Round Cuff.

Scheduling Appointments

1. Create your list!
2. Pick up the phone and call 15 prospects.
3. Book your first 5 client appointments.

You've watched the training videos and created your initial contact list. Now it's time to work that list and schedule your first appointments! Talking with potential clients is simple. You're sharing an incredible product and offering a shirt that fits.

What to Say

Your 30-Second Commercial
Check out our Client Prospecting videos and learn how to craft your 30-second commercial!

[The Green Room>Training & Resources>JHTV>The Client Appointments](#)

When contacting the people on your list to set up appointments, the most important thing to keep in mind is to keep it short. Your goal is simply to set an appointment to meet with them to present what J.Hilburn has to offer and how it can meet their needs. Setting a specific appointment time may require a follow-up phone call. If so, be sure to ask them for a time that works for them for you to call back. Don't leave it up to them to call you back.

Phone: Plan what you are going to say. Keep it short and ask to set an appointment time. Starting off with a compliment is a great way to segue into you saving them time and money.

Example: "I've joined J.Hilburn, a menswear company. I'd like to schedule an appointment to show you some fabrics and help you find a shirt that fits you and your style."

Tip: Don't sell the products over the phone!

Email: Keep it simple and brief. Let your potential client know when you expect to follow up with a phone call.

Example:

Hello John,

I wanted to share some exciting news with you about my new business as a Personal Stylist with J.Hilburn—a men's custom clothier. I would love to introduce you to J.Hilburn; they have really figured out the best way for men to shop.

I will come to you, so you don't have to leave your home or office! My calendar is filling up quickly and I have time available on <insert day> or <insert day>. Before our appointment, you can take a look at our product offerings by visiting www.jhilburn.com.

Look at your calendar to see which day works best for you, and I will follow up with you on <insert day>.

TIPS:

- 1) Offer 2 dates and times for him to choose from
- 2) Confirm the appointment either the day before or the morning of

Watch Appointment Training Videos in JHTV
We have numerous videos covering the steps to conduct a successful appointment, so be sure to check them out!

[The Green Room>Training & Resources>JHTV>The Client Appointment](#)

How to Prepare

- Dress professionally and tastefully
- Have your client wear his favorite-fitting shirt
- Preselect your 10 favorite shirting fabrics
 - ◆ White and blue are the most popular with new clients, be sure to select your favorite swatches from these 2 color schemes.

What to Bring: Checklist

- Fabric swatches
- Look Books and Custom Fit Guide
- Measurement tools
- Pen and measurement profile
- Order forms

Your 1st Appointment

Step 1: Set Expectations and Build Rapport

- Ask and answer questions
 - ◆ Thank you for your time, this first appointment should only take about an hour.
 - ◆ Did you get a chance to visit our website?
 - ◆ Have you ever had a custom shirt?
 - ◆ Where do you currently shop?
 - ◆ Do you have a favorite brand?

Step 2: Transition into Appointment

Before we take any measurements, I want to understand your personal style. May I ask you a few questions?

- What is it you like most about your favorite-fitting shirt?
- What don't you like?
- Would you like to start with business or casual shirts?
- How often do you wear a suit to work?
- Do you attend many social events requiring dressy or dressy casual attire?
- Do you have any special events coming up—graduations, weddings, galas, vacations, big business presentations?

Step 3: Measure client and choose shirt fit preferences

- Record his Core Body Measurements
- Select body fit profile
- Select sleeve fit profile

See the “A Shirt That Fits” section for more details.

Step 4: Show Samples of Fabric Swatches

- Hand a fabric swatch to your client
 - ◆ “Feel how wonderful that is? All of our shirts are individually made for you using your unique measurement profile. Your shirts will be made using the finest fabrics from Italy and Europe and I will help you design a shirt that is unique to your taste...”
 - ◆ “Please look through our Look Book while I set up our swatches. Let me know if anything catches your eye...”

- Show any preselected fabrics and shirt style options
 - ◆ If appropriate hand the client the fabric book and ask him to pull his favorites to the side (offer style guidance when needed)

For more fabric detail, see page 18 in the Resource section of this guide.

Step 5: Sort Fabrics and Choose Styles

- Select and style his first shirt.
- Style remaining shirts and any other product he may have selected.
- Explain that, because he is a new client, he will receive only the first shirt, trouser and/or jacket, that you are going to deliver them to ensure he's happy with everything and that, when he confirms the fit, the remaining orders will be placed. Assure him that he won't be charged for the other products until he confirms the fit of the first ones.

For more detail on style options, see page 20 in the Resource section of this guide.

Step 6: Set Customer Expectations for first Delivery Appointment

- Make it a priority to deliver first shirt as often as possible.
- You will receive your emailed receipt the day you are billed.
- At J.Hilburn, we will confirm the fit of your first shirt before we process any other shirt orders.
 - ◆ There will be no additional charges until after the fit is confirmed on your first shirt.
- Expect your shirt in two to three weeks.
- When delivered to stylist
 - ◆ “I will contact you by email as well as phone to set up our follow-up appointment...”
- When delivered directly to the client
 - ◆ “I will contact you by email as well as phone to be sure the shirt arrived.”
- Set up expectation for next appointment. “I'll be in touch...”
 - ◆ Seasonal fabrics
 - ◆ Every few months
 - ◆ Follow up in a month
 - ◆ Update measurement profile every six months

Your 1st Delivery

Step 1: Hand shirt to client in the shirt box and help unwrap

- Assist in removing package materials and point out key features – make things personal:
 - ◆ “Here are your initials on the collar and/or cuff, pocket, etc.”
 - ◆ “The fabric you selected is sharp and handsome...”

Step 2: Allow client to try on shirt – CRITICAL MOMENT

- “That looks great, how does it feel?”
- DON'T say anything else. Be quiet.
 - ◆ The person who speaks next loses. Either he loses more money out of his wallet if he speaks, or you'll lose out on making an even bigger sale.

Step 3: Confirm fit

- Be sure all buttons are buttoned including collar button.
- Check the collar fit – Can you fit 1 or 2 fingers inside? If so, good.
- Check the cuff fit – does it allow room for normal arm movement?
- Check the sleeve and shirt length – does the sleeve hit the break of the wrist? Is the length suitable for his height?
- Check the torso fit – does it follow the contours of his body without too much or too little fabric on the sides?
- DO NOT ALLOW UNUSUAL MOTIONS and MOVEMENTS.

- Make personal notes for any adjustments going forward.
- Do not critique your own work. He will tell you if something bothers him.
- Respond to any questions/concerns.

Step 4: Confirm any shirts on his wish list

- Remind him of the shirts he chose in the previous appointment and confirm that order has been placed.
- Book next delivery appointment.

Step 5: Present the Client Referral Program

- “Our clients really like this part. I know that you've enjoyed your experience with me and J.Hilburn. When you share this experience with friends, we'll “thank you” with a \$25 credit to your account once your friend makes a purchase of \$125 or more. The great part is that your friend will receive \$25 off his first purchase just because you referred him!”
- “For example, if you refer just four guys, and they all buy from me, you earn \$100. That's a great start to some free shirts.”
- The Details:
 - ◆ Referred Client receives \$25 off of his first purchase of \$125 or more (offer expires 30 days after the e-mail is sent).
 - ◆ Referring Client receives a \$25 JH Credit once the referred client makes a qualifying purchase (Credit expires 90 days after purchase).
 - ◆ Neither the Discount nor the Credit can be used toward the purchase of Gift Cards.

Your client might have questions or concerns, and we have the answers! Visit JHTV and watch our video on how to handle objections with fit.

[The Green Room](#)>[Training & Resources](#)>[JHTV](#)>[The Right Fit](#)



Custom Shirt Guide

Our Features & Benefits

Our custom shirts bring a great value to our clients. Clients have many choices, and as their Personal Stylist you can help them personalize each shirt and offer them an incredible fit.



1. Pattern Matching

- Shirt parts are cut and then sewn for precise pattern matching whenever possible.
- Pattern matching gives each shirt a seamless look.

2. Precise Stitching

- Our custom shirts are constructed using 20 stitches per inch, compared to average off-the-rack shirts, which use 10–12 stitches per inch.
- The real benefit to your client is it allows the shirt seams to lay flat.

3. A Custom Fit

- By using 10 body measurements, a unique pattern is created for your client.
- This fit will follow the natural contours of his body.

4. Collar Monogram is Complimentary

- It's a personalized feature of a custom-made garment.
- Marks the fact that this is “his” shirt.

5. Durable Buttons

- Allows for multiple launderings/pressings without losing buttons.
- Available in White and Smoke.

SHIRTING FABRIC

Our Core Shirting Book consists of over 150 shirting fabrics, so your client has plenty of options. Take some time and choose ten of your favorites that you can point out to your clients. Take a look at what could be good for a professional and social wardrobe. Be prepared to share your opinion!

- **The fabric label**
 - ◆ SKU—what is used to enter in the fabric selection when you place an order.
 - ◆ Description—the actual fabric description (Blue check, etc.)
 - ◆ Thread Count—The higher the first number, the finer the yarn. The second number refers to whether it is a single-ply yarn or 2-ply yarn. Example: 70/1
- **Ply**—The ply specifies how many yarns are twisted together to make a single yarn, which is then woven. Depending upon the type of fiber, type of weave and overall thread-count, the weight of the fabric will vary.
 - ◆ Price Tiers: \$99–\$169 (8 tiers/\$10 increments)
- Tier 1 = \$99
- Tier 2 = \$109
- Tier 3 = \$119
- Tier 4 = \$129
- Tier 5 = \$139
- Tier 6 = \$149
- Tier 7 = \$159
- Tier 8 = \$169



The Different Textures



Find all the fabrics below in your Swatch Binder!

- **Broadcloth:** Most simple and most common type of weave that produces a durable, tightly woven fabric surface. This fabric results in a very crisp, clean look when pressed.
- **Oxford:** A basket weave pattern that is typically woven with a heavier thread, for a durable everyday fabric.
- **Pinpoint Oxford:** Woven in the same method as an Oxford, but uses finer yarns and a tighter weave.
- **Twill:** Characterized by diagonal ridges on the fabric surface, which produce an extremely tight weave. The twill pattern lends itself to smooth draping and contouring with the wearer’s body.
- **Herringbone:** A variation of the twill weave, which produces a fishbone zigzag pattern.
- **Screen:** A more prominent weave than broadcloth or pinpoint that has a distinctive texture.
- **Performance Stretch:** Broadcloth that includes elastane for stretch and comfort.
- **Dobby:** Created by selectively raising and lowering threads during the weave, resulting in a distinctive patterned texture.

Luxury Fabrics

Expand your knowledge

ITALIAN FABRICS:

A RICH HISTORY OF FINE, LUXURY FABRICS

MILL LOCATIONS



- The quality of the raw materials—Egyptian long staple cotton; water is so clean that the recycled mill water is used for a fish pond.
- Yarn dyeing ensures color fastness and uniformity as opposed to piece or garment dyeing. Essentially, instead of producing the fabric and then dyeing it with a solid color or with a pattern, they dye the individual yarn strands and weave the fabric into a pattern; this is not usual for the modern garment industry. Richness in color, adds luster to fabrics.
- Intricate weaving process
- Finishing process—no harsh chemicals that would sacrifice the look and feel of the natural fibers, a superb hand feel
- Heritage + state-of-the-art technology: Our mills have the expertise and skill passed down through generations coupled with state-of-the-art machinery. Your client can be a part of a multigenerational project/story.
- But don't other brands use these famous mills? Yes, but we are able to offer these luxury fabrics at a much lower cost simply by cutting out the bricks and mortar of retail.
- Additional value: You can select from over 150 Italian fabrics of a variety of weights and weaves from world-renowned mills: Monti, Albini, Thomas Mason, and Liberty of London.



Shirt Style Options

Reference your **Custom Fit Guide** to learn about all of our **Style Options!**

The style options are really where the fun begins! Below are the most popular:

■ Collar Styles

- ◆ The 3 most popular are:
 - Spread
 - Classic
 - Cutaway

■ Cuff Styles

- ◆ Clients tend to choose the following:
 - Single Button Miter
 - Double Button Miter
 - Single Button Round

■ Pockets

- ◆ General rule with pockets is that the pocket will match the cuff, so if client selects Miter cuffs, then a Miter pocket is what you select for your client.

■ Shirt Front Styles

- ◆ Front Placket is the most popular

■ Shirt Back Styles

- ◆ Side pleats are the most popular choice.
- ◆ This option provides your clients with a little bit more mobility and range of motion.
- ◆ Center pleat for button down collars





■ Enhancements

- ◆ Monogram: Up to four initials placed on the exterior of the shirt (typically is only done with three initials)
 - Styles: Block, Script, Diamond
 - Location: Pocket, Waist, Left & Right Cuff
 - Colors: Noted in Custom Fit Guide
- ◆ Contrast collar and/or cuffs
 - Standard White collar/cuff/cuff/interior placket is FREE
 - Contrast collar/cuff is available for interior or entire collar and cuffs and interior placket.
- ◆ Contrast stitching: Contrast stitching on entire shirt, buttons or button holes.



■ Premium Package

- ◆ Includes:
 - Shell Buttons—Made out from real shell, and better button compared to those on other shirts.
 - Floating Interlining—The interlining is sewn into a better button position rather than fused. Allows for a softer collar.
 - Split Back Yoke—The shirt yoke is sewn using four panels of fabric versus the usual two. Allows for more flexibility in the shoulders of the shirt.

■ Selected Styles and Curated Styles

- ◆ J.Hilburn provides pre-selected options for your clients. The Curated Styles cannot be adjusted. Both of these are great starting points for a client who is possibly “overwhelmed” by all of our styling options. Have him take a look at our Selected and Curated Styles to get an idea of what he wants, or he might choose to proceed with one that is already designed to his liking!

Common Client Concerns

As you're meeting with potential clients, and holding your first few appointments, it's likely that you'll hear some of these concerns. Don't worry; we have answers ready for you!

1. I could get a suit at XYZ store.

If price is your only concern then J.Hilburn might not be the brand for you. Let's face it: Just about everything in life can be bought cheaper—cars, food, housing, etc. But is cheaper always better? When you're talking about your image, is that something on which you only consider price? You must also consider fit, quality, and the benefit of having a personal stylist. Have you purchased shirts that you ended up not wearing because you didn't like the way they fit?

2. I don't wear suits/dress up.

A lot of men think that they don't need a suit or to dress up. Maybe not on a regular basis, but there are times in men's lives that they do need to dress appropriately. A nice dinner with someone special in their life, a wedding, a funeral, or similar occasions should be events that require a little extra effort. You still need to have one really dressy suit, or at least a great navy blazer and a gray trouser.

3. I'm losing weight.

I understand; several of my clients are always losing weight. I will say they have found that in our clothes they already look like they have lost weight. Besides, clothes can be altered, and you need to look good as you are losing weight.

4. Why do I need custom? Custom costs too much.

Nothing fits or feels better than a shirt made just for you. An off-the-rack shirt can fit a multitude of body shapes that only have a neck size and sleeve length in common. A custom shirt addresses the nuances of fit unique to each man. Our custom shirts are actually priced like an off-the-rack shirt sold in better men's stores.

5. I already buy custom shirts from Brand X.

That is great. You already understand what a great-fitting shirt looks and feels like. I know you will appreciate J.Hilburn's quick delivery, amazing fabrics, and very reasonable prices. We have quickly become the world's largest seller of custom shirts and have a 96% reorder rate.

6. Client is nervous about not trying the garment on.

I get it. The fact that our clothes are made to your measurements ensures they are going to fit better than what you are currently buying off the rack. We also want you to be totally satisfied with the fit and product and will ensure you are happy with the experience.

7. Don't need right now/Closet full.

I know what you mean. I hear that from my clients all the time. Guys are sometimes not really good at turning loose of clothes that no longer fit or are out of date. It stems from the fact that most men hate to shop, so once they get something, they have a very hard time turning it loose. Let's think about me doing a closet audit and trim out your clothes a bit so you can get back to a relevant wardrobe. In the meantime I would like you to try one of our custom shirts. No matter how full your closet there is always room for a shirt that fits.



Promote to Style Partner!

Style Partner is the first step toward greater success and a life-altering income. You've proven that you can sell successfully, now you simply help others do the same thing. You will be a Sponsor and begin mentoring others to help them find clients, make appointments, and earn commissions from their sales. Best of all, as you mentor them, you'll be earning based on what they sell, too.

You can think of teambuilding like opening more stores to serve more clients. You can't have a personal relationship with every client who needs help discovering personal style, character and class. There simply are not enough hours in a day to have that many appointments.

EXAMPLE:



J.Hilburn Compensation Overview

There are two ways to earn commissions as you build your J.Hilburn business:

- Direct commissions
- Downline commissions

Direct commissions are paid as a percentage of what you sell in any particular month. So you are in control of what you earn!

Downline commissions are paid as a percentage of what your team sells each month. Those little percentages really add up when you have two Stylists who have also sponsored two Stylists, who have also sponsored two Stylists.

1. COMMISSION STRUCTURE

Monthly Net Personal Volume	Direct Commission Percentage	Downline Commission Percentage
\$0-\$449	10%	0%
\$450-\$799	12%	25%
\$800-\$1,249	15%	50%
\$1,250-\$1,999	18%	100%
\$2,000-\$2,499	20%	100%
\$2,500-\$3,999	25%	100%
\$4,000-\$5,499	28%	100%
\$5,500+	30%	100%

2. QUALIFICATION AND COMPENSATION SUMMARY

Career Title	Style Associate (SAS)	Style Advisor (SAS)	Style Partner (SP)
Personal Volume (PV) required to qualify	Complete the Online Agreement	\$1,800 Career To Date Personal Volume	\$4,000 Career To Date Personal Volume
Downline Volume (DV) and team structure required to qualify and maintain title			1 Qualified Leg
Total Legs Available	5	5	5
Level 1		4%	4%
Level 2			2%
Level 3			
Level 4			
Level 5			
Level 6			
J. Hilburn Leadership School			JHLS 1 Develop

For more information view the full compensation plan located in the Resource Library.



You have questions. We know the people you should contact!

Your Sponsor

The Stylist who invited you to join J.Hilburn wants you to be successful, and will provide mentorship to help you start building your business. Your Sponsor will often have the answers to questions, and is an invaluable resource for you.

Stylist Care

Our team of Stylist Care professionals is just an email or phone call away when you have questions about an order, compensation, or just about any other topic.

- StylistCare@jhilburn.com
- 866-789-5381

Fit Advice

Our Fit Advisors can answer any questions you have about custom shirts, made-to-measure trousers, and personalized jackets, including:

- Is your client wearing the right fit?
- What happens if alterations are necessary?

FitAdvice@jhilburn.com
866-789-5381

Stay Connected

- The Green Room: www.myjhilburn.com
- J.Hilburn Website: www.jhilburn.com
- J.Hilburn Stylist Website: www.jhstylist.com
- J.Hilburn Stylist Community: community.myjhilburn.com
- Social media

 www.facebook.com/JHilburnCo

 [instagram.com/jhilburnco](https://www.instagram.com/jhilburnco) or [@Jhilburnco](https://www.instagram.com/@Jhilburnco)

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