



Home Business Platform info kit

***Become a leader of a new
movement in the maternity and
breastfeeding clothing industry.***



Rachel Jayne and her family

Rachel Jayne is a business created with mums in mind.

As a designer, I have worked in many stressful roles within the print, media and television industry but none of them could prepare me for the hardest job of all... becoming a mum.

My idea of breastfeeding was “simple’ you have the tools and your baby knows how to make it all work...right!

My first experience of breastfeeding was not the best and after much trying I decided to give up when my daughter was about three & a half months old.

Yet with my second child my son, my experience was much easier still not without its challenges but much more enjoyable. Not long after my son was born I watched a documentary by a lady in the UK called

Cherry on breastfeeding... I found this very interesting and it opened my eyes to a new world of breast milk and the importance of feeding your baby and more of the negatives of formula.

After my experiences, I decided I wanted to help other mums to overcome the challenges they may face with breastfeeding and provide them with the tools based on both my own and other mums experiences that will help them to overcome any obstacles and achieve their goal of enjoyably feeding their child.

I thought if I could help one mum to do this then I would be happy.

However, I didn’t want to just limit this to breastfeeding as motherhood presents its self with many more challenges than just being able to feed your baby...bottle or breast the everyday challenges of a baby can sometimes be very overwhelming and tiring.

One of the biggest obstacles to get over and deal with after becoming a mum especially for the first time is that it all of a sudden becomes all about ‘them’.

Suddenly you feel like your name is forgotten and you’re slapped with the new title ‘mum’ and everything you knew about yourself disappears into some foggy memory of what was.

I believe it does not need to be this way and from that, the idea for Rachel Jayne was born...Mums the word....not a just a title but a word that sums up and describes a new you... even if you don’t know it yet.

I want Rachel Jayne’s name to create confidence within all mums and make them feel special....it is about YOU and you DO deserve to feel (and you know you are) important!

Looking good and feeling confident is the 2 of the key aspects to making motherhood something all mums can concur, enjoy and love.

A happy mum = a happy baby

As I began to research my business idea and put together my business plan I found that there is already a large range of support based businesses and breastfeeding stores thought our big cities such as Melbourne and Sydney.

So I started to look closer to my own backyard and found that there was a big lack of these services and products for the rural and outback Australia so this is where I have aimed my business.

I have design clothing styles to suit our hotter climate.

I am looking at ways to implement and get the word out to rural and remote areas for those mothers who must feel like they are a world away from everything to know they are NOT alone.

I hope that my designs and creations make a difference to each and every one of my customers.

Enjoy from one mum to another,

Rachel Jayne xx

How it works

Below is a brief overview of how being one of our leaders in the Rachel Jayne system will work for you



Choose a set up that gives you the freedom to work within your family commitments. Set your own goals and work as little or as much as you want.



Help to grow and expand the Rachel Jayne brand, through being the face of the business and listening to our customers.



Opportunity to become apart of the design and creation process of Rachel Jayne products.



Become an inspiration to other mums and gain your own confidence and income.



Full support from Rachel herself and other Rachel Jayne leaders.



Choose your setup

MARKET STALLS:

If you like to get out and about on a Saturday or Sunday then the market stall set up will suit you. Still giving you the flexibility of chooses what markets you do in your region, in my experience this is the best way to build up a client following and repeat customers second to renting out a shop front.

HOME PARTY'S:

The home party set up gives you the most flexibility. You can choose to book parties at any time or day of the week. You can put yourself, and the Rachel Jayne products directly in front of your target audience.

DIRECT TO RE-SELLERS:

The third option that is available only to our leaders, is the ability to become a sales representative and sell directly to shops within your region at wholesale prices*.

The best thing with each of these setups is you can choose to do just one style of selling or all three.

If you decide to join the team, you will be guided through the process and provided with the information and tools to help you begin and get the best out of your time and efforts.

**Please note profit margin may vary with Direct too.
Re-seller options*





Anything's
Possible
IF YOU'VE
GOT ENOUGH
Nerve



Take the next step...

If what you have read sounds like an opportunity you would like to be apart of, then don't let it pass you by!

Contact us today, and let's start working together!

Email us with your name, address, phone number, and in a few short words, tell us about yourself and what made you want to join our team.

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