



**Premier**

**Designs**

**Marketing  
Plan**

# Why Premier?

Additional Income

Be your own boss

Fun!

No Inventory

Get out of debt

Tax Benefits

No Sales Quotas

New Friends

Biblically-based company

# Golden Guarantee

Premier Designs stands  
behind every piece of  
jewelry sold

For manufacturing defects

- Within 60 days ~ FREE
- After 60 days ~ \$5 (plus tax)

# Why Jewelry?

Top selling gift item

Wear the jewelry,  
sell the jewelry

It *always* fits!

Women love fashion

Easier to sell to a want  
than a need

Appealing to all ages

# **Awesome Hostess Plan!**

With \$100 retail sales, the hostess qualifies for:

**\$100 of Bonus  
Gift Cards**

\$50.00 – Show held on original date

**And** \$100 advanced sales

\$50.00 – 3 future bookings

*For each \$50.00 bonus, Jeweler only pays \$6.00*

**But wait, there's**  
**MORE!**

4-8 items at  $\frac{1}{2}$  price

30% of the total  
show retail in  
**FREE jewelry**  
(\$8.00 jeweler fee)

# Two Ways You Make \$\$

## 1. Retail: Earn 50% profit of everything you sell

*Get paid on the spot!*

## 2. Build: earn 10%

Tell others and start a “Premier family”

*When you sponsor a jeweler you will receive 10% of their wholesale sales, 3 levels deep*

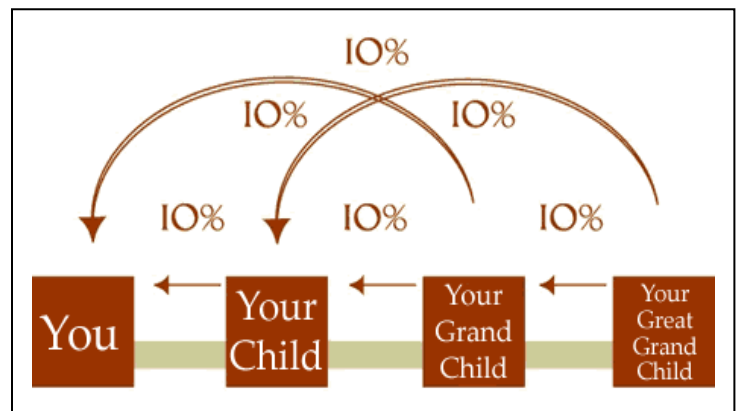
You earn **10%** commission from Premier on the wholesale value of the sales of each jeweler you sponsor, your Premier Designs Children!

AND ...

You earn **10%** commission from Premier on the wholesale value of the sales of your Premier Designs Grandchildren!

AND ...

You earn **10%** commission from Premier on the wholesale value of the sales of your Premier Designs Great Grandchildren!



You have THREE WOMEN (your Premier Mamma, Grandma, and Great-Grandma) who have a vested interest in helping you succeed.  
You are in business FOR YOURSELF, but NOT by yourself.

# Services Offered

Home Shows

Office Shows

Craft Fairs

Boutiques

Fundraisers

Personal styling

Catalog shows

Wear the jewelry,

sell the jewelry!



# What's the Investment?

License/Franchise + Office Staff =

**\$395.00**

- A Jeweler handbook
- Video and Audio Training tape
- Literature Package including catalogs, order forms, and invitations
- Accountants – File state sales tax, monthly reports
- Customer service representatives
- All personal shipping free
- Each order packaged and delivered to your hostess
- A Jeweler's only website  
( \$350 annual renewal fee)

# Design Your Jewelry Boutique

1. My Premier Boutique \$475.00  
\$1300 value, 30 pieces

Includes carrying case, trays, neck boards, bracelet bar, ring sizer, price tags, earring card holders and velvet table cloth - \$100 value



2. Add on collections or  
Individual pieces

65% off with purchase of Boutique  
50% off without Boutique  
Your Choice!

# Here's the Deal...

**\$395.00** Application Fee

**+ \$475.00** My Premier Boutique

**\$870.00** + tax

**\*Financing available\***

**On average this will take  
4-6 home shows to pay back**

# How to get Started

1. Set a date for your  
Training Show/Launch Party
2. Go on line to  
[www.premierdesigns.com](http://www.premierdesigns.com)
3. Click on “Join Our Family”
4. Fill out application with  
sponsoring jeweler’s name and  
jeweler number
5. Select Boutique and pick out  
Collections
6. Find 6 people to have a show

*You are ready to go!!*