

Grow Your Business With Gift Cards!

*Ideas contributed by Many Amazing Leaders
and compiled by Misti Bartlett . . .
Feel free to edit and make these ideas your own :)*



Gift Cards pictured may be purchased by contacting
Allison Odom-Peña in Randy & Elizabeth Draper's Office.
(Current price is \$5 per pack of 50 through August 31, 2013)
Email: redsbling@gmail.com
Phone: 817.581.4982

Sneak Peak Gift Cards 😊 Schedule a "Sneak Peek Fashion Week" immediately following Rally. Offer something like this . . . "Ladies, I'm offering a Sneak Peak Fashion Week where I will have the brand new catalogues and some brand new jewelry on display in my home. I only have 7 appointments during this special week, because of the higher demand to see the unveiling of the new jewelry. If you would like to take one of my 7 to take an appointment, in addition to being able to bring your BFF over with you to shop at a discount and see my personal Top 5 Favorite new pieces, you will also receive one of my 7 \$25 Sneak Peak Gift Cards tonight . . . good toward any purchase you make during your appointment."

(Note: Be sure to do a quick "New Jewelry" presentation at each appointment, because with a minimum of \$100 sales, each of these appointments will turn into 7 home shows following Rally, and Hostess benefits will be earned by the one scheduling appointment with you)

~ Misti Bartlett, Six Diamond Designer, AL

Hostess Birthday Gift Cards 😊 Mail your VIP Hostesses a Birthday Gift Card during the month of their Birthday inside a personalized birthday card, along with a "Book of Our Top Sellers" (mini catalogue). "Happy Birthday!!! If you see anything you'd like in our current Book of Top Sellers, here is a \$25 Birthday Gift Card good toward any \$50 purchase that you make this month . . . just a little birthday gift from me to you for being such a great friend and Hostess!"

~ Rebecca Southern, One Diamond Designer, AL

New Catalogue Gift Cards 😊 When new catalogues are introduced, mail one and a \$10 Gift Card to each Hostess. Attach a note . . . "Two Special Offers for You Good Through __/__/__ 1) Redeem this \$10 Gift Card toward any \$50 purchase from our Brand New Catalogue! 2) Double this Gift Card to \$20 when you call me to schedule a time for you and your VIP's to see the Brand New Jewelry in person! You may take advantage of one or both offers!!!

~ Emily Davis, One Diamond Designer, MI

FOR MEN ONLY Gift Cards - Valentine's/Mother's Day/Christmas/Birthday/Prom/Wedding ☺

Run a "Jewels for Your Jewel" special for Men Only (\$100 = \$180 JEWELRY). "Hubbies, Boyfriends, Sons & Dads . . . Listen up!!! For \$100, your Jewel will be treated to a personal one-on-one accessory style session with her very best girlfriend! That's right!!! For \$100, your Jewel can schedule a personalized one-hour session with me. Using my TOP SELLING accessories, I (and her very best girlfriend) will have so much fun helping her select the hottest accessories to compliment her very own wardrobe, and when the session is over, your Jewel will be able to pick out \$180 in FREE JEWELS!"

(Note: Be sure to do a quick mini personalized presentation at each session, because it's the Home Show Hostess benefits that allow this \$100 Gift Card to become \$180 in Retail Jewelry. The Guy is actually the customer paying for \$100 in retail pre-orders. So with the 30% benefits, and bonuses for holding the date and pre-orders, a minimum of \$180 will be earned in total by his Jewel. On a personal note, when I offer this special, I actually pay the tax and shipping owed by the Hostess/Jewel and the Guy/customer purchasing the \$100 in pre order retail, because many times I might not even know the Hostess/Jewel, and I want to build a relationship with her and her BFF. Once I get to the style session, my focus is not necessarily sales, though there are always wonderful retail sales. My focus is securing future showings and sharing Premier with the Jewel and her BFF. No matter how you implement this idea, make sure you give the Jewel's BFF - or any guest attending - the opportunity to schedule a personal one-hour session also if she'd like. And don't forget to offer the BFF a "VIP discount" on items she purchases during her friend's style session - I usually offer her 20% off anything she wants to purchase :)

~ Rebecca Southern, One Diamond Designer, AL

Sample Sale "Customer Appreciation" Gift Cards ☺ At your next sample sale, have your calendar marked and highlighted for a few select "Customer Appreciation" Gift Card dates. "Susie, would you like to schedule a time for me to come show the upcoming New Jewelry to your friends and family? If you select any of my Customer Appreciation Dates today, you'll receive a bonus \$25 Customer Appreciation Gift Card!"

(Note: You may allow your sample sale customer to redeem her card immediately, good toward her purchase at your sample sale if you'd like or have her redeem it at her very own upcoming Jewelry Showing)

~ Lisa Owen Kilgore, Designer, AL & Julie Owens, One Diamond Designer, AL

New Jeweler Gift Cards ☺ After you share the earning opportunity with your Future Jeweler . . .

"Julie, I'm so excited that you allowed me to share the Premier Earning Opportunity with you, and I would like to give you a \$25 New Jeweler Gift Card redeemable at any time you decide to join my Premier Family. Now, when you decide to allow me to help you start your business sooner than later, your New Jeweler Gift Card will be worth more than \$25. Here is how it will work: When you join my Premier Family any time within 7 days, your New Jeweler Gift Card will be quadrupled to \$100 in Retail Jewelry. If it's after 7 days, but you still decide to join next week, your New Jeweler Gift Card will still be doubled to \$50."

~ Maria Hayes, Designer, AL & Karen Pack, Designer, AL

Hostess Future-Showing Gift Cards ☺ For a huge visual impact and to help your Hostess secure even more bookings, have a handful of \$10 Gift Cards, and during your next Jewelry Showing, and as you are asking each person, "Would you like me to come and show the jewelry to your VIP's?" When someone says "YES!", hand your current Hostess one \$10 Gift Card, and tell her "Susie, I'm so excited! Here is a \$10 Gift Card you'll be able to redeem on Jane's Jewelry Showing date that we

schedule for her tonight in my calendar." Every time someone says "YES!" Keep doing this until you've asked every person and given your current Hostess a \$10 Gift Card good for each future Jewelry Showing . . . this will increase your bookings, but it will also minimize postponements, because your current Hostess is going to be excited about spending a \$10 Gift Card on the specific dates that her friends schedule with you :)

~ Marinda Pugh, Designer, AL & Lisa Richey, Two Diamond Designer, AL

Excellent Service Gift Cards ☺ When someone shows you excellent service, take notice and let them know by awarding them with an Excellent Service Gift Card. "Susie, I just want to tell you how much appreciate your outstanding service. You have gone above and beyond for me, and since I'm a Premier Designs Jewelry Lady, I want to give you a Book of our current Top Sellers (Mini Catalogue) and a \$25 Gift Card, good toward any \$50 purchase. There are no obligations. I just want to offer you an opportunity to get something special at my cost, because of the service that you've given today."

(Note: When she calls, enter her order. Then offer her an opportunity to redeem the card again for \$25 FREE JEWELRY when she does any of the following: 1) She schedules a future time for you to come and show the jewelry to her friends and family. 2) She dials in and listens to a pre-recorded conference call by a couple in your upline - so she can hear how your business works and hear how it can help her or someone she knows. 3) She has one of her friends/co-workers call to schedule a Jewelry Showing with you.)

~ Emily Davis, One Diamond Designer, MI & Misti Bartlett, Six Diamond Designer, AL

Earning Opportunity Gift Cards ☺ 25 Minutes = \$25 Free Jewelry! "Susie, you'd be amazing doing what I do as a Premier Designs Jewelry Lady, but even if you're not interested, I love referrals, and I'd love for you to hear more about how my business works. I want to give you this \$25 Gift Card, and you can redeem it just for calling in and listening to a conference call that was pre-recorded by a couple in my upline who is sharing how Premier has enriched their lives and how it can enrich yours and the lives of others who might have a need. Call me after you've listened to tell me what you think - and you can redeem your card :)

~ Misti Bartlett, Six Diamond Designer, AL

Earning Opportunity Gift Cards - FOR MEN ONLY ☺ 25 Minutes = \$25 Free Jewelry! "Hubbies, Boyfriends, Sons & Dads . . . Listen up!!! You can listen to a conference call that was pre-recorded by a couple in my upline who is sharing how Premier has enriched their lives and how it can enrich yours and the lives of others who might have a need. Call me after you've listened to tell me what you think - and you'll earn your Jewel a \$25 Premier Designs Jewelry Gift Card :)

~ Emily Davis, One Diamond Designer, MI

Network Marketing Group Gift Cards ☺ If you are a part of a network marketing group or any special group . . . give each group member a \$25 Gift Card. Tell them that you appreciate their business and referrals. Make sure they understand Premier's Hostess benefits, and tell them that when they schedule a jewelry showing with you, they can redeem the card for additional free jewelry at their showing. If they are unable to have a showing with you, ask them to write their name on the Gift Card and give that card to someone who loves to get free products. When someone calls you and

lets you know that they were referred by (name written on card), they will get to redeem their Gift Card at their jewelry showing, but the referral will also get to redeem the same amount in free jewelry at that jewelry showing :)

(Note: When someone refers you for new business, that's a HUGE compliment to you. Let that referral know how thankful you are, and ask her to consider listening to a pre-recorded conference call explaining how your Premier business works. Offer her a \$25 Earning Opportunity Gift Card for listening and letting you know what she thinks about the information she receives from listening.)

~ Emily Davis, One Diamond Designer, MI

Vendor Event Gift Cards ☺ Instead of giving away prizes, consider giving away one \$25 Gift Card every hour . . . "\$25 Gift Card may be used at any Jewelry Showing presented by _____, Your Favorite Jewelry Lady"

(Note: Be ready to give a BONUS \$25 Gift Card to EVERY lady who schedules a showing date with you at the Vendor Event. To minimize postponements, card must be redeemed on the date scheduled in your calendar.)

~ Misti Bartlett, Six Diamond Designer, AL

Invitation Gift Cards ☺ Include a Book of Top Sellers (mini catalogue) and a \$10 Gift Card with each invitation you mail for your Hostess. "Here's a fun opportunity for you to earn a \$10 Gift Card that you can redeem toward your purchase at Susie's Jewelry Showing . . . 1) Go ahead and pre-schedule your own future Jewelry Showing so that you can earn lots of FREE JEWELRY just like Susie! OR 2) Dial in and listen to a 25 minute pre-recorded conference call explaining how Premier Designs' earning opportunity might benefit you or someone you know. This special invitation offer is only good up until the date of Susie's Jewelry Showing, so call me soon!"

~ Emily Davis, One Diamond Designer, MI

Special Event Gift Cards ☺ When you are holding a Special Event Jewelry Showing (i.e., *Bling on the Bride, Birthday BLING Party*, etc), offer each attending guest a prize of a \$10 Gift Card for scheduling a future Jewelry Showing with you for their own friends and family. "When you schedule your own future jewelry showing with me tonight and allow me to come and show the jewelry to your friends and family, you're going to earn a lot of free jewelry, but you're also going to earn a \$10 Prize Gift Card that you can redeem tonight . . . or if you can even "gift" your \$10 prize Gift Card to the _____ (Bride or Birthday Queen, for example).

~ Emily Davis, One Diamond Designer, MI

Helping Others Gift Cards ☺ When you are holding a Helping Others Showing (where a portion of your profit is being donated to a cause close to your heart), give each attending guest a \$25 Gift Card when they enter the Hostess' home - tell them you'll explain the card in a little bit. After you explain the Hostess Benefits, say "Ladies, I know that you all are wondering why I gave you a \$25 Gift Card. When you schedule a time in my calendar tonight for me to come and show the jewelry to your friends and family, you will receive all of Premier's Hostess benefits in free jewelry, and you'll also earn an additional \$25 Gift Card for scheduling a show from this Helping Others Showing. That's not all . . . as long as your show is held before _____ (2 month deadline max), I will donate 10% of

the retail sales from your own Jewelry Showing back to the cause we are raising money for tonight!! Now for those of you who are unable to schedule a showing, I still want you to keep the card and give it to someone you know who might like to earn a lot of FREE jewelry. Tell her to call me asap, because she can redeem the card instead, and as long as her show is held before _____ (same deadline) and she lets me know she is calling because of this cause, I will also donate 10% of her show's retail sales back to our cause that we're raising money for tonight."

(Note: In addition, any Hostess who schedules a Helping Others Showing should always be given 3 \$25 Gift Cards during Hostess coaching. Ask her to give one to each person who she knows would love to get free jewelry as a Hostess. The recipients of the cards may call you to schedule their own jewelry showings, and they will be able to redeem their Helping Others Gift Cards at their own Jewelry Showings held before _____ . . . and 10% of their show sales will be donated back to the Hostess' cause)

~ Emily Davis, One Diamond Designer, MI

Hostess Coaching Gift Cards ☺ When you are Hostess coaching, give your Hostess 3 \$25 Gift Cards to give to 3 friends who would like to earn free jewelry by scheduling a jewelry showing with you. Their shows may be scheduled for any time, but they must be scheduled before your Hostess' upcoming show date. Each of the card recipients will each be able to redeem their own \$25 Gift Card at their own future Jewelry Showing scheduled with you!

(Note: If you already give your Hostesses an opportunity to earn a \$25 Earning Opportunity Gift Card for listening to a pre-recorded earning opportunity conference call, offer to double her Earning Opportunity Gift Card to \$50 when she listens to the call and gives out all of her 3 \$25 Gift Cards)

~ Emily Davis, One Diamond Designer, MI

And no matter how you use Gift Cards to Grow Your Business, ALWAYS . . .

RECYCLE! GO GREEN! PAY IT FORWARD! ☺ Whenever someone redeems a Gift Card with you, regardless of how they earned it, say . . . "Thank you so much, Susie, for redeeming your Gift Card with me. I can't wait for you to get your beautiful new jewelry! Saying that, I love to recycle and reuse my cards, and I want to ask you to keep your card and pay it forward. I know that you earned your Gift Card for free jewelry by _____ (whatever she did to earn it). I want to ask you to pay it forward, and choose one person who would like to earn free jewelry, and have her call me. She can earn and redeem the Gift Card just as you have. And make sure you write your name on the back of the card, because I love to know WHO is paying it forward!"

~ Misti Bartlett, Six Diamond Designer, AL