

My Premier Designs Jewelry Show!

Show Starts!

“HELLO & WELCOME! How many of you have ever been to a Premier Designs Jewelry Show before? How many of you have ever held a home show of your own before?”

Tonight we are going to have some FUN! I’m going to show you some cool tricks with jewelry and how to get it for free, then I’m EVEN going to talk about HOW to make some MONEY of your own!

Throughout the show, we are going to play a couple of games, first of which is called the LETTER GAME!”

- Explain the Letter Game.
- Tell them to say “GOTTA HAVE IT” everytime they see something they like!
- Write it down on their WISH LIST!

1.

I = Introduction!

- **Introduce Guests and ask them what they would do with an extra \$10,000 a year** (If 10 or less)
- **Introduce Self**
- **Thank Hostess-** Present the Hostess with “Hostess Gifts” Praise her for having a show and make her feel special!

2.

P = Premier Designs Jewelry!

“Premier was founded almost 25 years ago! They are based in Dallas, Texas. We have a complete line of High fashion jewelry which gives you Confidence and that put together look– we call: GIRL POWER!!

And who doesn't like a little power, *right!*”

3.

A=Accessories!

“Ladies, accessories are a necessity!! Did you know that jewelry is more personal than clothes? Try to buy and where solid colors and stay away from trendy patterns. Your wardrobe looks bigger, because people are more focussed on your accessories rather than the trendy pattern of your shirt. Jewelry is THE BEST way to show off who YOU are without saying word!

Did you know that wearing earrings this size of a quarter or larger, gives you the appearance of being 10lbs. thinner!

4.

Jewelry that I'm wearing tonight!

Earrings: _____

Necklace: _____

Bracelet: _____

Ring: _____

Take off, pass around and describe each piece you have on.

“Ok, everyone look at me, the jewelry makes a huge difference in my appearance –doesn't it?”

Jewelry instantly takes you from being dressed to WELL dressed!

5.

P = Pearls!

“Girls, wear your pearls! Pearls are classic, timeless and they add a sense of style to anything you wear them with. They look great with everything from Jeans, to dresses, to suits. Anything goes!”

{Show a pearl ensemble }

6.

T = Trends!

“One of the things I love most about my job is learning how to look my best and teaching others to do the same! Premier stays up with ALL of the latest fashion trends!

Throughout the catalog there are styles to fit EVERY PERSONALITY!

This makes it EVEN EASIER for you to invite a variety of personalities to the fashion show at your house!

This season, metallic is RUNWAY hot and our two-tone and tri-color jewelry is a perfect way to complete your wardrobe.”

{Show “Runway” and the three ways to where it, then show “Elemental with Embers and Pebbles” Or show “Into the Wild” }

7.

B = Biblically Based Business!

“Honoring God and serving others is the Heart of Premier.

Premier was founded to Help Single Mom’s Enhance their income and to Enable Woman to Stay At Home with their children and still contribute to their family’s finances.”

{Tell your 2-minute Premier story}.

8.

G = Golden guarantee!

Show the poster and explain the guarantee

“Our golden guarantee means that if within 60 days a clasp would break or a stone would fall out you would send that piece of jewelry back to me and I would send it back to the company and you would get a brand new piece of jewelry at absolutely no cost to you. If its after the 60 days (with proof of purchase) all you have to pay is \$5 plus tax and shipping of that piece of jewelry. This warranty is NOT intended to cover normal wear and tear!”

~Explain wear and tear.

9.

G=Gold!

“Gold is glamorous, is back in a BIG way this season and we’ve got lots of it that you will LOVE, LOVE, LOVE!! Don’t hesitate mixing your silver and gold pieces together. It is considered very trendy and chic!!”

{Show a gold ensemble}

10.

S=Silver!

“There’s no doubt about it...silver is fun, stylish, sassy and is NEVER out of style!”

{Show a Silver ensemble}

Did you know that to get a “put together look” that all it takes is 3 or more pieces of jewelry that match, coordinate or go together in some way!

They say that woman that wear matching ensembles are perceived as being smarter than someone that doesn’t match!

11.

Basic Techniques

- **Create a “Y” Necklace**
- **Extending...Double or Triple Necklaces**
- **Changing or Adding Pendants**
- **Layering & Wrapping Necklaces**
- **Framing**
- **Flipping**
- **Use Long Necklaces as Belts**
- **Use Pins to embellish a Purse**

{This page is just for you to help with techniques to show with your jewelry}

S = scarves!

“Scarves are a great way to add a “pop” of color to your wardrobe.”
(Show some simple ways to wear them: as a headband, on their purse and around their neck). You **MUST** sell the sizzle on your scarves to get them excited about the “Gift with purchase” After you demonstrate the scarves say...

**“Ladies the most exciting thing about these scarves is that they are FREE!
With a \$50 purchase or more, you get to pick your favorite and take it home with you!!”**

Diva did.....

& Diva Didn't

“I need two ‘volunteers’ and I pick you and for volunteering so willingly, you each get an extra Diva Dollar!!”

“Ladies, we have 2 awesome Divas here, one is named “Diva Did” and the other one is named “Diva Didn’t”.

{watch Kathi Pfahl's video on this on Randy & Elizebeth Drapers website at 4jewelersonly.com}

13.

Diva Didn't wants that “put together look” and she heard me say earlier, that all it takes is 3 or more pieces of jewelry that match, coordinate or go together in some way to get that, so she purchases her three or more pieces of jewelry (hand her three boxes all taped together), She has her \$50 purchase or more so she gets a scarf of her choice (you wrap a scarf around her and turn to her), thank you Diva Didn't we love you, stay right here!”

14.

Diva Did also wants that “put together look” so she purchases three or more pieces of jewelry (hand her three boxes all taped together), she has her \$50 purchase or more and she also gets a scarf of her choice (you wrap a scarf around her). However; Diva Did doesn’t want to stop there, she wants that “put together look” everyday so she books a show and gets all the pieces she loves for FREE!

15.

Diva Didn’t I need you to hold the posters (I’ve got my posters held together with the binder rings) and say as excitedly as you possibly can “You won’t believe what you get for FREE when you have a show!” After she says that, everyone will laugh and I say “That was GREAT, see how easy my job is? You could do what I do!!”

16.

Then I point to the poster and say **“As a hostess, you receive 30% of your sales in FREE jewelry (give Diva Did 6 boxes all taped together with a ribbon or bow on it to hold) “You also have 4, \$25 bonuses you can earn, giving you an additional \$100 more FREE” (hand her 4 boxes that are all taped together with a ribbon or bow on it). “But you’re not done yet, because as a hostess, you not only get FREE merchandise, you also get 4-8 half-price items of your choice and are you ready for this? Your half price items add to the sales of your show!!**

17.

Can you even believe that?!! I call this “Legal Double Dipping!!” and I don’t know about you, but if I can’t get it FREE, half price is the next best thing” (hand her 8 jewelry boxes that you’ve glued/taped together and put a ribbon or bow on).

18.

“Ladies, we have the most generous hostess plan out there. I write and mail your invitations for you. All I need to know is who you want invited. When your order comes in, it’s all labeled, sorted and bagged for you, how easy is that?! Let’s get our Divas a hand and they each get a Diva Dollar. And on your survey sheet, mark YES! “I would love to have my own shopping spree and receive a ton of FREE jewelry!”

19.

Can you even believe that?! I call this “Legal Double Dipping!!” and I don’t know about you, but if I can’t get it FREE, half price is the next best thing” (hand her 8 jewelry boxes that you’ve glued/taped together and put a ribbon or bow on).

20.

Ask me about my BIG Money!

Pass out big Money with questions on the back
Once all dollars have been handed back then tell them about
your gift certificates!

{watch Elizebeth Draper's video on this on Randy & Elizebeth Drapers website at 4jewelersonly.com}

21.

Close Show – Survey!

Step them through the survey sheet

Collect the surveys and do the auction if you're using Diva Dollars or the drawing if you're using tickets.

- Point out order forms and catalogs
- Explain the payment methods

At check-out, get the shows booked **ON YOUR CALENDAR** (pencil date) and pass out the information packets (ask them when you can call in the next couple of days to go over the information with them.) **BE SURE TO TAKE BOOKING GIFT TO CHECK-OUT AREA AND ASK EVERYONE AGAIN!**

22.