

Let's be honest . . . you booked a show with me to receive a ton of free jewelry. And I want you to get as much free jewelry as you can possibly get. Follow these directions and you WILL have a fabulous show!

First, you receive 30% of the sales in free jewelry. The 30% of the sales in free jewelry is the bulk of the jewelry you will receive, but if you work to earn the Hostess Bonuses, it will increase the retail amount of your show. This will increase your free jewelry!!

You can also buy 4 – 8 items at half-price. I'll let you know how many pieces you can buy when we close out your show. The beautiful thing about buying half-price items is that Premier lets you add that to your show total. We add all of the orders you get before your show, at your show, after your show AND your half-price items. Then we multiply that total by 30%. WOW!

What are the bonus certificates?

The bonus certificates are your reward for giving that little extra for having a fabulous show!

***Don't change your date and have a minimum of \$100 in sales = \$25 in free jewelry**

Any questions??

***\$100 in advanced sales = \$25 in free jewelry**

I will give you a watch from our line – your choice - when you have \$300 in sales before I arrive at your show!!

You will have \$80 in free jewelry before I even get to your house when you get the \$100 in advanced sales. Advanced sales are retail sales you get before your show. How? \$100 in advanced sales x 30% of the sales that Premier gives you = \$30. Not changing the date = \$25. Getting the advanced sales = \$25. All of that added together is \$80 free.

Get that \$100 minimum out of the way. The rest is just gravy!!

How do you get \$100 in advanced sales? Shoot for at least FIVE orders. Most people spend \$20-\$40. If you have five orders, you will mostly likely have over \$100 in advanced sales. Don't stop with \$100. Show the catalog to everyone who cannot attend. You could hit our \$500 goal just with your advanced sales!

Show the catalog to EVERYONE who cannot come to your show.

Circle things in the catalog that you like. Dog-ear pages that have pieces that you think your friends will like. Open the catalog up and show people what you like and what you plan on getting. The point is to get them to open the catalog and start looking. Remind them that as beautiful as this catalog is, the pieces are even more beautiful in person.

Show the catalog to everyone who cannot come to your show!

Show the catalog to the men you know as well. There is always some gift giving occasion coming up!!

Show the catalog to everyone who cannot come to your show!

Tell everyone about my advanced order special. **My special for your ADVANCED SALES ONLY is when they buy three items they get the fourth at half-price.** The half-price can be taken on the most expensive item. If someone purchases one or two items, remind them of the special. (I offer different specials for the ladies that attend your show. This is only for your advanced sales.)

Show the catalog to everyone who cannot come to your show.

I can send catalogs to your out-of-town family and friends that you think would buy something. Please limit it to 3 to 4 people. Email me their information.

And, finally, show the catalog to everyone who cannot come to your show!

***10 guests over the age of 18 attend = \$25 in free jewelry**

1 out of every 4 people you invite will actually attend. You need to invite 40-50 people to your show. Think through the different groups of people you know. (church, work, neighbors, family, friends, kids' friends' parents, PTA moms, sports moms, ladies at husband's work, etc) Brainstorm through each group first. Ask your kids and husband who you have forgotten. **Then come up with their email address, home address, and phone number. It is helpful to me, but not necessary, if you could put your guest list in excel.**

When you are inviting from a group, invite EVERYONE from that group. For example, don't invite everyone from your Sunday school class except 2 or 3 people. I would much rather someone wonder why you sent them an invitation, than be hurt because you invited everyone but her.

Two weeks from the date of your show I will send out an evite. This is an online invitation to which they can view and respond online. Evite shows their responses and shows who has looked at the evite, but has not responded. One week from the date of your show I will send out postcards to anyone who has not viewed the evite. Two days before the show, evite sends out a reminder. The day before the show, I call everyone who has responded "yes", "maybe", or has not responded at all. I do not call the people who have said they cannot come.

If you do not have an email address for someone, I will send them a postcard two weeks before your show. I can also give you some postcards to hand out to someone you may have forgotten (or that neighbor that you can't remember her last name!) Just let me know how many you need.

It doesn't matter how many invitations and reminders they get from me, if you do not talk to them, they will not come. Your job is to talk about the show to your friends. They need to know that it is important to you that they are there. If you are not talking about it, they will not come. Tell them how much fun you had, how pretty the jewelry is, tell them they need to get out of the house for a while. Whatever it takes to get them there!

There are so many ladies who go all day without laughing or relaxing. This silly, little jewelry show could be just what they need to lift their spirits.

I'll call you or email you after I make the reminder calls to let you know with whom I have spoken or left a message.

***Three people book their own show=\$25 in free jewelry!**

When you have at least one booking waiting on me when I get there, you will get an additional \$25 in jewelry to spend at her show. We are going to get bookings, and you will be invited to those shows. This will save you money a little later on.

Talk to people about having their own show. Tell them how easy it is. Tell them I send out the invitations for them. Show them what pieces you plan on getting. Let them know they can help you get some extra free jewelry when they book a show.

Let me know when I get there who wants to have a show or that you think will have a show.

IMPORTANT INFORMATION:

Everything is actual size, unless otherwise noted. The rings are enlarged to show detail.

Rings come in specific sizes. Make sure they pick a ring size that is what we offer. There is a ring sizer on the inside cover. They can put their ring on the circle to find the closest match.

The Golden Guarantee is on the inside back cover. Our guarantee covers manufacturer defects, not normal wear and tear. A manufacturer defect is if it breaks, stone falls out, etc. If that happens within the first 60 days, they just return the piece and their receipt to me, and I'll take care of it for them. After 60 days, they return the piece, their receipt, and \$5.00 + tax, and I'll take care of it.

If they order a piece and decide they don't like it or it doesn't fit (i.e. rings), they have 5 days to let me know.

I take check, cash, Mastercard, Visa, Discover and American Express. Just write credit card info on their order form or they can call me with it directly. Have them make checks payable to Lesley Hamilton.

The jewelry is free but you do pay the sales tax on your free jewelry, half-price jewelry and \$4 shipping.

Please keep refreshments simple. Guests usually don't eat much, so I don't want you spending money on food that will not get eaten. We want to keep your show simple to remind your guests how easy it is to have their own show! We want to keep the attention on jewelry, not tons of food.

Please do not serve any alcoholic beverages. It is Premier's policy that no alcohol be served at any Premier function.

I'll be emailing and calling you several times throughout the next few weeks. I will be asking you how your advanced sales are going and which guests have responded.

GOALS

Don't forget our goals!

When you have a \$500 show and earn all four hostess bonuses you will receive \$250 in free jewelry from Premier!

-OR-

When you have a \$1000 show and earn all four hostess bonuses you will receive \$400 in free jewelry from Premier AND any watch from our line from me!

-OR-

When you top my best show you will receive all the free jewelry from Premier, a watch from me AND an additional \$100 in free jewelry from me!!