

“THE POWER OF ACCESSORIES” SHOW

Use ‘Power of Accessories’ invitation.

At the show: Introduce yourself. Tell your **Premier Story** and do **Big Money**. Make sure everyone knows everyone. Thank the hostess. **Tell about Premier Designs, the Golden Guarantee, the Hostess Plan.**

Play ‘How Does Your Total Look Add Up?’

SAY: “I love my Premier job because I can read this to you. I don’t have to memorize anything. There are 11 assumptions that we make in the first thirty seconds after meeting someone: trustworthiness, economic level, education level, social position, level of sophistication, economic heritage, social heritage, education heritage, success, moral character, and EVEN future potential! We base those assumptions on how the person looks. 93% of LASTING impressions come in the first four minutes of a meeting. Lasting impressions are based on what people see in the first four minutes of meeting us. What do **you** see first when you meet someone? Their hair? Face? Clothes? Image experts recommend subtle make-up, hair cut and color to accentuate the positive. As far as clothes are concerned, a basic wardrobe is recommended. This consists of a black outfit that comes with both a skirt and pants, a neutral-color skirted outfit, a navy blazer, khaki trousers, a denim skirt, a white t-shirt (buy them by the dozen), a white blouse, blue jeans, black jeans, and a black dress. Top wardrobe consultants often guide clients to spend 2/3 of their wardrobe budget on accessories. The quickest way to style is through the use of accessories! Accessories give flair, panache, and pizzazz to any basic wardrobe. Accessories take an old outfit and update it; they bring a designer look to affordable clothing. Accessories are style --- style you can create yourself.

Consider the power of accessories. Accessories can draw attention to your assets, pull attention away from your trouble spots, give a variety of looks to a single outfit, make a garment look expensive, revive or update classic clothing styles, relate different items of your outfit to each other, and accessories can define your personal style!”

Jeweler: Demonstrate different scarf tricks on a black t-shirt on Mandy or using guests as models.

Hand out and demonstrate the “**Top 9 Jewelry Basics for Your Signature Style**” by Premier’s Dona Marrone. After showing each piece of jewelry, pass it around.

- PEARLS: Show **36" Duchess** singled, doubled, and crocheted. Add an enhancer. Loop Duchess and bring it together with a pin.
- HOOPS: Show **Woodstock & Hoopla**.
- THE NECKLACE AND THE CHARM: Show **Madison Avenue**. “This stunning chain is easy to clasp with the beautiful toggle closure, and it comes with this gorgeous enhancer that is removable. It is slightly 2-toned which means it will go with absolutely everything. With the pave-set CZs, it will go from day to evening.” Also, show the complete **More Imagination, Possibilities, and Make a Statement**. All the different colors create excitement!
- BROOCH OR PIN: Show **Sundial** on Madison Avenue chain.
- LINK AND CHARM BRACELETS: Show **Artisan, Venetian, & It’s A New Day** (If

someone says that they are expensive, say "You can get anything in Premier for HALF PRICE AND FREE").

- BANGLES: Show **Stack 'Em Up, Three Amigas, & Flirty.**
- CUFF BRACELET: Show **Cuff 'Em, Cashmere Too, & Tres.** "If you prefer the Wonder Woman look, we have **Metallic** in gold & silver." (Put it on your wrist for them to see.)
- STUD EARRINGS: Show **Mimi, Button Up, and Gleaming.**
- THE RING: "Your staple ring should be a knock-out piece that makes you smile every time you wear it." Show **Starburst** for the ladies who like simple. For the divas, show **Dynamite** and **Spectacular.**

Say: "I would like to add one more item as a must-have basic. Every girl needs a tennis bracelet." Jeweler demonstrates the silver, gold, and ab tennis bracelets from Premier Designs Incentives. Pass them around. "I'll tell you how you can get your choice of these for FREE later in the show!"

Jeweler: For the Grand Finale, show how you can update your look by modeling a few of the trendy pieces on solid, neutral colors and say: "When you want to have that trendy look, don't change your wardrobe. It's much more cost-effective to purchase trendy accessories." Show **Eugenia, Avant Garde, & Venetian** necklaces. Demonstrate versatility. Also, show dangly earrings: **Arabian Nights, Party, Stardust,** and explain how they elongate the face and make you look thinner.

Jeweler: Show the Gift Catalog and explain that for every 3 items they purchase, they get to take a trip to the Gift Catalog and choose any of the highlighted items for only \$10 (everything that's highlighted is \$20 retail and under). Note: To the Jeweler who thought of the Gift Catalog... THANK YOU wherever you are!!! My retail is much better thanks to your ingenious idea!

Play **PREMIER BINGO.** Pass around pieces that they can get from the Gift Catalog! "For every 3 items you purchase, you may choose from these pieces for only \$10!!!" Especially show pieces that you have already demonstrated, and they have already fallen in love with! Those pieces are the **Make A Statement** interchangeable pendants and earring charms. Earrings: **Hoopla, Party, Mimi, Arabian Nights, Stardust.** Bracelets: **Stack 'Em Up.** Other good choices are **Salisbury, Blanca b., Ariel, Shine, Joelle, Dream, Trendy, Persuasion.**

Do **PLAY** and have as the featured items the Premier Incentives **petite tennis bracelets, the More Imagination cords, & the Possibilities stones** which you have already demonstrated!!!

Work through the **Guest Survey** with the guests.

This is Cindy Sheets' idea: Prepare a notebook of tips on how to look their best, such as how to choose the right color of clothes, style of clothes, style of jewelry. Have the notebook out so that guests can look through it. HAVE FUN!!! Landi Hart