



The Draper Paper

A Monthly Publication by Randy & Elizabeth Draper for their Premier Children

 From Our Heart To Yours... 

When "No" is the way to go...

Requests come toward us from all directions, each seeking to place a demand on our time. Some requests are nagging and others enticing. Each lobbies for a spot on our schedule and pressures us from commitment. As leaders, how do we know when "no" is the way to go?

WHY WE SAY YES:

Our natural inclination is to say "yes" to almost every opportunity or call for help. For this reason, our lives become overextended, stressful, and unfocused. Rather than protecting our sanity by building margin into our schedule, we drive ourselves bonkers by committing to all manner of projects and activities.

There are 3 underlying fears driving us to say "yes". First and foremost, we fear offending the person who is asking for our time. We don't want to hurt our relationship with them, and it pains us to turn them down. A second fear is lost opportunity. We don't want to miss out. We gravitate toward the center of the action, and opportunities seduce us with their promises of newness and excitement. A third fear is damaging our reputation. We like to be known as the reliable team member who can be counted on no matter what. We shudder to think of being viewed as a shirker or slacker if we refuse to take on more work.

WHEN WE SHOULD SAY NO

To begin saying "no", develop a filter for evaluation potential commitments and / or opportunities. Here are 4 suggested questions for filtering requests for your time:

1. **Does the commitment fall within your realm of responsibility?** With an impulse to improve the organization, a leader may end up dabbling in a wide range of projects. Although noble in intent, some projects can be a distraction from executing top priorities. Take care of definite job responsibilities first and perform them with excellence before embarking on additional ventures.
2. **Does the opportunity align with your vision?** A house divided cannot stand, and a vision divided will likewise perish. Expending time on non-essential activities will split your focus and minimize your influence. Be wary of the allure of attractive but off-course opportunities.
3. **Does the commitment allow you to operate within your strength zone?** In general, avoid commitments that drag you or your team away from what you do best. Be selective about where your time is invested. You'll earn the greatest return by sticking with your strengths.
4. **Do you have the capacity to follow through on your commitment?** Put simply: be realistic. You can't do everything, nor can you expect your team to have infinite capacity to take on additional projects. Consider creating metrics to identify the boundaries of what you or your team can reasonably expect to accomplish.

HOW WE SHOULD SAY NO

In her article, "Getting To No", on Forbees.com, Hannah Clark gives advice on how to say "no". Among her suggestions:

1. **Don't decide on the spot.** Oftentimes, even as we hang up the phone, we're berating ourselves for agreeing to a commitment we would rather not have made. Clark recommends allowing yourself time and space to make a clear decision about a commitment. Try saying this: 'I'll have to check my schedule. Let me get back to you later.' That gives you time to consider the request and respond on your own terms, by phone, email or in person.
2. **Be polite, but direct.** According to Clark, in saying "no", don't use excessive niceties when turning down the requester. Being overly kind can unintentionally invite the asker to push for a commitment rather than signaling your refusal.

You are loved and appreciated!!!

Randy & Elizabeth ☺ ☺



Vol. 16 No. 5

May 2007

drapeape@aol.com

randy@h2doit.com

www.4jewelersonly.com

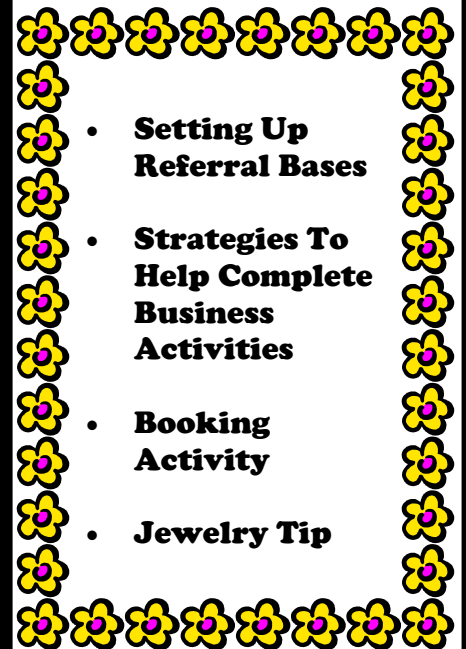
Password: ssandy

817-329-2961 or

800-765-3935



May Issue...



- **Setting Up Referral Bases**
- **Strategies To Help Complete Business Activities**
- **Booking Activity**
- **Jewelry Tip**

**"TO GET
WHERE
YOU'VE NEVER
BEEN, YOU
MUST DO
WHAT YOU'VE
NEVER DONE."**

AUTHOR UNKNOWN

Sponsoring Tips

Draper Paper, 2007

(SETTING UP REFFERAL BASES

(Taken from Randy & Elizabeth Draper's Conference Call)

One of the things that keeps most businesses going across the country is referrals! When you find someone who gives you a great product and great service, you tell others! Recently I have gone to a doctor in Lufkin, Texas who has revolutionized my life! Her name is Dr. Rima Kittley. Since I went to her, about 2 months ago, I have lost 15-20 pounds, dropped two sizes, gotten off several of my medications, and stabilized my blood sugar! And most importantly I FEEL better! I'm recommending that everyone go to her web site www.dr.rima.com and get her book! Why? Because I am a satisfied customer (patient) and because I know what she has to offer others can benefit them.

The same principle applies to our Premier Designs business. People will send you prospective Hostesses and prospective jewelers if we take the time to cultivate them as a referral base. Who do we ask to refer others to us? People who know lots of people! They may or may not have ever had a show for us or even heard the marketing plan. Many professionals are willing to do this if they understand that we have a great opportunity to offer. They may include realtors, counselors, doctors, pastors, etc.

So, what do we need to do first? Ask for a few minutes of their time. Make an appointment or go to lunch. (It can be dutch.) Explain to them the 50% and 10-10-10. There's no need to go into the investment with them. In fact it's best not to, unless they are curious for themselves. If they try to explain it to others, they could possibly misrepresent the facts. Show them the Hostess Plan and discuss that the Free Jewelry for Hostesses is what keeps our business going. Give them some business cards, mini catalogs, OP brochures, or other tools that they can use to give to prospects. Ask them to call you with the name and phone number of their referrals. **DON'T PROMISE ANY GIFT TO THEM AT THE TIME.** If they do send you a name/s, then you may want to send them a thank you card with a restaurant gift card inside, or other token of your appreciation. Legally we cannot offer them a gift based on what the prospect does. In other words, never say anything like, "I'll give you \$50 if the person you send me signs up as a jeweler!"

So, make a list of people who you will talk to about being a referral! Do it now! Then call them today!!

- Jerri Mason, 2 ♦ Designer, TX

Here's Another Great Sponsoring Idea...

Pauline Meier, TX 7 Diamond Designer

Take the 100 NO's Sheet (attached), and use it for Sponsoring! Instead of trying to get 100 NO's for Bookings, try to get 100 NO's for Sponsoring!

Keeping track of the number of people you are sharing the Marketing Plan with, it may revolutionize your business! You will be amazed at how many YES's you get trying to get a NO! Using this coupon can really help out! Remember to encourage referrals, referrals, referrals!!!

Business Tips

Draper Paper, 2007

"30 Ways to Get New Customers!"

1. Post flyers at apartments.
2. Leave catalogs at shops.
3. Wear a badge or button.
4. Approach bake sales/schools with fundraiser.
5. Let your bank teller know what the the deposit is for: give her a catalog.
6. Barter/Trade your product.
7. Bring a catalog to a beauty salon.
8. Use bumper stickers.
9. Let everyone you ever worked with know what you do.
10. Make a goal to give out a certain number of business cards per day.
11. Hand out your business card with all transactions each day. Always ask for a business card in return.
12. Magnetize your business card.
13. Use your card as a bookmark in the library books. Leave them in the books when you return them.
14. Look for bulletin boards and leave a flyer.
15. Hang a sign on your car window about your business. Or use a magnet sign.

16. Fundraiser Car Washes. Stop in and tell them of your fundraiser.
17. Put catalogs in all waiting rooms.
18. Join a club or network
19. Corporate Gift Giving. Offer your product.
20. Trade shows with other distributors of other companies.
21. Fast food, where the moms are.
22. Always keeps flyers with you to hand out.
23. Former business associates.
24. Former customers.
25. Go to garage sales. Give them flyers to pass out for you. Offer a gift incentive.
26. Wear a name tag to the grocery store.
27. Home Owner Association. Put an ad in their paper.
28. College newspapers and bulletin boards.
29. Always wear a logo to the health club.
30. Ask, Ask, Ask!

(Thanks to Debbie Campbell-CO)

Business Tips

Draper Paper, 2007

Focus on Booking



- Ask! Ask! Ask!
- Assume everyone would want to book. “No” means no right now. Don’t take it personally.
- The person you think is least likely to book will book. Don’t assume!
- Be sure to demonstrate the hostess plan clearly so the guests understand it.
- Visuals have more of an impact than talking.
- Show the posters from Premier and have the guests read them.
- Show a tray of approx. \$150 - \$200 in jewelry. Explain that this is what your average hostess earns at a jewelry show.
- Show a group of 7 - 8 boxes stacked and tied in a pretty bow. This is a visual showing how much free jewelry a hostess can earn. Set it on your table and put a label that says “Earn this much FREE jewelry when you host a show”.
- Use the guest surveys and make sure you look at them while guests are shopping. If anyone checked “yes” to having a show get a date from them that night. Give them their hostess packet also!
- Have fun, be flexible, relax! Keep it easy on yourself.
- Make it “all about the Hostess!” It’s her night to shine. Bring her to the front to thank her.
- If they don’t say yes at the show. Call them later - most people will say yes after the 4th or 5th call. Timing is everything.
- Suggest a catalog show if they just can’t pull off a home show. But mention the features of having the show in their home - 30% vs. 20% FREE!
- Call all customers that have spent \$50 or more.

- Invent your own incentive or special for booking! Practice Play or Pass
- Put stickers on your folders or catalogs that say: “Every girl needs a little bling bling! Especially when it’s FREE! Ask me!”
- Ask every guest at your show. Tell them it’s your job to ask every person! Make it sound fun!
- Ask any past hostesses at your shows how much free jewelry they got at their show. Have your calendar out with available dates.
- Make your shows fun so they want to book!

Overcoming Objections

If they say, “I’m just too busy.”

You say, “Our business is designed for busy people like you. It’s easier and quicker to shop at home than in the malls. We call it the “Royal way to shop” - years ago Royalty had everything sent to them so they didn’t have to leave the house.

If they say, “I don’t know enough people”

You say, “It doesn’t take a lot of people to have a successful show. Just a few friends can be plenty. you will earn free jewelry. You can shop at Half Price. Smaller groups are sometimes way more fun. Do a “you and a few” show. Even spur of the moment can be fun!

If they say, “My home is too small.”

You say, “We don’t need much space. Smaller rooms can raise the level of excitement and keep it more personal. I just need a table to display the jewelry. I like being close to my guests.

Booking Tips

Draper Paper, 2007

Have Fun and Be Punctual!

Pauline Meier, TX 7 Diamond Designer

Are you having fun at your Home Shows, and finishing in a timely manner? You should be! Both of these elements are critical to your bookings, and they also affect your sponsoring. If you feel you need to strengthen these 2 critical areas, we have the perfect answer for you! Kathy Allen, Executive Director, put together a wonderful home show script. Take this script - memorize it, practice it, add your personality, and go for it!!! You can get the script ([located under the featured handouts section](#)) and see Kathy role play the show ([located under trainings section](#)) on the Draper's website (www.4jewelersonly - password: ssandy) You can't go wrong! If you want to maximize your time and energies to build your business, and reap the financial rewards - follow this simple plan! Be respectful to the Hostess and your guests, by watching your time. This fun and quick Home Show can really have an impact on your business! It gets you in and out quickly, and you have a fun show!

** I use the petite tennis bracelet and the Premier charm bracelet as my featured items.

** Make sure you download the attached script!

If you love to double our longer necklaces, but find that the shorter strand keeps getting shorter until it is choking you, try this...open the clasp and hook it onto the other strand between beads. Since the beads are too large to go through the clasp, it keeps the strands just the length you want them so you aren't constantly adjusting them.

- Chelle Owens, 3 ♦ Designer, GA

Fashion Tips

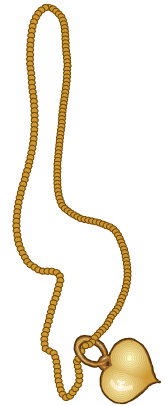
Draper Paper, 2007

Fashion Filler Talk

Use this verbiage at your shows; you will exude professionalism, credibility and confidence! This will help you in all areas of your business!

"Premier Designs offers a line of high fashion jewelry, which makes up 75% of the jewelry market. It can be spotted on the fashion models, talk show hosts, politicians, and Hollywood stars. It gives you the versatility to create many different looks using only the most basic wardrobe."

High Fashion Jewelry, otherwise known as bridge jewelry, is not to be confused with costume jewelry. Bridge jewelry literally is a line of jewelry that bridges between costume jewelry and precious fine jewelry. Costume jewelry is a trend that is in one day and out the next with questionable quality. Fine jewelry, which we all love, has a higher price tag, so bridge jewelry is created to be that affordable and beautiful looking option."



"Accessories bring a designer look to affordable clothing."

"Top wardrobe consultants often guide clients to spend 2/3 of their wardrobe budget on accessories."

"It is important to accessorize two major areas of the body - the impact zone, which is from the waist to the head, and the expressive zone, which incorporates your wrists and hands. The eye is drawn to wherever you have decorated the accessories, which have the power to conceal or add sparkle."

"Very important! Buy and wear your jewelry in matching sets! This is what we call "no brainer" jewelry, in that you will not have to think about what matches when dressing! It will take less time to dress!"

"Holding a Premier Designs Home Show is the most cost effective way to build your jewelry wardrobe."

"The right jewelry means the difference between an outfit and a statement."

"Jewelry can be the glue that holds your wardrobe together."

"High fashion jewelry usually offers the best investment for your jewelry wardrobe."

"Jewelry isn't affected by your weight and size variations. Did you ever hear someone say, "I've gained weight and I can't fit into my earrings?"

"You will never outgrow your accessories. They are a good investment for your fashion dollar."

