



The New Mini-Catalog

Here's an idea for your fall invitations - USE THE MINI-CATALOG!

The format I used was for Avery Shipping label #5164. After you've printed them off, peel and stick them directly under the return address pink box on the back of the catalog. You will be placing them partly over the place for the addressee, but there will still be room to put a regular mailing label inside the gray area.

Stamp your name and address or use a label to stick on the back of the mini-catalog. FOLD and INSERT a CUSTOMER ORDER FORM into the center of the catalog! Seal the catalog with clear "dots" you can get at your office supply store - or just use 3 small pieces of scotch tape! Affix a regular first class (\$0.37) stamp and mail! All of the above weigh just under an ounce.

BE SURE TO HOSTESS COACH your hostess on how to get the most out of the new invitation! (see below)

Economics:

Labels are 600 for \$29.59 -- \$0.05 each

Mini-catalogs are 25 for \$4.00 -- \$0.16 each

Order forms are 50 for \$3.50 -- \$.07 each

Postage is \$0.37

Total per invitation is \$0.65

If you mail 30 invitations for your hostesses, that would cost \$19.50.

If you sold even \$40 of jewelry out of the mini-catalog -- you would cover your cost!

Benefits:

- Shows the jewelry! Beautiful, versatile, and AFFORDABLE!
- Shows the Hostess Plan!
- Shows Reasons that Premier may be for you!
- Helps get PRE-ORDERS for people who can't attend!
- Wets the appetite for people who can attend!
- Enclosing the order form provides an immediate vehicle for a guest to place an order, includes forms of payment, the jeweler information, the Golden Guarantee and the exchange policy!
- Helps the Hostess with her reminder calls! Suggestions: "Did you like the catalog? What was your favorite piece? If you pre-fill out the top of the order form and bring it with you to the show, I will enter you in a drawing for a free gift! Guess what else? Everyone who orders 3 items gets another free gift! Let me tell you the forms of payments, etc. (if someone can't come but wants to place an order)".

NOTE: Please take a sample to your local post office the first time -- just to be sure your specific version meets all postal requirements for regular first class postage! After that, you're good to go!