

June 2007



Premier Works

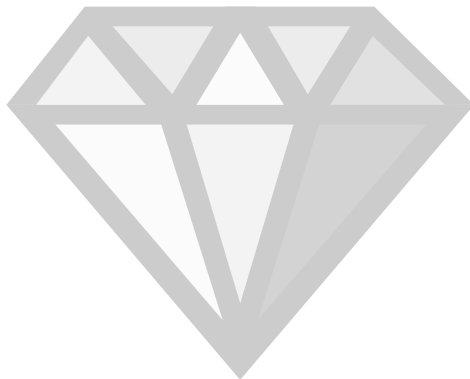
In our office there is a 3 colored poster that we received from Andy on 4-05-02. We wanted to share it with you. It is Titled, "GOD HONORS WORK"

MARY CROWLEY: "NOW I LAY ME DOWN TO SLEEP,
I PRAY THE LORD MY SOUL TO KEEP.
IF I SHOULD DIE BEFORE I WAKE,
I PRAY THE LORD MY SOUL TO TAKE."
"NOW I WAKE UP TO WORK,
I PRAY THE LORD I SHALL NOT SHIRK.
IF I SHOULD DIE BEFORE TONIGHT,
I PRAY THE LORD MY WORK IS ALL RIGHT."

Andy Horner: "We need to fall in love with work. It brings enjoyment and achievement and a feeling of accomplishment. We need to find something you love to do and get paid for doing it. If you work for the thing you believe in, you are rich, though the way may be rough. If you work only for money, you can never earn quite enough. "One of the greatest things you can do for your children is by example teach them the value of work."

You are loved and appreciated!

Shauna & Peter



Don't Forget: June Double Hostess Benefits!

See Premier website for details

*Distributed to Clark Family
Downline 10-10-10.*

Shauna and Peter Clark's 10-10-10 Newsletter

Premier Works June 07

Shauna and Peter Clark premierjewelry@usinternet.com

The Retired List is Out!

It is an exciting time, you get a whole new line of jewelry, and Premier is going to take great care of us. There is a reason that piece is being moved out, some of the reasons are:

- quality issues
- sales were low, nationally speaking
- just time to move it out, lived its' life, ready to move on



Selling and Using Retired Pieces

- Can have a sample sale at your home. Can give them extra discounts if they bring a guest, rsvp, tickets to win a free piece.
- Sell at craft fairs, school things, etc. Craft fairs works great because people want to buy right off of the table. Also keeps those extra catalogs do not throw them away give them away at the craft shows.
- Use them for a booking, place ten on a bracelet bar, on a tray, use them as booking bracelets. They can choose one if they book a show within 30 days.
- Use if for play or pass. Have them choose anything they like from the items on the bracelet bar
- Use as a retail gift; if they purchase 10 or more in items they can pick something from the bargain bin or my favorite; for every three items take a trip to the Bling Bling tray of limited edition pieces, retired and will not longer be available for \$10 (or you can price them whatever works for you)
- Sponsoring; if they schedule a 1 on 1 and follow through they get a free retired sample
- Simply use it as a way to get the guests to your shows. Bring a guest to the show and get a piece of free retired jewelry. - Advertise it as "limited edition"
- Keep it as pool or workout jewelry. Let's say they move out Woodstock. That's a great item just for the beach, they're going to get attention.
- You could give them away to your close friends that you know would advertise for you.
- Conduct a hostess contest or appreciation: brunch, dinner, send a piece to your top 5 hostesses for the year
- Use as gifts throughout the year; silent auctions, teacher gifts, graduations, babysitters, stylists, etc.

Frequently Asked Questions about the Retired Listing

Q- Can I still return a piece of broken retired jewelry?

A- Yes. Let's say they retire drama. If we still have drama in stock, they will replace a broken drama with drama, even though it's retired. The way to check is to go online and go under search jewelry, see if you have low inventory, high, or no. If the item is no longer in stock, that customer can choose something of equal value.

Q- Can I return a piece of broken retired jewelry from my personal sample?

A- Yes under the same guidelines

Q- Should I discount my retired samples? And won't this hurt my hostess' sales?

A- Discounting is entirely your choice. If you simply want to move those items off of your table and use that cash to invest in the new samples. Selling them at discount could sell them more quickly.

Q- How do I display my retired samples so people recognize that they are retired?

A- I suggest putting them on a different table
Get out a yellow marker and highlight the tag in yellow

Buzzy Contest

Total Results Jan-May
4 new jewelers in your first level by
the end of June acct .

Congratulations to:

Tracy Howard - 5!

Shauna Bender- 4

Jean/Mark Flis- 4

Ann Christensen- 4

Tamera Kempel- 4

Jamiz Klok- 3

Sandra Estey- 3

Lisa Delgado- 3

Marilyn Post- 3

Darla Carlson- 3

Tina Bolles- 3

Elizabeth Røkstad- 3



Lori Simpson- 2

Janice Berre- 2

Carrie Brown- 2

Debra Williams- 2

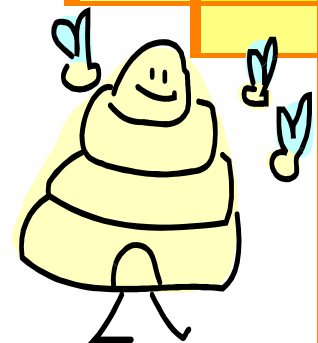
Anne Skorezewski- 2

Elma Hamersma- 2

Lisa Cassellius- 2

Stacey Hovelson- 2

Laura Dykstra- 2



LuAnn Sherman- 1

Aimee Spivak- 1

Tammy Lamb- 1

Jana Traynor- 1

CJ Fox- 1

Amber Stanko- 1

Bev Lever- 1

Sherrig Wilson- 1

Carzen Pederson- 1

Melissa Baker- 1

Deborah Davidson- 1

Jennifer Holland- 1

Jessica Peterson- 1

Jane Anderson- 1

Wendy Møreger- 1

Jessica Yahr- 1



Sue Hamilton- 1

Tammy Downs- 1

Rebecca Antil- 1

Amy Janeskela- 1

Jennifer Botzek- 1

Kristi Leuthold- 1

Lynda Forbes- 1

Holly Ulland- 1

Donna Crottgau- 1

Kristal Gruis- 1

Holly Bartsch- 1

Jennifer Dolan- 1

Mary Lou Pletcher- 1

Kristy Torgrimson- 1

April Fiebranz- 1

Sharon Hull- 1

Movin' on UP...

Congratulations!

Lisa



Delgado

Janice



Berre

New
Builders:

Anne



Skorczewski

Lori



Simpson



June
2007
Edition

May Leadership Premier Promotions

New
Designer



Ann Christensen

P
W

Serving More
in 2007

Featured Items

Colette – These elegant earrings change the look of the traditional pearls. Whether dressed with the matching necklace or as a statement alone, these fishhook earrings are a must have.

Lightning bracelet – Take it away. This beauty of a bangle is a perfect touch of class. I love to wear it alone. It has a bold wonder women I am power feel to it. It's simple, yet has a bold look. The v in front makes your hands look your hands look lean and long.

Ariel – This simple, yet eye-catching bracelet is a perfect match for any outfit. I love wearing this bracelet! It's great to dress up a silver watch or match with another bracelet. It adds a fabulous touch to any outfit.

Shine – This simple 2 stranded necklace is a perfect gift. Its cross pendent shows a touch of faith and can be great for truly any age. I had a hostess give it to her daughter for a present and she told her one strand is you and the other is me. Know that I will always be with you.

Colette Necklace – Runway hot ladies! This is an awesome necklace to wear. Double it, triple it or wear as a choker. It can dress up any outfit. It's a must have.

Woodstock earrings – When I need to jazz up an outfit, I reach for the Woodstock earrings. These hoops are perfect for any event, casual or dressy. They are the “must have, throw on at anytime” kind of earrings.



Parfait bracelet – Watch out summer, here we come! This is a delightful bracelet to add color to any summer outfit. It's a great bracelet to dress up your Cairo watch or to match with another. Its colorful charm is unnoticeable.

Blanca bracelet – This dazzling drop of pearls is perfect for any outfit. I love to wear it casual. Picture this, jean jacket, cute tunic t-shirt and the Blanca bracelet. Or add it to a fancy affair. A cute black dress with the Blanca is adorable.



Sponsoring Tips

By Tandy and Don Flynn

Over the last couple of weeks I have found myself having very similar conversations with several of you. There is a lot of desire to sponsor and build but there is also frustration that you aren't meeting with more success. I want to remind you of some very important steps to keep in mind as you share Premier with others. People will join you in Premier for their own reasons and not yours or because you explain Premier so very well. They must be convinced that Premier is the vehicle that will take them where they want to go. So remember these key points:

- ☺ TRUST...When you share Premier you must first establish a trust relationship with your prospect.. No one will be in business with a person they don't trust. Ask them questions about their family, job, interests, motivation, etc. When they feel comfortable sharing with you then you can move on to...
- ☺ NEED...What need will Premier meet in their life? If you can not answer this question then you are wasting your time by sharing the Premier Opportunity with them. Ask them "What is it about this type of business that interests you?" or "What need do you see Premier meeting in your life?" They will tell you and then you can move on to...
- ☺ HELP...Now that you know what they need you can tell them HOW Premier will HELP them. Someone who needs immediate income is going to be much more interested in retail income than sponsoring. Some people will not care at all about the money, but rather the fun and relationships. You must talk about the things that interested them about Premier and stop forcing the marketing plan down their throat. When you have explained how Premier will help them you can move on to...
- ☺ HURRY...Help them make a decision to decide! Assist them in moving forward to take care of the needs you have uncovered together.

This process works and it takes all of the pressure off of you to say things just right! Please call if you need help with verbiage. The Premier opportunity is just as good today as it was when we signed up 17 years ago. As long as people have needs they will need what you have to offer...*A HOPE AND A FUTURE!*



FOR YOUR INFORMATION, JEWELERS....

From Tandy Rae

TANDY'S 30 MINUTE SHOW!!!!

Here is my home show format that I am using these days. It is a combination of Kathy Allen and Elizabeth Draper's home show ideas! I want each of you to think SIMPLE and easy to copy. I want people at the show to visualize themselves doing what I do, not saying... "Oh, she knows a lot about fashion & jewelry". Sometimes we share too much info which of course, takes too much time. "Time is money" to your home show guests and customers, so act accordingly.



1. "Ladies, I am so glad you are here. **How many of you have been to a Premier show before?** Let me tell you what to expect if you haven't attended before. We are here for **FUN, FASHION, & JEWELRY.... and you may even learn a little something about how to make some extra money!**"
2. "Now for the FUN part.... let me read you this funny email I received". (I use one of the many funny forwards I get from you all, Wisdom of children, Women's tee shirt slogans, Great Truths about Growing Old, Letters to God. I only read what would be appropriate for the age group and I only read the ones that are not offensive in any way). Once they are laughing and relating to you they are receptive to what you have to share with them.
3. Thank the Hostess and say a WOW statement: "Mary is going to win a lot of free jewelry tonight and she is so excited... Did you know that last year alone, **Premier gave our hostesses around 114,000 million dollars in free jewelry????????????????????** Can you believe it? WE will talk about that a little later".
4. Pass out the folders, pens, 5-6 mirrors and ask them to pull out your business card and say...." I want to be your personal jewelry lady" & briefly explain the warranty.
5. **"We are about to play in MY JEWELRY BOX and you are going to be fashion models** (you have already dressed most of them in jewelry!) You can either model from your feet or your seat". Show what the models have on and add pieces to each one... pass jewelry around the room and tell them to feel free to try on as it comes their way. Ask them to jot down everything they like as they see it so they will remember what to ask me about during shop time. They can write it on the back of one of your handouts. Also plant sponsoring seeds like... **"This ensemble comes in the latest new jeweler kit"**.. It is one of my top sellers".
6. Next say.... **"I have 2 more things to do before we go shopping.** I have 10 tickets that I want to give away. Go ahead & start thinking of some questions you'd like to ask me about Premier and my business. IF you ask 1 question , that equals 1 ticket. By the way, 1 person can ask 10 questions and get all 10 tickets if I see her hand go up first!!!!!! You can be as nosey as you want to be, ask me anything at all about the business! **On your mark, get set, ready, GO!**" They start asking and I hand out tickets quickly and do a drawing at the end of the game for a prize. Then quickly share your Premier story and what Premier has done for you. Say... **"I work my business strictly off referrals** so while you are here, be thinking of friends and family who might have a need for Premier, maybe you know someone who needs extra income, or would like to be a stay at home mom, (give other examples). Would you please write their name on your "Who Do you Know Sheet" (or your guest survey) with their phone number and I will give them a call and ask them if they would like some info about Premier". Maybe **you** are curious about owning your own business for yourself, if so, mark that on your customer order form at the top so I will make sure and give you an information packet before you leave today. And by the way, there is a coupon inside you will really want to take advantage of! (I simply make a coupon that says " if you call me before I call you about getting the business information I will give you \$25 in free jewelry")
7. **"Now, let me show you just how much free jewelry you can win from Premier.** Remember, I told you earlier that Premier gave away \$114,000 million in free jewelry to hostesses last year??? Let me tell you how that happens". Pop your posters out and let them unfold down and explain each. (3 hole punch them together so they will fold up into 1 poster size, use 1" binder rings or you can use clear mailing tape)**.WE ARE GOING TO PLAY A GAME!** I have 3 featured items tonight...(show what they are, I use ribbon necklaces, tennis bracelet, & Blanca bracelet). IF you play the game you are guaranteed a featured item, if you don't , you get nothing & that's no fun! Then play pass or play (I use premier gold boxes in a jewelry tray with a bow on top and put "you win" inside the box). When all have played ,say... "Open your boxes and see what you got"! They do and they look puzzled because there is nothing in there except "you win" and I explain, I don't want to guess what item is your favorite so I am letting each of you pick your favorite featured item!!!!!! Go ahead and write on your order form beside the booking question, which item you want me to bring to your show (or if you have the incentive items with you, you can give them). Make sure you look at my calendar before you leave so Mary will get credit for your booking."
8. You can start filling out the top of your order forms while I put the jewelry back on the table, I need your day time phone number and if you would like to get emails from me when I have a special or sample sale, put that down as well. Bring your favorites list with you and I will show you those pieces! The jewelry will come back in about 2 weeks to Mary and you can pay with.....cash , check , credit card. Let's shop!!!!!!!!!!!!!!

Total show = 30 min. 15 -20 on jewelry 5 each on sponsoring & bookings.

*I am not doing introductions anymore because I am going to ask those questions during check out and at the table.

*Place your check out station as close to the jewelry table as possible so you can make last minute suggestions.

*Plant sponsoring seeds throughout the show...Watch me tonight, you may want to do what I do! This is one of the pieces that comes in your new jeweler kit! This is my personal jewelry box!

Option: "10 ticket" sponsoring game..You can copy the "ask it basket" from the Terrell or Draper website and paste each question into the lid of a premier gold box and put a ticket inside the box. Tell them that these are some of the questions that people ask me about all the time. Ask one and you will get a ticket to go into the drawing.