



Before your Training Show!!

1. **Fill out your guest list!!** Invite everyone you know!! Invite friends, family, neighbors, co-workers, people on your Christmas card list, people in your address book, your hair stylist, your nail tech, people from school & church!! Everyone!! You will need to invite 40-50 people to get 10-15 at your show!! That is normal—about 1/3 of all who are invited to home shows will attend!! For those who cannot attend your show, ask them to look at the catalog ahead of time—remember \$100 in orders before your training show will earn you your \$25 bonus!

2. **Mail your training show invites!!** Put your training show invite/flyer in the mail 12-13 days before your training show! You may want to include a mini-catalog! You may also want to send a save-the-date email to all of your friends and relatives on your invite list!! *** Remember—a personal invite by mail will always result in a better turnout than an email or facebook invite! A message on facebook is NOT an invitation, it is an announcement!! Always send invites by mail for your training show and for your future hostesses.*****

3. **Start asking for bookings now!!** Bookings are the lifeline of your business! You will want to have 6-9 bookings in the first 45 days from your training show so you will earn your Quick Start! That is \$200-\$300 in FREE jewelry!! Start asking your friends and family NOW, and have at least 2 shows booked within the first week of your training show!!

Your 45 days is up on _____

4. **A few things you will need to get ::**

- A tablecloth 45-60 in wide
- 2 hand mirrors (the dollar store)
- Pens
- A calculator & small clip board to hold your checks/money
- An extra pack of catalogs, extra invites, order forms and address labels

Your sponsor will give you ::

- 15 mini purses & Big Money
- An appointment book
- A few neckboards

5. **Tag Your jewelry!!** Peel and stick earring stickers on the back of the earring cards. Peel and stick price tags for necklaces, bracelets, and pins on the gold tags and attach it to the piece of jewelry.

Make sure you have the name, item #, and price on each tag to help you at your shows.

6. **Gather Premier boxes to visually show the hostess plan.** Your sponsor will be showing/teaching you the “Booking with Boxes” activity to use at your shows. This will help you show the hostess plan in a fun way! You will need 12-15 Premier jewelry boxes in a gift bag to take to your shows!

7. **Be sure to earn all of your \$25 hostess bonuses!!** Remember, at your training show – you are the hostess so be sure to earn all of your \$25 hostess bonuses!! That is \$100 in FREE jewelry!!

- \$25 for keeping the original date
- \$25 for having 10 adult guests there
- \$25 for having \$100 in advanced orders
- \$25 for 3 or more bookings

8. **Go onto Premier’s website and sign up for Propay!** Go to ‘Jeweler Resources’ and click on Propay. Follow the steps to sign up for Propay and you will be able to accept Visa, MC, and debit cards at your shows. Your sales will be much higher accepting credit/debit cards! Very few guests carry cash/checks!

9. **Put your name, phone #, and email on all of your catalogs and order forms.**

10. **Set up a separate checking account for your Premier Designs business.** You will want to do this asap. Be sure to order a debit card for this account. You will need this before your training show.



After your Training Show!!

1. **We need to close your show!!** It is so much fun to share your business with all of your family & friends, but you have FREE jewelry to pick out and a show to close and put in the computer!! Have your “wish list” ready with which free pieces you want from your training show, and tell your guests you will call them with all the exciting news about your new business!! We have work to do!!

2. Continue to get bookings on your calendar!! Talk about your business to everyone and wear your jewelry everywhere!! If you are excited about your new business, your family and friends will be too! Call guests who didn't make it to your training show and tell them they can still "help you out" by having a few friends over and letting you practice showing them your jewelry!! You will get to practice doing your home show and they will get FREE jewelry!! The more shows you have on your calendar = more money in your wallet!!

3. Follow-up with guests who booked a show with you!! Send thank you notes to guests who booked a show with you – helping you to get your new business started. You will also want to contact them to Home Hostess Coach them before their show. Doing this will ensure a GREAT show! Your sponsor will teach you how to do this.

4. Make sure you attend New Jeweler Orientation !! This is the first step in making sure that your new business is a success!! You will want to make sure that you attend this Orientation within the first 30 days that you are a jeweler. Your sponsor will go with you.

5. Make sure to have ALL training dates on your calendar!! We have several different training sites in Northeast Ohio. Your sponsor will tell you where your training site will be. You will always want to attend training where your sponsor & upline are. Training is the MOST important thing you can do for your business and to make sure you are successful. Make it a point to never schedule a show on your training night and to always be there. "Those who train will remain"!! Your sponsor will pay for your first 3 trainings, after that they are \$5 which helps cover the cost of the training site.

6. Optional supplies you may want::

- Business cards (www.vistaprint.com)
- Address labels (www.vistaprint.com)
- Small notebook for your purse to gather names & phones #'s

7. Websites you will need ::

- www.adriennedawes1.webs.com (all forms/documents you will need are on this site) Login – Allstars Password – joan all case sensitive
- www.imagineaccessories.com (mini-purses)
- www.allabouthomesows.com (mini-purses)
- www.premierdesigns.com (premier website – access to propay)
- www.expressyourselfonline.com (mini-purses)

8. Practice your show & booking activity!! Set up your dining room table with your jewelry to see how it looks and where you want to display things. Pick out what you want to show during your presentation. The jewelry portion of your show should only take about 10 minutes. Show some silver pieces, gold pieces, and pearls if you have them. Show a necklace that you can put several different pendants/slides on to show versatility, and to create the need for your guests to buy more than one piece! Layer several necklaces together to create a great combo!! Always wear 8-10 pieces of jewelry to your shows!!

9. Make 6-8 hostess packets for hostess coaching, and opportunity packets to take to your shows. (your sponsor will show you how to make both) Items are also listed on the All-Star website. (www.adriennedawes1.webs.com)



At your Home Shows!!

1. Set up your jewelry

2. Set up your presentation area with your mini-purses, big money, order forms/pens, jewelry you will show, & gift bag with your Premier boxes for “booking with boxes”.

3. Set up your check out area at your display table with your appt.book, extra order forms, calculator, & catalogs. NEVER hand out catalogs until the show is over!!

4. Greet guests with a smile and start conversation!

5. Make sure the guests gets their snack first!! Always start by 7:20-7:30!!

6. Follow the “Order of Show” sheet you received at New Jeweler Orientation

7. After the show – it’s time to shop!! Tell the guests they have about 40 minutes to shop and have the hostess invite them to your jewelry table!!

8. Be sure to check your guest surveys at the table! Look for people who may have checked that they are interested in hearing about Premier so you can give them an Opportunity Packet with a Bracelet Night invite inside! Be sure to follow up with those guests right away!

9. You can close the show with your hostess that night – Or call her in a few days to close the show. She may get more orders!!

10 Go home and count your money!! You are a success and your business is growing every time you hold a home show!! BE SURE to call your sponsor after your first 10 home shows and fill out the “CALL ME” sheet she gave you for a FREE gift!! Be sure you tell her how your show went, if you had fun, and how many bookings you got!! She is there to help you!!