

# COMMUNICATING PREMIER - FOR GUYS



## STEP 1

Learn It

### Learn the Business Plan!

- 1) You make 50% of everything you sell
- 2) You get paid that night
- 3) You can build your 10/10/10
  - You earn 10% of the profit from the first 3 levels of jewelers in your downline! Build this family as large as you want!

### Know the show – Hostess Plan

- 1) You receive 30% of your show's total retail in FREE JEWELRY!
- 2) You can purchase up to 8 items at half-price!
- 3) Earn up to \$100 in free jewelry bonuses:



## STEP 2

Share It

### Family and Friends

Use them as a referral and run through the specifics with them... they'll listen because there's no pressure!

Tell them how the business works so they understand and can pass on the information to people they know

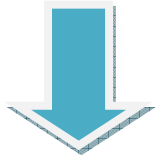
- "My wife and I have a jewelry business and I'd like for you to understand how our business works in case you know someone interested in earning \$ or simply having a show."

Tell them your wife/significant-other has openings for a show.

### Short and Sweet

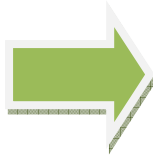
Don't overwhelm them with too much detail! You want to simply establish a lead.

- Your jeweler can utilize events like Shoppportunity with the leads you create if you're not comfortable doing a 1-on-1
  - Your jeweler can schedule a party as well
- Get their info!! Tell them your wife/S.O. will be happy to send out an information packet, and offer a contact



## STEP 3

Build It!



### Anybody!

Take what you know and share the business whenever you can! Find somebody approachable!!

People to look for:

- Wearing jewelry? / Waitresses / Part-time employee's / stay-at-home moms
- College students / Teachers / Anyone you think needs extra \$

Name collecting challenge with your wife/significant other!

LEADS = GROWTH = ENRICHING LIVES!

David Re  
[davidre7@yahoo.com](mailto:davidre7@yahoo.com)