

**Denise Corey had an incredible show and we thought you could get some great ideas from what she did!**

*Greg & Melissa Terrell, Executive Diamond Directors*

### **"Diamond Dates"**

I was at a point where I needed specific dates filled on my calendar, so I decided to offer to all the guests what I call my **"Diamond Dates."** I've attached a **"Diamond Dates"** sheet for you to see. All I did was to simply list 4 **"Diamond Dates"** that I needed filled on my calendar and after having presented the hostess plan and before my booking activity (pass or play with animal print scarves tied in roses and handed to each guests before the hostess plan was presented) I told them that I had something very special to offer them when they chose to play by keeping their scarf and have a show where they could receive FREE Jewelry to Christmas shop for FREE! I explained that I only had 4 **"Diamond Dates"** and that when they chose one of my **"Diamond Dates"** they would just simply write their name on the line beside the date and take one of the cards paper clipped at the bottom (4 business sized cards that said **"My Diamond Date is: \_\_\_\_\_"**) and to write their date on the card and bring it to me and that the night of their show they would receive an additional \$25 in FREE Jewelry from me in addition to ALL the FREE Jewelry that Premier offers them for their show! There were 10 guests in attendance. *(The hostess had told me before her show that her cousin that couldn't come wanted to have a show and that their were two ladies that were coming that also wanted to have a show.)* I then proceeded to go to the two guests that I knew wanted to have a show and asked them, **"Do you want to play?"** They said, "YES" and then as I went to each of the other 8 guests . . . **THEY ALL BOOKED A SHOW!!!! 11 BOOKINGS TOTAL!!! AND . . . TWO ONE-ON-ONES!!!** I had ladies fighting over **"Diamond Dates!"** **Several of them come to me and said, "Where are the Diamond Dates? I want one of those!"**

*There are also several things that I did throughout the show that I believe helped to make this successful.*

**During the modeling time of the show** I asked the hostess why she'd decided to have her show. She said, "Well, every time that I see you, you always look so put together and I wanted to learn how to do that and to get FREE jewelry too!" So, at this point I had all the guests to close their

eyes (no peeking) and as I took off all my jewelry, I proceeded to tell them that when you meet someone for the first time that that person forms an opinion of you within the first 3 to 5 seconds. That within the first 30 to 40 seconds that they have made 9 assumptions of you, such as your level of education, the people they think you hang out with and so on. And, then within 3 to 5 minutes that they have pretty well in their mind sized you up just on your outward appearance. So, remember that you never get a second chance to make a first impression! Then I had all the guests to open their eyes. It blows them away every time! They then see the need for the jewelry!

**When I presented the hostess with her hostess order form and thanked her for letting me be her jewelry lady.** I then asked her if she would like to have the beautiful bag that I'd had sitting up front with me or would she rather have \$25 in FREE Jewelry from me. Of course she chose the FREE Jewelry!!!

Because I was using scarves for my booking activity, during the modeling section of the show **I shared with them several scarf tricks** (including how to tie the roses on the Premier boxes that they were holding) to help make the scarves more appealing during the booking activity.

Also, after presenting the hostess plan I did the **"Booking with Boxes"** activity that gives an awesome visual to all the guests of just how much FREE jewelry a hostess receives!

I offered the **"Diamond Dates"** again at the show that I did last night and received another 3 bookings! Not only do the ladies love this, but it is **(1) filling my calendar with the dates that I want to do shows, (2) giving my hostess more FREE Jewelry, and (3) increasing my C.V. for the Designer Disney contest.**

**Denise Corey**

1-Diamond Designer

Paris, TN