



# **“DIAMOND DATES”**

## **Booking Activity**

I was at a point where I needed specific dates filled on my calendar, so I decided to offer to all of the guests what I call my “DIAMOND DATES”. I listed 4 “DIAMOND DATES” that I needed filled on my calendar, and after having presented the hostess plan, before my booking activity (pass or play with animal print scarves tied in roses and handed to each guest before the hostess plan was presented), I told the guests that I had something very special to offer them when they chose to play. (Keeping their scarf and have a show where they could receive FREE jewelry to shop for FREE! I explained that I only had 4 “DIAMOND DATES” and when they chose one of my “DIAMOND DATES” they would write their name on the line beside the date and take one of the cards paper clipped at the bottom (4 business cards that said “My Diamond Date is: \_\_\_\_\_”). Then 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! (Write this up on a wholesale order.) 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 there were 2 ladies that were coming that also wanted to have a show.) I then proceeded to go to the 2 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 1-ON-1’s!!! I had ladies fighting over “DIAMOND DATES”! Several of them came 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 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 the person forms an opinion of you within the first 3 to 5 seconds. Within the first 30 to 40 seconds, 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, within 3 to 5 minutes they have 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 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 (or other incentive) that I had sitting up front with me, or would she rather have \$25 FREE jewelry from me. Of course, she chose the FREE jewelry!!! Because I was using the 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 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, which is an awesome visual for the guests to see just how much FREE jewelry a hostess receives!

*- Denise Corey, TN, 1-Diamond Designer*

