

GRAB BAGS TO INCREASE YOUR RETAIL

Hi, just wanted to take a minute to give you the idea I had for my December shows. I made up grab bags using my limited edition jewelry. Each grab bag contained 2 pieces of jewelry and each bag was valued at \$60.00+ in retail. I left tags on the jewelry so they could see for themselves the retail value and it didn't create another job for me taking all the tags off! The jewelry was a necklace and matching earrings, earrings and matching bracelet or bracelet and matching ring. I wrapped the pieces in tissue so they couldn't peek and put it in cellophane gold and silver bags tied with a ribbon. I simply placed the bags on or by the coffee table or at one show I even placed them under her Christmas tree for lack of anywhere else to put them.

I tell them how excited they are going to be about my special tonight. When they have a \$100.00 retail purchase, they can pick any grab bag of their choice and for each \$100.00 after that THEY GET ANOTHER GRAB BAG OF THEIR CHOICE. I let them know the value of the bags, give them an overall idea of what I have placed in the bags and let them know this is limited edition jewelry which is no longer available through Premier.

At my December 1 show I took 12 bags and with 8 girls came home empty handed and at each of my shows thereafter they have loved the idea and taken advantage of my special. When they come up with a 2-item ticket and \$80.00 retail and have Megan necklace as one of the items, I simply told her Stacie you don't want to miss out on the grab bag sister, why not add the Megan bracelet for \$21.00 to compliment your necklace and put you just where you need to be for the grab bag. She said OK!!

I hope this is helpful. I am so excited over it and get even more excited with their excitement. You can use this for retailing, booking or sponsoring if you will – whatever it is you need at this time in your business.