

## January Bookings - Starting the Year Right!

by 7-Diamond Designer, Sandra Conway

My philosophy in Premier is to start each year with a clean slate and give it my all to make it the best year ever. I normally book January VERY heavy - 15 shows. Last fall was great but I just couldn't seem to get people "on the books in ink" for January. I am out training on the importance of an overbooked January but I only had two bookings. So I pulled out all the stops. ***I dedicated two days to reviewing my Hostess Bank and calling past hostesses.*** I also called all the leads I had available. I never left the house and I did not answer the phone. I controlled my time. That 48 hours was dedicated --Top Priority "BOOKING SHOWS". *I called and I called and I called... no shows.* I had one lead left from an Image Impact Seminar I had held for a local business. I started to crumple the sheet of paper with the phone number on it while thinking, "She'll never book." **Then I stopped. I remembered by determination to book and keep going.**

Guess what. She booked. Hooray! This show took me to a totally new area which was, ironically, only 20 minutes from my home. As of today, March 31, I have had 11 more shows from that one booking and over \$8,000 in retail business. These ladies love Premier jewelry and I love them. By being determined, working hard and continuing to dig -- I held 14 shows in January and have held a total of 34 shows by the end of March.

**The moral of the story is be persistent, be consistent and work hard. Those who lose are those who try once and then give up. Those who want to do something find a way, those who don't find an excuse.** A strong January and February lays the foundation for good year. Work your business consistently. Stay balanced and focused. Ask yourself if you are in business to make money or to make excuses. Give God the glory and seek His blessing on your hard work.