

Jump Starting Your Business

by Nancy Schwartz

Your business may experience a slow period due to any number of reasons: moving, having a baby, illness, death in the family, not successfully replacing every show with a show, etc. The issue is not the slump (It will happen ☺), but rather *how* to get out of it. Begin with a **great** attitude, knowing that you represent a beautiful collection of jewelry and offer an unbelievable hostess plan! There are many women all over the country who would *love* to receive FREE Premier Designs jewelry! The key is making lots of contacts and giving them the opportunity!

1. Jump Starting With Little Or No Home Shows

◆ Don't Miss The Lifestyle Opportunities!

1.) Positive Attitude

- a) Saturate your mind with positive influences: motivational/inspirational books, Premier tapes, positive people, etc.
- b) Attend training in your area!

2.) Physical Appearance

- a) Always have a polished look.
- b) Wear bold pieces of Premier Designs jewelry!

3.) Plan Ahead

- a) Stock car with catalog packets.
- b) Know your "mini-mercial".

4.) Contacts, contacts, contacts

5.) Ask, ask, ask

◆ Look for craft shows, bridal shows, business opportunity shows, or anywhere you can display your Premier jewelry!

- 1.) **Contact churches & schools** in your area, the Chamber of Commerce and check local newspapers.
- 2.) **Prepare a handout**, keeping your focus in mind. (bookings, sponsoring, both?)
- 3.) **Have a drawing!** Make sure they're completing a "drawing registration card".
- 4.) **Build rapport. (smile ☺)** Relate to them & tell them what you do. ("private showings")
- 5.) **Offer an extra BIG incentive** for anyone who schedules a show with you *that* day! (\$50 add'l)

◆ **Be Creative, Working Every Angle!**

1.) Mall Shopping

- a.) “May I help you?” “Sure. Maybe you can help me find something to wear for my jewelry business. I do private shows and am looking for the perfect outfit to enhance some of my jewelry.”

2.) Retirement Centers

- a.) Ask for the “Activities Director”. Inquire about scheduling a jewelry fashion show as an “activity” for the residents.

3.) Real Estate Or Other Offices

- a.) Ask for the “Office Manager” or someone you could speak to regarding a seminar on “How To Have A Professional, Polished Look” or “The Impact Of 1st Impressions: How To Have A Polished Look In The Workplace”.
- b.) Ask if you can help with their employee holiday shopping by providing jewelry gift certificates or gift suggestions (i.e. Doctors’ offices, corporate offices...)

4.) Beauty Salons

- a.) Ask for the owner. Inquire about setting up your display in the salon on a busy Saturday, offering her an incentive (free jewelry, a % of your profits).
- b.) Ask the owner if you could do a private showing in the salon after hours for the employees and selected customers, offering her the “hostess benefits”.

5.) Fundraisers

- a.) Contact non-profit organizations and offer a fundraising opportunity. “Kick it off” or “wrap it up” with a private showing for the members. Give 20-25% of the sales back to the organization.

6.) Restaurants, Airplanes, Baseball Games, etc.

- a.) Have lunch with one of your Premier buddies and tag your jewelry at the table. Watch the waitresses flock to your table to check out the jewelry!
- b.) Flip through a Premier catalog on the bleachers at your child’s baseball game or on an airplane. It’s likely to create some interest!

7.) Market Promising Neighborhoods

- a.) Create a flier to distribute to neighborhoods you're interested in, offering the neighbor who calls first to schedule a show an additional \$50 in FREE jewelry! Include the mini-catalog.
- ◆ **Hold a "Mystery Hostess Show" In Your Home!**
 - 1.) **Offer a special discount** and maybe even a "gift" for anyone who attends. Promote these specials in your invitation.
 - 2.) **Do a drawing** at the end of the evening from all orders received for 2-3 winners of Premier's fabulous hostess benefits! Indicate this special incentive in your invitation!

11. Jump Starting At Your Home Shows

- ◆ **Offer an extra special booking incentive & create a sense of urgency!**
 - 1.) **Dynamite Dates:**
 - a.) Record the dates you have available, along with the extra incentive you're offering, and pass it around the room on a clipboard.
 - 1.) "Red Hot" Dates - \$50 add'l for booking within the next 3 weeks.
 - 2.) "Dynamite" Dates - \$25 add'l for booking within the next 6 weeks.
 - 2.) **Hostess Special Drawing:**
 - b.) Offer a special drawing once you get 3 bookings. Draw for one of the 3 ladies who booked to receive an extra \$50 in free jewelry at her show!
 - 3.) **Wrap Gifts With Special Dates:**
 - a.) Wrap a few pieces of retired jewelry in beautiful packages with pretty ribbon. Make it look enticing!
 - b.) Place a label on each package with an available date you're looking to fill. Offer the gift as an additional thank-you to the lady who schedules a show on that date.
 - 4.) **Purchase Price = Show Date:**
 - a.) Try this idea mid-month to schedule shows early in the following month.
 - b.) Tell the ladies they may choose a piece of Premier jewelry that is \$40 (or \$50) or less. The amount they'll pay for that piece will be based on the date they book a show the next

month. For example, “book a show on May 7th and you’ll only pay \$7 for this \$40 item!”.

These ideas just scratch the surface on all of the creative things you can do to “Jump Start *Your* Business”! ☺