

Restarting Your Business in January

Don't wait another week... Start today!

I. Restart your business by having a Mystery Hostess Show

You started your business by having a show with your family and friends. You need to restart your business the same way, but this time you have customers and hostess to invite in addition to family and friends. Do several drawings for the hostess benefits, people will attend especially if they are going to win something!

2. Do everything you tell your hostess, WORK THIS SHOW!

- * *Get in touch with her now so she can start thinking about her Jewelry Show NOW!*
- * Over Invite
- * Mail Invitations
- * Get Pre-orders for those who can't attend
- * Make Reminder (Last Minute) calls to each one or they will not come!
- * Have a gift (or give a 10% discount) for each lady that brings a guest (10% off for EACH guest)!
- * Postponements do happen
- * But ... REMIND HER it be a great show, even if only a few attend!!

3. Use a Booking Activity that makes them book when you want!

- * Wrap your gifts for your booking activities (the number of gifts will depend on the number of dates that you want to book in the next 3 weeks).
- * Place a Home Show date on each gift. (Dates for the next 3 weeks)
- * The dates that are in the next 2 weeks put a \$5.00 off your order tonight or a tennis bracelet (or any incentive gift) - this will entice them to book quick. They only receive a gift for booking if they book on one of these dates.
- * This works! This puts you in the drivers seat to filling your calendar when you want it filled.

6 Reasons to have a January JEWELRY Show:

1. New clothes from Christmas need accessorizing!
2. You receive Christmas MONEY ... YOU need somewhere to spend it (smile)!
3. Gives ladies "something to do" in January, after a hectic December!
4. They can get away - have fun & relax ... treat yourself!
5. Valentine's Day in just around the corner!
6. Ladies are mad at their husbands because they did not get them what they wanted for Christmas ... so it is time to buy what they REALLY WANTED ... some PREMIER DESIGNS jewelry!!
(enlightening insight by Greg Terrell) **Make 2007 your BEST YEAR EVER! PLAN ON IT...NOW!!**