

SIX "SIMPLY SUPERB" SECRETS OF SPONSORING!

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When Jack and I came into Premier in July, 1988, we began to want to SHARE this FANTASTIC Premier Opportunity with our family and friends! We went to our sponsor, #3 son, Greg, to ask him "WHO to sponsor?" Since he and Melissa were already Four Diamond Designers we knew that they would have ALL the "scoop" . . . All the "simply superb" secrets of sponsoring!

We asked Greg, "Who are the people who do simply GREAT in Premier?!" He looked thoughtful . . . And then said, "SIMPLY SUPERBLY SIMPLE!" He said: "Sponsor people who LIKE PEOPLE, and people LIKE THEM!" From that very, very simple answer we arrived at SIX SIMPLE WAYS to do just that! They are:

1. SPONSOR USING YOUR H-E-A-D!!

- Start THINKING . . . Make a LIST!
- Simply ask yourself: "Who do I know who LOVES JEWELRY and FASHION?" "Who do I know who needs to "SPARKLE UP her APPEARANCE?" "Who do I know who needs a NEW FOCUS IN LIFE?" "Who do I know who HATES HER JOB?" "Who do I know who YEARNs TO STAY HOME WITH HER CHILDREN?" "Who do I know who NEEDS MORE MONEY?"
- Most importantly ask, "Who do I ENJOY BEING WITH and would LOVE to have SHARE Premier with me?"

(INTERESTING NOTE: Two of the couples we sponsored this way were on our very first list and had said "NO!")

2. SPONSOR USING YOUR E-A-R-S!!

- LEARN to LISTEN
. . . At Home Shows, "How often do you go out and do this? "Does it cost much to get into this jewelry business?" "You seem to really be having FUN doing this!"
. . . From acquaintances, "How are you doing with your jewelry business? "Are you still doing jewelry? "Are you making any money selling jewelry?
. . . From strangers, "I really do like that necklace you're wearing!", etc.

3. SPONSOR USING YOUR E-Y-E-S!!

- Watch for women who are OBVIOUSLY "jewelry gals" or have a "flair" for fashion.
- Look for women who would be HELPED by having a "Premier Look."

4. SPONSOR WITH YOUR M-O-U-T-H!!

- Be ready with an ANSWER when someone comments on your jewelry!
- Learn to use "sponsoring comments" such as "Have you ever considered doing a business such as this?" or "You'd be GREAT in my jewelry business!" or "Could we get with you and your husband to talk about your CONSIDERING our Jewelry Business?"
- In other words, begin to just "TALK" Premier (using the words "INCREDIBLE" and "UNBELIEVABLE!")

5. SPONSOR VIA YOUR A-T-T-I-T-U-D-E!!

- ALWAYS, without fail, be OPTIMISTIC AND POSITIVE!
- Learn to radiate "CONFIDENCE WITHOUT CONCEIT!"
- Be HAPPY. . . let your FACE show that you're having FUN in your Premier business.

6. . . . but the very MOST IMPORTANT "simple secret" is to just SPONSOR with your H-E-A-R-T!!

From day one in Premier, Jack and I prayed daily:

- A. "Lord, please don't let ANYONE come into our Premier Family today that YOU don't want to be in Premier."
- B. "Father, please give us "LISTENING HEARTS" to know exactly WHO should be told about Premier!"

We have CLAIMED and TRUSTED in Philippians 23:13 which promises that it is "CHRIST who worketh in us . . . both to WILL and to DO . . . of HIS good pleasure!"