

Booking Ideas



"THE DICE GAME"

(As shared at the Des Moines, IA Regional Rally)

This booking activity is a form of play or pass. Let everyone know they can choose to play or not. If they roll 2-5 they get a prize (jewelry cleaner, scarf, etc.) The secret is to "Sell the Sizzle" as Elizabeth Draper would say. Show them what is in the prize basket . . . go through it and tell them why they need the jewelry cleaner or whatever you find that is affordable. If they roll 6-11, they have to commit to hosting a show and getting free jewelry. If they roll a 12, then they get the grand prize of a petite tennis bracelet. Following are some testimonials from jewelers who are loving it!

"I am just loving this game. It is really working. I played it at my new jeweler's show, and she got 5 bookings. It is so great! I modified it a littler. Roll 2-6: gift from basket. Roll 7-12 committed to having a show and a grand prize winner! (Whatever I offer that night.)" Tammy

"I do the dice game the way Tammy does hers. Two baskets. One with dollar store gifts and a ring tray full of toe rings. A roll of 2-6 lets them pick from this basket. A roll of 7-12 and I tell them they win three prizes. #1 is me at their home. #2 is free jewelry from their show and #3 is they get to pick a prize from my second basket which is full of retired pieces. If you don't have retired pieces, you can put anklets on a bar and tell them you will give them any anklet of their choice the night of their show. I do not do a grand prize for rolling a 12. Too much to think about and I think all the prizes are grand! 12 people at my last show . . . 9 bookings! 6 people at the show before that . . . 4 bookings! And that is only because a few people rolled the low numbers!! Even a couple of people that rolled low numbers booked anyway because they were having so much fun!! This really does work!!! Colyn

Another twist . . . One jeweler called it **"DICE or NO DICE!!!"** She says roll 2-5 and win a prize, roll 6-12 and you are the **REALLY BIG WINNER** – win a prize AND you get the FREE JEWELRY at your show!