

Tips, Tricks, & Special Considerations

With your Premier Personal Webpage & Punchbowl E-Vites

1. Make sure to use Google Chrome or Mozilla Firefox as Internet Explorer is not “friendly” with our catalog.
2. When creating your website choose something short & easy to spell – think of adding it to a catalog label or business card
3. When creating the lingo on your personal page use word to edit and proofread then copy & paste over to site. Watch your wordcount at the bottom of word-Premier’s site says you can use 270 characters but actually only shows first 200.
4. Don’t stress about the picture. You can change it later, but you must crop & you will need to enable pop-ups to do this.
5. Emphasize to those you are sharing with that it is NOT www- you will probably want to send a HYPERLINK –(blue text) in an email for them to click from. If they try to search for you on google or another search engine they will just go to Premier’s site.
6. Consider the “customer login- code request” as of now the info they type with the code is a beta test and doesn’t send to you as the jeweler automatically. Think of tracking customers and knowing who’s viewed your catalog for follow-up.
7. The guest who decides just to order rather than attending your show or decides that the jewelry isn't for her based on pictures. In both cases we potentially miss out on getting them in front of the jewelry, which we all know, makes a difference. Your hostess can have folks who know they can't attend or live out of state email you so that you can give them the code and then do appropriate follow-up.
8. Be smart about sharing your code on social media:
9. Joan's heart and the Premier way is to keep things personal and we want to encourage our hostesses and customers to be in contact with us.
10. You could change your CODE every month or systematically and develop a reasonable way to manage it.

How often should you change your code?

- A. Every month: The practicality of changing the code every month: if we are giving the code out BEFORE the show is held then changing the code might disrupt her friends and family from accessing the catalog.
- B. If we only gave the code AFTER the show is held and give a set time frame in which the ladies look and order then changing the code more regularly is more feasible.
- C. could send out in an email after release of new jewelry to past hostesses and loyal customers. announcing the new code through email for viewing a new catalog would be an exciting email for our hostesses and customers to receive. We would accomplish two important announcements at once.

If we are to transition into online access well then we need to remember **WIR, WBP, WWR...**What is right? What is Best for Premier and We Will Remember-Keep It Personal.

For more ideas check out: Premier Designs Personal Webpage group on Facebook

11. Be specific when naming your "shows" or "events"
 - Ex: instead of Girl's Night or Jewelry Show- Danielle's Girls' Night or Danielle's Jewelry Show
12. When creating the verbiage on your invitation you will need to fill out
 - The left side –front of invitation
 - & The right side – event details
13. some examples of verbiage you may want to use in the event details section are:

Come unwind and view the hottest jewelry on the market!
ABSOLUTELY NO PRESSURE!
 Join your friends for **FASHION & FUN** and learn how to literally **SAVE MONEY** by using accessories to **S-T-R-E-T-C-H** your wardrobe!
 First 5 guests to RSVP get a special prize!

Would you love to look FABULOUS for LESS?
 Then come to my FUN, NO PRESSURE JEWELRY SHOW and see how you can take a few key pieces of jewelry to **S-T-R-E-T-C-H** your wardrobe! And did you know that **JEWELRY** is the **NUMBER ONE** gift item in America? Remember, **CHRISTMAS** is only WEEKS away!!!

Join us for a fun ladies night out as we play in the Texasglitz- (*Your Name*) 's Premier Designs Jewelry box! See more than 400+ pieces of jewelry including brand new pieces of the new Holiday Collection!
Shop for Christmas gifts!
 For every purchase of \$75 in retail you can add an item at

14. Don't forget to add your hostess as a co-host
15. Let your hostess know she can either send you the email list to add to the "event" invitation or she can create an account and add them straight from her email or computer address book.
 - a. You will want to check in a day or two to make sure this happens
 - b. Realize for many people this is way too overwhelming or time consuming to encourage them to let you do it unless they are already familiar with evite or punchbowl type of websites.
 - c. Consider the option of sharing the link from the social media tab
16. You can copy an event invite so that you don't have to recreate all the details every time. You will always have to change the hostess blank to her name though: the default is your name.
17. On the Invitation Options tab you can choose to set an automatic reminder message to go out to all invited guests 2 days before as a reminder.