

TANTALIZING TIPS FOR THE TENNIS BRACELET!

The TENNIS BRACELET is one of the BEST BOOKING TOOLS you have available to you in Premier Designs! There are MANY WAYS to present it to a guest for those who book, but there is only ONE WAY to promote it ... **YOUR ENTHUSIASM!!**

Promote the TENNIS BRACELET with 5 simple phrases:

1. "Our beautiful tennis bracelet is a special gift made just for hostesses by Premier with our Golden Guarantee"
2. "It is an item that I get CONSTANT COMPLIMENTS on!"
3. "The 54 Austrian Crystals are INDIVIDUALLY PRONGED, not glued."
4. Cartier jewelry advertises theirs as 'petite' bracelets. "I LOVE the idea of ANYTHING being 'petite' on my body!"
5. "Does anyone know the 'tennis bracelet' story? Listen to this because if you get one, people will ask you 'WHY' it is called the 'tennis bracelet'. *P.S. – You don't even have to know how to play tennis to wear one!*"

The 'tennis bracelet' story has been noted as one of the 'greatest moments in jewelry history'. Chris Evert, while playing in the 1987 U.S. Open, stopped to pick up her bracelet (then commonly referred to as a 'diamond-lined bracelet') which had fallen off her wrist during the match. From that moment on ... this 'ordinary jewelry item' became the much-coveted classic: **THE DIAMOND TENNIS BRACELET!**