

Great Home Show Verbiage for Challenging Economic Times **Julie Miller, Executive Director**

My Show Introduction:

Hello there, ladies... I'm so excited that you've joined us today for this fun girl-time "getaway"!! You know, seems like all we hear these days is negative media hype, so I think it's important for us to come together once in awhile to get away from the stress of everyday life, to encourage each other and to just have fun!! And I want you to know that there is absolutely no pressure to do anything today!! Susie Hostess and I are just glad you came!

One of the things I love about Premier is that we never pressure anyone. We just have a product that people love and really need. As a matter of fact, history shows that during challenging economic times, high fashion jewelry actually does extremely well because women who used to spend money on more expensive jewelry will buy high fashion jewelry instead since it has the look of fine or Designer Jewelry at a fraction of the cost. So, it's the cheapest way to look fabulous for much less. Image consultants even tell us that women should spend about 2/3 of whatever their budget is on accessories...because it's the most cost-effective way to stretch your wardrobe and to make things look like new!! You can have just a few key pieces of jewelry to make two or three of your outfits look like 20 outfits!

The other important thing to remember is that with so many people either looking for work or trying to hang on to the jobs they have, we need to be looking our absolute best! Studies show that in the first three to four seconds of meeting us, people have just about sized us up. After 30 seconds, they've formed about 11 assumptions about us, including whether they even want to associate with us. So, whether we like it or not, we HAVE to look the part if we want to GET or KEEP the part, because people do judge us by how we look. We should look polished and pulled together for maximum opportunity!

So ladies...let's have fun and see some beautiful Premier jewelry that will really make a difference!! We're going to be playing a game tonight... (then you go on with your show.)