



# Kraft Klippings

**HAPPY NEW YEAR!!!**

Yesterday was Christmas Day, and we'll be in 2008 in just a few days. Is time flying, or what? I vividly recall last Christmas and the prayers and longing in our hearts to move to Texas to be near our family. God is awesome, all the time, isn't He? He answers our prayers in His perfect timing, and as He knows what is best for us. So, what will come in 2008? Will we use our time wisely?

Three days ago, we attended the funeral of my daughter-in-law's grandfather, John Hollers. He was an incredible man in so many ways. His heart was full of joy and love. He was a dear, sweet man. Although he suffered a severe stroke five years ago, he continued to bring so much joy and good news to everyone who met and knew him. Last Christmas Eve, he lead us in a thankful prayer that left us all in tears.

On Sunday, his son shared the many challenges that John had overcome beginning in his childhood, how he had made the decision to accept Jesus Christ as his savior and the impact that had on all the generations of the family to follow, a very large family. Because of one man's decision, his family's lives were changed for eternity. John went on to become a music minister, and his son became a minister. It was a bittersweet day on the day before Christmas Eve. John truly went home for Christmas. What a joyous song he must have lead in heaven this week. What a great legacy he left here.

It was moving to know that a decision made by ONE man had impacted so many lives, as well as all the people whom he touched by just knowing him. What an awesome decision! I pray that you have made that decision, too.

As we begin the year 2008, over 2000 years after the birth of Jesus, lets remember what is truly important. The things of this world are not important. The lives we touch and impact are important. What will our legacy be? Let's reach out to more people and touch more lives in 2008 than ever before! Be a blessing to everyone you meet.

Wishing you much love and many blessings in this new year,

*Lisa & Jimmy*

## Inside Scoop

- 2007 Recognition
- 5P's of Achievement
- Hostess News
- Restarting Business in January
- Simplify Your Life
- What's the Plan for 2008?

*Obviously, our job is to give people what they're looking for. And as their wants and needs change, we have to change along with them. Doing that starts with accepting the fact that the customer is truly in charge of our business . . .*

*— Santa Claus*

*(Shared by  
walkthetalk.com)*

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*Ability may get you to the top — but it takes  
Character to keep you there.*

*— John Wooden*

# November Superstars!!

## \$100 Home Shows

Theresa Hendrix	\$181
Windy Robinson	\$168
Gina Newton	\$167
Diana Lanier	\$153
Jennifer Carlill	\$144
Heather Tawes	\$143
Jennifer Carlill	\$108
Elaine Klein	\$106
Gina Newton	\$103
Theresa Hendrix	\$101

## \$300 Home Shows

Elaine Klein	\$399
Susan Swinehart	\$388
Mary Petrone	\$376
Karen Capson	\$375
Marnie Gruenemeier	\$366
Angie Swindle	\$356
Erin Nau	\$352
Melissa Hunsucker	\$350
Donna Pingel	\$326
Molly Budzian	\$321
Lisa Gibbs	\$317
Gina Newton	\$314
Leslie Watkins	\$306
Mary Petrone	\$303

## \$200 Home Shows

Kim Kreiner	\$290
Gina Newton	\$289
Gina Newton	\$272
Erin Nau	\$258
Laury Duggan	\$229
Elisa DeWolf	\$217
Mary Petrone	\$205
Mary Petrone	\$201

## \$400 Home Shows

Virginia McBee	\$492
Erin Nau	\$475
Phyllis Schafer	\$462
Karen Capson	\$458
Kerry Fullford	\$453
Paulette Jung	\$447
Erin Nau	\$438

## \$500 Home Shows

Lisa Gibbs	\$573
Kerry Fullford	\$573
Paulette Jung	\$556
Angela Myers	\$554
Judy Strickland	\$544
Gina Newton	\$541
Kerry Fullford	\$530
Lisa Gibbs	\$527
Erin Nau	\$526
Gina Newton	\$512
Marnie Gruenemeier	\$505
Molly Budzian	\$504
Marnie Gruenemeier	\$501

## \$600 Home Shows

Kim Kreiner	\$697
Kim Kreiner	\$695
Phyllis Schafer	\$688
Betty Langer	\$683
Kristen Rodenkirch	\$678
Karen Capson	\$675
Erin Nau	\$671
Paulette Jung	\$658
Amy Brown	\$654
Elisa DeWolf	\$651
Dawn Burgos	\$647
Karen Capson	\$646
Mary Petrone	\$646
Kerry Fullford	\$641
Judy Strickland	\$641
Keri Handfield	\$638
Elisa DeWolf	\$630
Windy Robinson	\$624
Windy Robinson	\$623
Kim Kreiner	\$617
Keri Handfield	\$614
Corey Austin	\$601

## \$700 Home Shows

Kerry Fullford	\$791
Susan Swinehart	\$772
Gina Newton	\$758
Karen Capson	\$757
Elisa DeWolf	\$756
Dawn Burgos	\$740
Diana Lanier	\$739
Donna Griffith	\$737
Keri Handfield	\$718
Dawn Burgos	\$702



### \$800 Home Shows

Wendy Rodgers	\$886
Virginia McBee	\$863
Paulette Jung	\$839
Donna Pingel	\$818
Kristen Rodenkirch	\$817

### \$900 Home Shows

Virginia McBee	\$936
Paulette Jung	\$933
Donna Pingel	\$917

### \$1000+ Home Shows

Elaine Klein	\$1,644
Molly Budzian	\$1,394
Elisa DeWolf	\$1,273
Mary Petrone	\$1,191
Susan Swinehart	\$1,175

☆☆☆☆☆☆☆☆☆☆☆☆☆☆☆☆  
**HIGHEST**  
**HOME SHOW**  
*Elaine Klein*  
**\$1,644**  
 ☆☆☆☆☆☆☆☆☆☆☆☆☆☆☆☆

☆☆☆☆☆☆☆☆☆☆☆☆☆☆☆☆  
*Most Home Shows November*  
 ☆☆☆☆☆☆☆☆☆☆☆☆☆☆☆☆  
 ☆ Gina Newton 8  
 ☆ Mary Petrone 6  
 ☆ Erin Nau 6  
 ☆ Elisa DeWolf 5  
 ☆ Karen Capson 5  
 ☆ Paulette Jung 5  
 ☆ Kerry Fullford 5  
 ☆ Donna Pingel 4  
 ☆ Keri Handfield 4  
 ☆ Kim Kreiner 4  
 ☆☆☆☆☆☆☆☆☆☆☆☆☆☆☆☆☆

### November Top Retailers

<b>Elisa DeWolf</b>	<b>\$3,671</b>
Karen Capson	\$3,480
Paulette Jung	\$3,435
Donna Pingel	\$3,058
Mary Petrone	\$3,009
Kerry Fullford	\$2,989
Gina Newton	\$2,977
Keri Handfield	\$2,746
Erin Nau	\$2,721
Susan Swinehart	\$2,470

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 Welcome to  
 The Family!!  
 ☆☆☆☆☆☆☆☆☆☆☆☆☆☆☆☆  
*Melanie King*  
 (Charlene Phipps)  
*Carl Reese*  
 (Paulette Jung)  
 ☆☆☆☆☆☆☆☆☆☆☆☆☆☆☆☆

### Top Sponsors

*Gina Newton—2*  
*Karen Capson—1*  
*Paulette Jung—1*

### MARK YOUR CALENDAR

**PLEASE RSVP FOR EACH EVENT!!! THANK YOU!!!**

January 6 2:00 pm “Don’t Procrastinate in 2008” kick off at the Kraft Home  
 January 8 6:00 pm OP and 7:00 pm Capson Training  
 January 18-19 **Regional Rally in Orlando—NEW JEWELRY!!!**  
 January 21 6:00 pm OP and 7:00 pm Training at Oakleaf Clubhouse  
 January 24 End of 50% Hostess Benefits  
 January 25-26 **Regional Rally in Dallas—NEW JEWELRY!!!**  
 January 28 6:30 pm OP at the Kraft Home  
 February 4 7:00 pm TNT with Shauna Clark in Grapevine, TX (call to carpool!)

## FIVE P's of ACHIEVEMENT:

**Plan:** We must first decide what is our plan for our Premier business in 2008 and beyond! It is a blueprint or picture of where we want to go.

**Patience:** Time is the secret. Things don't always come easy, yet in time they will come.

**Perseverance:** What matters is not how many times you fall down, but how many times you get back up!

**Pride in Accomplishment:** Remember to compliment both others and yourself for our successes.

**Practice:** Do not assume you do or say everything as it should be. Practice your Home Show presentation, your booking and sponsoring activity. Practice!

— *from the Breakstone Banner*

### *What's the Plan for 2008?*

What is YOUR plan for 2008? Each new year brings many questions and lots of pressure to come up with profound resolutions in January which may not survive into February. I'm right there with you! No resolutions here!

However, let me clarify something. Even though there are no new year's resolutions made, there are plans, dreams, and goals set. I'm a HUGE fan of goals and dreaming big. Had Jimmy and I not had goals and big dreams two years ago, we would not be here in Dallas now. Those dreams and goals, and most of all our faith, are what moved us forward each day for 18 months while our home was for sale. Once we got here, we set in motion NEW goals and NEW dreams. We can never stop dreaming, setting goals, and developing a plan of action. In *Dare to Dream and Work to Win*, Tom Barrett tells us that, "**A dream without goals and a plan of action is a dream that may never be realized.**" How sad would it be if we kept ourselves from realizing our dreams just because we failed to set goals and develop a plan of action for achieving those goals.

Because each of you are VERY important to us, and because we want to see EVERY one of you realize your dreams, we have a challenge for you:

The last two pages of this newsletter are questions to help you set goals for your Premier business for 2008. Each person who completes this goal sheet and sends it to me by mail, fax, e-mail, or calls me on the phone to complete it **NO LATER THAN JANUARY 21st** will be entered in a drawing for \$50 in jewelry from the new Spring line. The drawing will be held on Tuesday, January 22nd.

Call me if you want any help with your plan of action (972-222-6889 is my home number). Putting your goals in writing and sharing them will help your Premier business to be **GREAT in 2008!!!**

# 2007 Recognition

(Dec 2006 -Nov 2007) Awarded December 15, 2007

## Top Retailers

Karen Capson	\$55,497
Windy Robinson	\$28,673
Gina Newton	\$27,637
Dawn Burgos	\$26,158
Elisa DeWolf	\$23,536
Donna Pingel	\$21,314
Paulette Jung	\$15,440
Kim Kreiner	\$15,218
Marnie Gruenemeier	\$12,789
Wendy Rodgers	

## Top Sponsors

Karen Capson	9
Wendy Rodgers	8
Gina Newton	6
Marnie Gruenemeier	5
Windy Robinson	2
Elisa DeWolf	2
Paulette Jung	2
Corey Austin	2

## Most Home Shows

Karen Capson	72
Gina Newton	56
Dawn Burgos	51
Donna Pingel	38
Windy Robinson	37
Elisa DeWolf	36
Marnie Gruenemeier	28
Paulette Jung	27
Kim Kreiner	25
Jennifer Carlill	24

## Leadership Award 2007

*Karen Capson*

## New Jeweler of the Year

*Gina Newton*

## Precious Gem 2007

*Marnie Gruenemeier*

# For My Hostesses & Friends

*From your Premier jeweler!*

*January 2008*

## **HAPPY NEW YEAR!!**

*Hope this finds you resting up after the holidays and preparing for a fantastic 2008.*

*I could not WAIT to tell you about our new Spring line of jewelry which will be introduced in late January. I know you will want to be among the first to see this incredible new jewelry in person, as well as receive many of these new items FREE!!!*

*Invite 2 or 3 of your girlfriends and neighbors over for a sneak peek at this new line in late January or early February, and I'll give you our "Girlfriends" bracelet **FREE** as a special thank you!!*

*Call me today to get the best date!*

## **Top Hostess—December**

**Show total:** \$\_\_\_\_\_

**Free jewelry:** \$\_\_\_\_\_

## **5 Tips for Looking Long & Lean**

1. Think color! You don't have to wear black to look thin. Wearing all one color (monochromatic dressing) will make you look and feel thinner.
2. Focus on your overall body shape, not your trouble spots. Whether you are apple or pear shaped, clothes that balance your entire body are flattering.
3. Wear clothes that really fit. **PLEASE!** Clothes that are too large or too small will make you look heavier. Take a real friend shopping for truth!
4. Make your accessories work for you. Big, bold accessories make you look smaller. YES!
5. Remember v-neck tops, a-line skirts and single breasted jackets flatter every figure.

*BE CONFIDENT! You're beautiful!*  
(excerpted from Weight Watchers)

## **Are you curious?**

*Would you like information?*

*Check out Premier Designs for yourself or for a friend. I'll give you A*

**FREE GIFT**

*just for listening!*

*No pressure, just information.*

*Call me at*

## **Lookin' Great in 2008!**

**Every hostess between December 20, 2007**

**And January 24, 2008**

**With retail sales of \$300 or more will receive**

**50% of sales in free jewelry!!!**

**Give me a call!!**

# Restarting Your Business in January

Shared by Greg & Melissa Terrell, Diamond Exec Directors, TX

Don't wait another week... Start today!

## 1. Restart your business by having a Mystery Hostess Show

You started your business by having a show with your family and friends. You need to restart your business the same way, but this time you have customers and hostess to invite in addition to family and friends. Do several drawings for the hostess benefits. People will attend especially if they are going to win something!

## 2. Do everything you tell your hostess, WORK THIS SHOW!

- \*Over Invite
- \*Mail Invitations
- \*Get Pre-orders for those who can't attend
- \*Make Reminder (Last Minute) calls to each one ... or they will not come!
- \*Have a gift (or give a 10% discount) for each lady that brings a guest (10% off for EACH guest)!

## 3. Use a Booking Activity that makes them book when you want!

- Wrap your gifts for your booking activities (the number of gifts will depend on the number of dates that you want to book in the next 3 weeks).
- Place a Home Show date on each gift. (Dates for the next 3 weeks)
- The dates that are in the next 2 weeks put a \$5.00 off your order tonight or a tennis bracelet (or any incentive gift) ... this will entice them to book quick. They only receive a gift for booking if they book on one of these dates.
- This works! This puts you in the drivers seat to filling your calendar when you want it filled.

These ideas WILL help your 2008 get off to a great start!!!

**Remember: 50% HOSTESS BENEFITS from Dec. 20—Jan 24!!!!**

## **SIMPLIFY YOUR LIFE**

Beginning with the Home Show, do it in One trip!

- Use the 1" trays with book covers to show your jewelry. The jewelry case will hold approximately 12.
- Booking activity. Bring your Hostess up and have her hold her hands palms up. Drape approximately \$200-\$250 in jewelry from her 10 fingers and set two rings on her palms - visualizing what a Hostess gets free! (No booking basket needed!)
- Sponsoring - Use "Curiosity Envelopes" instead of "Ask-It Basket". Place questions about Premier in cute envelopes and pass them out. Give them a ticket when they ask the question. (These pack easily)
- Use the "Mini" instead of Mandy. Mini is a black velvet cardboard neck display that you can order from Premier Incentives. She folds and packs easily.
- Pre-address envelopes to hostesses that you want to have the new Spring supplement after Rally.
- Pre-address mailing envelopes to Premier for Replacement / Exchanges.

- AB Taylor, Designer, TX

# What am I doing?

A worksheet to help you determine and achieve your goals

## Retailing

1. How much do I need/want to make each month? \_\_\_\_\_ (A)

2. What is my average show? \_\_\_\_\_ (B)

Use this equation to determine how many shows you need to do each month to reach your goal.

If show average equals (B)	Your conservative average net Profit will be (C)
\$200	\$75
\$300	\$120
\$400	\$160
\$500	\$210

\_\_\_\_\_ divided by \_\_\_\_\_ equals \_\_\_\_\_ (D)  
 Anticipated income (A)                  Avg. net profit (C)                  # of home shows each month

3. Your yearly goal will be \_\_\_\_\_ X 12 = \_\_\_\_\_ (E)  
    # shows per month (D)                          Annual Total

## Sponsoring

1. Do you want to sponsor? \_\_\_\_\_ (If not, just do the rest for fun.)

2. How many new jewelers would you like to sponsor each year? \_\_\_\_\_ (F)

\* On average, you will sponsor 1 out of 10 of your hostesses that you share the Premier opportunity with. Use the following to estimate how many of your hostesses you might sponsor.

\_\_\_\_\_ divided by 10 = \_\_\_\_\_ (G)  
 Annual # of shows (E)                          Approx. # of hostesses sponsored

\* On average, you will sponsor 1 out of 20 non-hostesses that you share the Premier opportunity with. If you set a goal to share Premier with 1 additional person from each show, you can increase the above number.

\_\_\_\_\_ divided by 20 = \_\_\_\_\_ (H)  
 Annual # of shows (E)                          Approx. # of additional new jewelers

3. Approximate income per active jeweler is \$50 - \$75 per month. To determine additional income from sponsoring, do the following:

\_\_\_\_\_ (I) X \$50 = \_\_\_\_\_  
 Approx. new jewelers (G) + (H)                          Additional monthly income

This worksheet is not a guarantee of income. It is solely based on sales and sponsoring averages. With consistent home shows, 1-on-1's and **follow-up**, statistics show these averages to be accurate.                  -- Cindi Davis, TX

**Jeweler Name:** \_\_\_\_\_

**Sponsor's Name:** \_\_\_\_\_

### Where do I want to go in 2008?

Using the worksheet on the previous page, determine what your goals will be to get where you want to go.

#### **Retailing**

To achieve my retailing goal of \$\_\_\_\_\_ (A) per month, I will need to hold \_\_\_\_\_ (J) home shows each month.

To hold \_\_\_\_\_ (J) home shows each month, I will want to have \_\_\_\_\_ (J + 2) home shows on my calendar each month.

#### **Sponsoring**

To achieve my sponsoring goal of \_\_\_\_\_ (I) new jewelers for 2008, I will need to share the Premier opportunity with \_\_\_\_\_ people (I X 20).

I will plan to attend \_\_\_\_\_ opportunity presentations each month and hold at least \_\_\_\_\_ opportunity presentations in my home each month.

***“A GOAL is something you can totally control. You can make it happen.***

***A DESIRE is something you want, but you cannot make happen.***

***It generally WILL happen, if you meet your goals.***

***Work toward your goals and pray for your desires.”***

***— shared by Gayle Foster, Executive Director***