

Ginger's Gems

February 2010



Kudos and Comments from Ginger and Robert Farris

YOU MAY BOOK 15 HOME SHOWS A MONTH, HAVE UP-TO-DATE CLOTHING AND **JEWELRY DISPLAYS**, GREAT ICE-BREAKER GAMES, USE THE BEST TOOLS AVAILABLE TO YOU, **NEVER FAIL TO MAKE FOLLOW-UP PHONE CALLS**, SEND THANK YOU NOTES, AND OFFER SUPERB CUSTOMER SERVICE, BUT IF YOU DON'T LOVE THE PEOPLE YOU COME IN CONTACT WITH, IT'S A MEANINGLESS ACCOMPLISHMENT!

I Corinthians 13:13 "So now faith, hope, and love abide, these three; but the greatest of these is LOVE."



Questions to ponder...Are you the DRIVER of your Premier Bus or are you on just for a ride? Do you love what you do? Do you know where you are going? Are you an "Energy Giver" or an "Energy Dimmer" with the people in your life?

We are going to focus on a book each month. This month it is The Energy Bus by Jon Gordon. We are going through it on our conference calls and it has been amazing for so many of us. Please get it for yourself! It will not only help you in your Premier business - it will help you in life!

Ginger (with a "hi" from Robert)

Love What You Did in January



Top Ten in the Farris 10-10-10

Top Ten in Home Show Count		Top Ten Single Home Show Sales		Top Ten In Total Retail Sales	
Vickie Chapman	4	Mona Williamson	\$1,333.10	Mona Williamson	\$3,435.00
Kim Hooks	4	Mona Williamson	\$1,144.00	Kim Hooks	\$1,703.85
Miriam Martin	4	Debbie Heath	\$1,027.50	Amy Rose	\$1,650.40
Mona Williamson	4	Katie Gaughf	\$ 994.50	Hope Alderman	\$1,523.50
Hope Alderman	3	Joy Straley	\$ 970.00	Lisa Hill	\$1,516.00
Jessica Campbell	3	Lisa Hill	\$ 945.20	Jamie Hunter	\$1,402.50
Kenyatta Horne	3	Jamie Hunter	\$ 931.00	Julie Wright	\$1,265.35
Jamie Hunter	3	Kelly Eckstrom	\$ 907.50	Jessica Campbell	\$1,234.50
Lou-Ann Jonske-Gubosh	3	Karen Gerrard	\$ 782.00	Kenyatta Horne	\$1,118.00
Amy Rose	3	Hope Alderman	\$ 769.50	Katie Gaughf	\$1,113.50

Take a bow!! Take two!! Take three!! Take four!!

January Home Show Sales

\$1,000

Mona Williamson
\$1,300.10
\$1,144.00
Debbie Heath
\$1,027.50

\$900

Kelly Eckstrom
Katie Gaugh
Lisa Hill
Jamie Hunter
Joy Straley

Woo Hoo!!!

\$700

Amy Rose (2)
Hope Alderman
Karen Gerrard

\$600

Jessica Campbell
Lisa Daitch
Linda Henderson
Kim Hooks
Stephanie Rogers



\$500

Hope Alderman
Connie Holifield
Sheila Holifield
Angelia Penton

\$400

Mona Williamson (2)
Shelly Bradford
Lisa Daitch
Kim Hooks
Kenyatta Horne
Lou-Ann Jonske-Gubosh
Linda Sammons

\$300

Kenyatta Horne (2)
Carolyn Branch
Jessica Campbell
Brenda Chennault
Kim Hooks
Lisa Hill
Jamie Hunter
Charlotte Jones
Miriam Martin
Lindsey Painter

Way to go!!!

\$200

Vickie Chapman (2)
Audrey King (2)
Carolyn Branch
Tabetha Busch
Jessica Campbell

Great Job!

\$200 continued

Brenda Chennault
Shay Greenwood
Linda Henderson
Jamie Maddox
Miriam Martin
Julie Wright



\$100

Vickie Chapman (2)
Lou-Ann Jonske-Gubosh (2)
Miriam Martin (2)
Hope Alderman
Valerie Byrnes
Aimee Cota
Nora Ann Gorrell
Shay Greenwood
Laurie Hoffman
Kim Hooks
Jamie Hunter
Lindsey Painter
Amy Rose

Happy February Birthdays!

Felicia Fernandez

Angelia Penton

Judy Strickland

Bridget Barnes

Gwen McClain

Sheila Holifield

Dee Summerlin

Lishia Berthold

Jessica Campbell

Lou Anne Brinkerhoff

Kim Beck

Brandie Reese

Katie Gaughf

Tammy Adams

Debbie Heath

Lisa Hill

Lou-Ann Jonske-Gubosh



Welcome to our Premier Family!

New Jeweler

Angela Schepens Broussard

Richelle Bailey

Claudette Johnson

Rita Grafelman

Brandi Mooney

Tammy Shelton

Jewell Landers

Traci Cowan

Sponsored By

Laurie Hoffman

Laurie Hoffman

Lisa Daitch

Kelly Eckstrom

Katie Gaughf

Lisa Hill

Kenyatta Horne

Emily Sanders



Here is just an example of what someone might say to set up an appointment to share the business with a friend...or a person in the community they do business with...or they want to network with:



"Hey Lisa, this is Ginger Farris - how are you? (Chitchat very little here). I only have a minute, but do you have a sec for me to run something by you? You seem very well connected in this area and I am working on building my Premier business. I wonder if I could meet with you over coffee or a Coke for about 20-30 minutes to show you our business plan. I know you may have no interest for yourself, but I would be so grateful if you would be a referral source for me. You have eyes and ears where I don't, and the information may trigger someone in your mind that my business may really benefit. One part of my job is just getting the information out there, since Premier does no advertising...they count on us to do that. You will also receive a \$25/\$50 gift card for your time. (Optional - I am also in a personal contest with my company, so you would really help me out too). Do you think you could find time in the next week or two to help me out? I can easily come to you on __day__. What do you think?" Then - Listen and let them talk.

Looking Ahead



Teach us to make the most of our time, so that we may grow in wisdom. Psalm 90:12

NJO = New Jeweler Orientation, scheduled as indicated

GEM = Gaining Education and Motivation, the third Monday of each month*

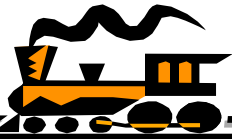
OP = Opportunity Presentation

*unless indicated otherwise

FEELING LIKE A FABULOUS FEBRUARY?

Mark your calendars now to keep some important “dates”...for some conference calls!! Do you keep doing the same things and getting the same results? During these conference calls you’ll hear jewelers’ testimonies of what they’ve done “differently” in their businesses that has had a major impact on results! 📞 (If you miss a conference call, the “playback” number is 218-844-0951 and the access code is 145887#). Get on these calls and take advantage of this great resource!

Wednesday February 10	8:00 p.m. (CST)	📞 Conference call Number is: 218-844-0850 Access code is: 145887#
Sunday February 21	8:00 p.m. (CST)	📞 Conference call Number is: 218-844-0850 Access code is: 145887#
Saturday-Sunday February 27-28	I will be in south Mississippi on Saturday and in Gulfport on Sunday. If you are interested, please contact me or Judy Karl about setting up a time for a one-on-one, or just time to meet about your business! Details to come about a “Shoppportunity” to bring your guests and prospects. Bring 5 or more to be in a drawing for a \$100 retail jewelry certificate or \$50 cash! Be the only one with 5 or more, and we don’t even have to draw!	
Sunday February 28	8:00 p.m. (CST)	📞 Conference call Number is: 218-844-0850 Access code is: 145887#
Monday March 1	5:30 to 8:30 p.m.	NJO from 5:30 to 7:00 p.m., Training begins at 7:00 p.m. MS Cattlemen’s Association in Jackson, MS
Monday March 8	6:15 p.m.	OP at 6:15, then at 7:00 p.m., the DeSoto Civic Center, Southaven. See preceding page for details.
	5:30 to 8:30 p.m.	NJO from 5:30 to 7:00 p.m., Training begins at 7:00 p.m. MS Cattlemen’s Association in Jackson, MS
Wednesday March 10	6:00 p.m.	“Meet and Greet” at the home of Julie Starr (1970 Hawthorne Drive, Hernando). Come for food, fellowship and fun, while we role-play different activities for bookings and sponsoring at your shows!! Please bring your calendars and your contact numbers! Drawings, too!
Monday March 15	6:30 to 8:30 p.m.	OP at 6:30, GEM and NJO at 7:00 p.m. at the DeSoto Civic Center, Southaven. Everyone is welcome for this great area training opportunity (\$5 at the door).
Thursday-Sunday April 29-May 2	Haven of Hope Weekend See following page for more details	



Smart Tracks for Success

Hosted by
Lynn and Jack Laurenzi
Ginger and Robert Farris

April 29-May 2, 2010

Join us at HAVEN OF HOPE (Argyle, Texas) as we spend a fun, relaxing weekend. Our guest speakers will be Kathi and Barry Pfahl, 6 Diamond Designers, Ohio.

You don't want to miss this weekend!

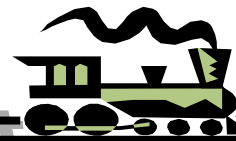
We will have lots of fun, packed with incredible training on gaining a successful business by working "both tracks" of Premier at the same time. Come be the "little engine" who doesn't just say "I think I can", but "I KNOW I can!"

Watch newsletters for more details, as we invite a few other special guests!

Cost will be \$85 per person (spouses are welcome and wanted) for three days' food and lodging! You will receive an extra five tickets for drawings if you get your registration in by March 15th. However, spaces are limited, so registrations are accepted on a "first come, first served" basis to the Laurenzi and Farris 10-10-10.

Questions? Give us a call:

Lynn Laurenzi (615) 818-0790 Ginger Farris (901) 216-0388



Smart Tracks for Success Registration Form

Name _____ Mobile # _____

Address _____ Home # _____

City _____ State _____ Zip _____

E-mail _____

I communicate best by E-mail Phone Text

I will be traveling by Car Airline

Please make checks payable to Lynn Laurenzi and mail, with registration form, to:

Jack Laurenzi
1080 Stockett Drive
Nashville, TN 37221

At this revealing information!

There are two traits that are common to Over Achievers:

- 1.** They have a relentless commitment to learning (read lots of books).
- 2.** They have clear goals expressed and written down, with steps on how they plan to accomplish them.

There was a study done with a Harvard graduating class to determine how goals expressed had impacted what they accomplished. Here are the results:

84% did NOT express or write down any goals
13% expressed that they had goals for themselves, but did not write them down
3% expressed specific goals and wrote them down

Results?

The 13% **earned twice** as much \$\$\$ as the 84% of graduates

The 3% **earned 10 times more** than 97% of the class

Are clearly expressed written down goals important?
Let's keep each other accountable to do that! Here you go!

\$\$\$\$\$ Get In the Drawing to Win CASH \$\$\$\$\$

What is your **VISION** for your **BUSINESS**? For those who e-mail me back the answers to the following questions, I will put you in a drawing for cash! I'll also list the names of all who participated in the next newsletter! Just copy and paste the questions on to a new sheet and put your answers down. Be specific!

There will be **three** drawings - First Levels, Second Levels, Third Levels.

Please send your responses (not by replying, but on a separate sheet of paper) to gingerfarris@gmail.com. I plan to make a notebook with your responses!

Your Name:

Your Sponsor:

Your Premier Anniversary (date you signed up):

1. What is the "WHY" that you got in Premier?
2. What is your vision for the next three months of your business? (Be specific - # of home shows, # of one-on-ones- showing the business plan)
3. What is your status now? (Jeweler, Builder, Designer, etc.)
4. What are your goals for the next 6 months - 1 year, and what is your time line on your goals? (Be specific)
5. What are your action steps for those goals? (contacts - how many calls each week, etc.)
6. What are things that motivate you?
7. What encourages you?
8. What are your distractions or roadblocks?

**Again - please answer these to get in the drawings!
I need them to help you, pray for you, and keep us accountable to each other! Thanks!**

Are you sharing the business at your shows? These following pages are great and a wonderful way to do a sponsoring activity or opportunity presentation at your shows!

Premier Designs Business Opportunity 2+2+2

Do a mini OP at your shows...afterwards...you do your fashion, booking and sponsoring activity, and then you say, "I am in a little contest. I am trying to share with as many people as possible, in the next six weeks, how my business works. In about 30 minutes, after we are done shopping, come back to meet with me for 10 minutes and let me tell you 6 things about this awesome business! I know you know someone that could use an extra \$500 a month (add referral). I will give you a petite tennis bracelet, just for listening!" And here is what you share!

Two things Premier does to help you with this business:

- 1) Outstanding "Golden Guarantee" - Show posters (see pages 8-12 of this newsletter) you have already shown during the show...this insures you are selling an exceptional product backed up by Premier Designs.
- 2) Excellent Hostess Plan - (hold up the posters). This keeps your business going on forever...women book shows to get more jewelry. The cost of this for you as a jeweler in our business is an \$8 flat fee for their 30% of free jewelry, and each bonus is only \$3. Give an example...if you had a \$500 show, you would make \$250 and your hostess would get \$250 in free jewelry if she earns all 4 of her bonuses. Your cost for this would be \$8 plus \$12 (\$3 for each bonus)...\$20. So great!!

Two ways to make \$\$\$\$ in this business:

- 1) You make 50 cents on the dollar (50%), whether you work part time or fulltime showing off jewelry! You are going to make half of every item sold, and you will be paid the night of your show...no waiting for a pay check! You simply keep half of the money, send the other half to Premier, and you have cash flow from day one!
- 2) For leadership and advancement, you also have the opportunity to sponsor! This means you bring someone into the business and train them, and Premier pays you 10 cents on every dollar they send in! With this pay structure, you will always have three people who have a vested interest in your business.

Two costs that you will have to pay to become a jeweler:

- 1) \$395 to become a distributor...the greatest value, that sets us apart in the industry! This is one license that allows you to sell in all states and cities. In addition, you have access to complete office staff, training materials, catalogues, order forms, customer service reps, accountants, picker-packer-shippers to do all your work (no deliveries to make), no freight on personal orders, an 800 phone line to talk to a live person (you will never go to voice mail), website, and keys to a warehouse!
- 2) Jewelry samples...optional, but helps your business! Select to purchase at 50% off, or purchase a kit...70 pieces with a retail value of \$2,173 for only \$750 (about \$10 per piece) or 40 pieces (retail \$1,242) for \$475!

Then, close with...

You will see that the 2+2+2=6, which is about how many shows it will take to get your investment paid off. To get started, just date a training show and your sponsor will get you going!! Congrats!!! You can now be a jeweler and you know everything there is to start!

Then, fill out the survey on their level of interest (or you can hand them back their previous survey). You have to follow up! Call them the next day, or ask, "May I contact you tomorrow morning to see if you have any questions?"

USE the 2+2+2 at your shows and you will grow a huge Premier family...quickly!!

Premier Designs Jewelry

Premier Designs could be for
you!

It's as simple as:

2+2+2

Premier Designs Jewelry

2 things that Premier does to help you
with your business

One The Golden Guarantee

✓ The company backs you up

Two Hostess Plan

✓ Keeps you in business

✓ Your cost to give away 30% in free jewelry is
only \$8

✓ Your cost to give away each bonus is \$3

Premier Designs Jewelry

2 ways to make money in Premier:

One Showing and Selling Jewelry

- ✓ Your profit is 50%
- ✓ You get paid at the time you sell the jewelry

Two Sponsoring people into the business

- ✓ Premier pays you 10% on three levels down

Premier Designs Jewelry

2 costs that you have to start this business:

One \$395 for your license to become a jeweler

- ✓ You get a complete office staff at your service
- ✓ You get supplies and literature to get started

Two Jewelry samples to display

- ✓ Jeweler's choice – purchase at 50% off
- ✓ Kit of jewelry – 70 pieces for approximately \$10 each, includes carrying case, trays, ring sizer, etc.

Premier Designs Jewelry

$$2+2+2=6$$

You need to do just 6
jewelry shows to pay back
your investment!

What do you think?

Call me, text me, e-mail me...I'm here for you!

Home address:

352 Windsor Dr. N.
Oxford, MS 38655

Phone numbers:

Home: 901-217-8935
Cell: 901-216-0388

E-mail:

gingerfarris@gmail.com



The Cooking Corner

Robert's Chicken Gumbo

This is easy... real easy.... so make it easy on yourself and follow these directions as closely as possible.

- 1 bag of frozen chopped onions
- 1 bag of frozen chopped green bell peppers
- 1 bag of frozen chopped okra
- 1 large can of lower sodium chicken stock (49 oz. or a couple of the boxes)
- 1 bunch of cilantro (for those of you who don't like cilantro, get over it...it makes the recipe)
- 3 cans of Mexican style stewed tomatoes
- 1 can of Rotel (the Mexican style is best with lime and cilantro--again, get over it)
- 1 whole cooked chicken (from the deli section)
- Cooked rice (whole grain if you prefer)

Get a big pot and pour about a quarter cup of canola oil in the pot. Heat it on high and then add about a quarter cup of flour to the hot oil. Stir and stir and stir. Do not leave the pot until the roux has turned a brown color. Dark is great, just don't burn it. Stir and stir.

Next, dump the bag of frozen onions into the hot roux. Stir some more until the onions begin to caramelize. Once that happens, or if you get tired of stirring, add the frozen peppers. Cook the peppers and onions for about 5 more minutes in the roux.

Next, add the chicken broth (we use the less sodium so Ginger doesn't get so puffy in the morning) and stir.

Wash the cilantro and throw it into a blender. (You could have used the blender to make your favorite adult frozen beverage to sip on while cooking. I would recommend that...it makes cooking a lot more fun!) Add the three cans of stewed tomatoes to the blender with the cilantro and blend until everything turns greenish red. Then dump that into the pot with everything else. Stir just a couple of stirs.

Turn the heat down so that all the ingredients begin to slowly cook together.

Dump the bag of okra into the pot. Grab your chicken (conveniently cooked for you at the store). Pull the legs off and put them in the pot. Take the meat off the breasts and thighs and pull into small pieces. Put the meat into the pot and stir.

Give the wings to your dog, cat, or husband. The dogs get ours.

Let this whole concoction cook for at least an hour or two and serve over rice.

I add a couple of chipotle peppers to the mix to add a smoky hot flavor.

Bon Appétit!

(That's to impress any Food Network scouts who read this far and might consider me for my own cooking show.)