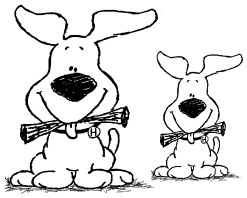
The Draper Paper



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JANUARY ISSUE...

- **Sponsor with an Index Card**
- **Restarting Your Business in January!**
- **January Bookings!**

From Our Heart To Yours...

If At First You Don't Succeed...

I have always loved chewing bubble gum, haven't you? Recently I got a piece of **Bazooka Bubble Gum.** It is my favorite! I always love the comic strip inside the wrapper. I didn't realize it but now they include your "Fortune" too. The Fortune on my wrapper described a lot of people I know in life and in Premier. It said, "If at first you don't succeed, deny you were trying at all."

Wow, what a sad way to look at life! I don't know of very many people who have been successful in business the first time around. Failure is a natural part of life. Failure is the evidence that you are doing something! Failure is the stepping stone to success. We learn more from failing than we ever do from success. Failure is a wonderful teacher. Failure builds character. John Maxwell reminds us that we should "Fail Forward." It is inevitable! It is going to happen. Don't deny ever trying, learn from the mistakes and the heartaches and try again! Abraham Lincoln was defeated 26 times for various Political Offices before he was elected President of the United States. I'm glad he didn't deny ever trying to get elected. Walt Disney filed bankruptcy three times before he ever made it big with a little mouse. I'm glad he didn't deny ever trying to build a business.

If you have not achieved everything that you set out to achieve, 2008 would be a great time to try again. Don't deny ever trying at all. Set a new goal and go to work! God honors hard work. Trying is better than worrying, whining, griping, or denying you ever tried. You can achieve if you believe you can do it! Henry Ford said, "If you think you can or think you can't, either way you are right." Determine that you can do it and go for it! Just do it!

"If at first you don't succeed, try again!" And try again, and try again and again and again. Keep trying and persisting...success if just around the corner! God created you for greatness! Mary Crowley always said, "God didn't take the time to make any junk." It is so true! I cannot promise you a "Fortune" but I can encourage you that work is rewarded in life and in Premier. Your success quite possible, is one more phone call, one more Home Show, or one more prospect away! Keep working and keep trying!

Happy to serve you,

Randy & Elizabeth ☺☺

P.S. A HUGE THANK YOU to Loren Fowler for putting the Draper Paper together while Allison is away! :)

"Life's most urgent questions: What are you doing for others?"

Martin Luther King, Jr.

Sponsoring Tips

Draper Paper, 2008

Sponsor with an Index Card!!!

Ramona Solomon—4 Diamond Designer, NC

Ramona does this after she does "Big Money!" She came up with this after hearing LaJuanna Clark do something similar for bookings. She thought "what a great idea—why not use the for sponsoring!" Great idea Ramona...that's innovation!

After presenting "Big Money," hand each guest an index card and a pen and say "Ladies fill these in with the following information, and then you will turn it in for a drawing for a prize!"

1. On the first line, please write your name.
2. On the second line, write the names of 6 ladies that you love, like you, or owe you a favor! These could be family members, friends, neighbors, church members...ANYONE!!!
3. On the third line, write the name of a person you know who could really use some extra money. It that is YOU, write down your name!
4. On the fifth line, write down what you would do with an extra $1,000 per month. (Jewelers, that's an average of 5 shows per month @ 200 gross profit per show.)

Ladies, you may wonder why I asked you to do this. Well, you have just done the hardest thing an entrepreneur has to do. You have written your business plan. You have your name on the card because it would be your own business. The 6 ladies you wrote down are the names of the women who would help you get your business started.

At customer service, I have their index cards in hand. When each customer comes to customer service, I say "I'd love to show you how you could make $200 every _____ (the night/afternoon they indicated was less hectic). It would definitely help you _____ (I say whatever they said they'd use the $1,000 for). And these 6 ladies are the way you'd get your business started and pay off your investment. It normally only takes 6 shows! See, here are my last 5 shows and I made _____! What do you think?"

Remember to talk to each guest personally at check out about sharing Premier with her and setting up an appointment.

That is what I do with the customers. With the hostess, I finish all her paper work and then I figure out how much I made! I then look at her and say, "Tonight, I made $_____. It is yours to help you start your own Premier business. And, the 3 shows (or whatever you got) are yours. With 3 (or whatever you got) shows that means an additional $600 (or $200 x number of shows) that is yours. In all, I'm handing you about $900 (or whatever you made and would make off the shows that were booked) which almost/or does cover your investment!"

At the first 2 Home Shows she did this, Ramona set up 6 one-on-ones. AWESOME!!!
You can do it! GO FOR IT!!!

Business Tips

Draper Paper, 2008

Restarting Your Business in January!!

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 hostesses to invite in addition to family and friends. Do several drawings for the hostess benefits, and people will attend especially if they are going to win something!

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

- Get in touch with her now so she can start thinking about her Jewelry Show NOW!
- 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)! Postponements do happen … (THIS IS NORMAL)!!!
- But...REMIND HER it can be a great show, even if only a few attend!!

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 Jewelry 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 of 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.

6 Reasons to have a January JEWELRY Show:

1. New clothes from Christmas need accessorizing!
2. You receive Christmas MONEY … YOU need somewhere to spend it (smile)!
3. Gives ladies "something to do" in January, after a hectic December!
4. They can get away … have fun and relax … treat yourself!
5. Valentine's Day is just around the corner!
6. Ladies are mad at their husbands because they did not get them what they wanted to Christmas … so it is time to buy what they REALLY WANTED … some PREMIER DESIGNS jewelry!! (enlightening insight by Greg Terrell)

Make 2008 your BEST YEAR EVER! PLAN ON IT … NOW!!!

Booking Tips

Draper Paper, 2008

January Bookings—Starting the Year Right!

By 7-Diamond Designer, Sandra Conway

My philosophy in Premier is to start each year with a clean slate and give it my all to make it the best year ever. I normally book January VERY heavy—15 shows. Last fall was great but I just couldn't seem to get people "on the books in ink" for January. I am out training on the importance of an overbooked January, but I only had two bookings.

So I pulled out all the stops. **I dedicated two days to reviewing my Hostess Bank and calling past hostesses.** I also called all the leads I had available. I never left the house and I did not answer the phone. I controlled my time. That 48 hours was dedicated — Top Priority — BOOKING SHOWS. *I called and I called and I called … no shows.* I had one lead left from an Image Impact Seminar I had held for a local business. I started to crumple the sheet of paper with the phone number on it while thinking, "She'll never book." **Then, I stopped. I remembered my determination to book and keep going.** Guess what? She booked! Hooray!

This show took me to a totally new area which was, ironically, only 20 minutes from my home. As of today, March 31, I have had 11 more shows from that one booking and over $8,000 in retail business. These ladies love Premier jewelry and I love them.

By being determined, working hard, and continuing to dig, I held 14 shows in January and have held a total of 34 shows by the end of March.

The moral of the story is be persistent, be consistent, and work hard. Those who lose are those who try once and then give up. Those who want to do something find a way, those who don't find an excuse.

A strong January and February lays the foundation for a good year. Work your business consistently. Stay balanced and focused. Ask yourself if you are in business to make money or to make excuses. Give God the glory and seek His blessing on your hard work.