

The Johnson Journal

NEWS AND INFORMATION FOR OUR PREMIER FAMILY

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visit us on the web at
johnsonpremier.com

September 2007

SUCCESS IS IN YOU!

We so often underestimate **our power** to shape the situations in our life into a vibrant, creative, positive experience. We feel we are victims of circumstances and can do nothing. We curl up in our little ball of day-to-day sameness. We become mired in the muck of self-pity, blame, and stagnation. We are just too tired to do anything. While—as the Serenity Prayer states — the acceptance of things we cannot change is wise, the way we react to those things is within our power.

When we fully realize and practice this self-choice in our reactions to circumstances, we then truly begin living. Saying this is one thing—putting it into practice is yet another. Is it as simple as throwing a mental switch and having everything we encounter in our lives become positive? The answer is yes, but getting to the switch can be difficult. Surrounding yourself with positive, supportive people is a first step. Finding examples of people who have overcome unbelievable odds to achieve success or deal with a crisis is another.

Just acknowledging that it is possible is a big step. Start with a some little thing that you normally would react to in a negative way. Instead of looking at the negative, look for the positive. We have two roads that we can take in our reaction to things we encounter in life. We can take the well-traveled road of blame, depression, anxiety, self-pity, fear, stagnation; or we can take the “road less traveled” and literally straighten up (did you ever notice how positive people appear taller, with their head held high) and meet these challenges with the knowledge that we are in control of our actions and reactions. What road will you take? How you react is your choice. No person can take that away from you.

Rely on your up-line, we are here for you. We are **POSITIVE** you have what it takes to be successful in your Premier business. **WE APPRECIATE YOU ALL!**



For Our 10-10-10

Hold 10 shows in the September accounting period and you get your choice of a great Designer Handbag, hand picked from Cheryl's birthday trip to New York City.

August 2007 Stars

Top Retailers



Chris Whitmoyer	\$ 9,086.00
Yvonne Makdesi	\$ 7,542.70
Alicia Ruddell	\$ 6,530.70
Karen Lopretta	\$ 6,168.60
Melissa Arter	\$ 6,033.00
Tammy Basson	\$ 5,052.80
Theresa Corzine	\$ 4,160.00
Robbin Richey	\$ 4,047.00
Jane Hoppes	\$ 4,032.75
Sheree Fitzgerald	\$ 3,870.80
Cathey Heady	\$ 3,710.50
Peggy Walker	\$ 3,496.40
Lisa York	\$ 3,480.55
Dana Harris	\$ 3,416.00
Kathy Anderson	\$ 3,404.25
Eileen Blackburn	\$ 3,167.50
Denise Barreiros	\$ 3,164.40
Brenda Claudio	\$ 3,068.50
Gina Radano	\$ 3,030.50
Laura Long	\$ 2,856.85
Colleen Puglia	\$ 2,758.50
Vanessa Williams	\$ 2,674.50
Lenette Stell	\$ 2,577.00
Shannon Helmer	\$ 2,513.40

August 2007 STARS

Most Home Shows

Chris Whitmoyer	12
Yvonne Makdesi	12
Alicia Ruddell	9
Melissa Arter	9
Cathey Heady	9
Vanessa Williams	9
Tammy Basson	8
Jane Hoppes	8
Peggy Walker	8
Karen Lopretta	7
Kathy Anderson	7
Denise Barreiros	7
Brenda Claudio	7



Top Sponsors



Alicia Ruddell	5
Melissa Arter	2
Lisa York	2
Chris Kocinski	2
Jane Hoppes	1
Peggy Walker	1
Kathy ANDerson	1
Eileen Blackburn	1
Denise Barreiros	1
Brenda Claudio	1
Gina Radano	1
Becki Fox	1
Roshanda Neal	1
Rebecca Moses	1

2007 Fall Fashion

The Look:

Solid colors. Accent on the Waist.

"This season's shapes are womanly and form fitting or sculptural with soft volume." Harper's Bazaar



Colors:

An entire outfit in one Jewel Tone Color including shoes and purse.) Fuchsia, Teal, Orange, Violet, Sapphire, or Gold.



All Black from head to toe (including shoes and purse) with silver, gold, or black metal accents.

Jewel Tone color over Black or Grey.



Accents:

Rings are a necessity! Necklaces are long. Bracelets are piled on. Watches are chunky.

Add a touch of texture. Faux fur, feathers, cozy knits, tweed/plaids, alligator print, and metallic accents.

Have one exciting piece that is not a solid color. Argyle, animal prints, artsy graphics, or color blocking. These accents are mainly seen in purses or fabulous coats.

Bags are **BIG**. Jewel Tone, Black, or Camel Color.

Heels are **SKY HIGH**. Seen in jewel tones, black, patent leather, or with color blocking, or oxford stitching.

Boots are seen in mid-calf, and knee height, **but Ankle Booties are very FALL 2007**. Also seen in jewel tones, black, patent leather, or with color blocking, or oxford stitching.

Shapes:

Boxy jacket (waist length) over a pencil skirt or wide leg pants. Pencil skirts are seen with matching opaque tights.

- **Poufy sleeved blouse** over high-waisted pants, or a pencil skirt (with opaque tights) and shoes to match. (White, jewel tone, or metallic blouse over black or grey.)
- **Short dresses** (in either jewel tone or black) with black opaque tights or black skinny pants, and black sky high heels. These dresses can accent either the waist or legs.

- **Form Fitting Jacket** (can be belted) over a poufy a-line skirt or very wide legged pants (accent on the waist.)

- **Form Fitting Sweater** over a poufy a-line skirt or very wide legged pants (accent on the waist.) Grey tweed pants would be gorgeous here.

- **Jeans** are skinny or boot cut and seen with poufy sleeved blouses (hip length) or boxy jackets (with a hip length skinny top underneath), and sky high heels or ankle booties. Here the accent is on the legs.



Memorize these: Conversation Starters:

Adapted from Beth Jones-Schall (Spirit of Success) by Shauna

It happens to all of us at times - we find ourselves fumbling for the right words to say when talking about our business. Use these conversation starters at your shows this fall:

1. Sprinkle the following booking phrases:

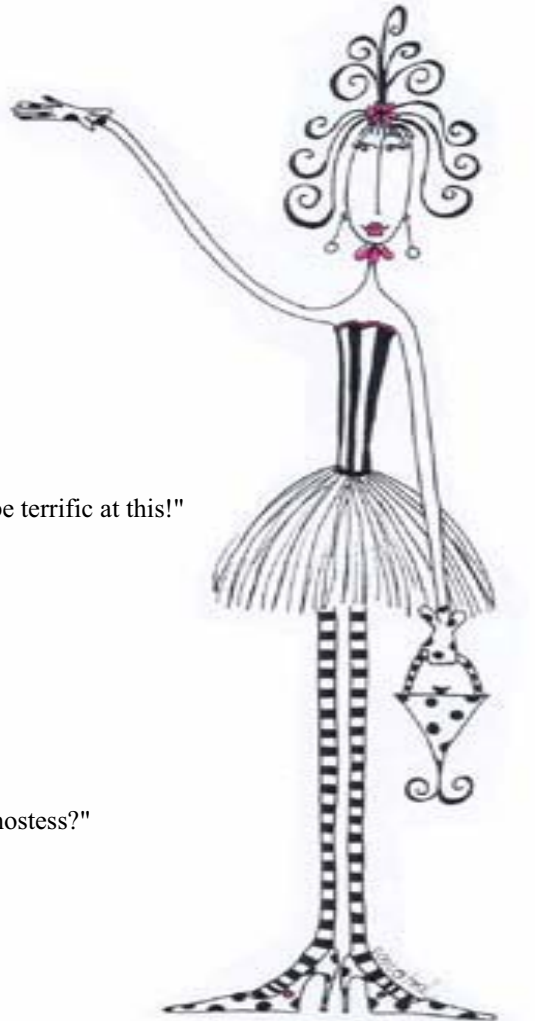
- "Our hostess program is the best way to treat, spoil and pamper yourself to your favorites!"
- "Let's pick a date for a fun girls' night out."
- "Let's pick a date to treat yourself to your favorite pieces with our hostess program."
- "I'd love to treat you to your wish list with our hostess program. Let's pick a date."
- "Let's take a look at my calendar and pick a date for a girls' night out for you and your friends."
- "Did you get everything you wanted tonight? Let me treat you to the rest with our hostess program."
- "Our hostess program makes every product affordable at 1/2 price or free!"
- "A fun show is 8 - 15 people - once you start listing names you'll probably find you know 20 - 25 people to invite."
- "No one was ever offended by receiving an invitation - just the opposite, they'll be flattered you thought of them."
- "You know more people than you think you do - let me help you get started with your guest list."
- "If weeknights are hectic, let's look at a Saturday morning - It is bagels, cream cheese, coffee and grapes and your friends can relax with you while we will play in the jewelry!"

2. Sprinkle the following sponsoring phrases:

- "I think you'd be great at this!"
- "I'd love for you to think about becoming a Jewelry lady."
- "Have you ever thought about doing what I do?"
- "You would really enjoy being a Jewelry Lady!"
- "I would love to help you get started in this business."
- "This would be a wonderful part-time job for you."
- "Your friends would love hosting shows with you - I think you would be terrific at this!"

3. Sprinkle the following at craft shows/exposure events:

- "How are you enjoying the fair?"
- "How many of our jewelry do you own?"
- "Let me show you our latest arrival!" (new jewelry)
- "May I place your order today or would you like to receive it free as a hostess?"
- "May I keep you informed on upcoming arrivals?"
- "Have you ever thought of doing what I'm doing?"



***There is a Reason for Every Season...and every month
to Book a Premier Designs Home Show***

January - Oh you should book a show in January because everyone wants to get out during the cold winter months! Not to mention that ladies need new accessories for the clothes they got for gifts! Our new line is introduced and there will be some pieces on sale – everyone loves a sale!

February – February is a great month to host a Premier show. Your guests can come and choose their Valentines gift for themselves!! Very Fun!
Be the first to introduce the new Spring/Summer Line!

March—The best time to have a show because the weather is just beginning to warm up. Cute spring fashions are all over the place. It's a great time to educate your family and friends on all the new fashion trends for Spring and Summer.

April - April is a great time to host a show because the sun is shining and the weather is warming. Spring is in the air. We are done hibernating from winter and ladies are ready to get out and shop!

May - You should have a show in May so that your friends can pick out Mother's Day and Graduation gifts. Start thinking about those summer vacations and the accessories you will need.

June - You'll definitely want to host a show in June because our new line changes in July and there will be lots of jewelry on sale. You know how every woman loves a sale!!

July - The ladies are tan and feeling great! July is the best month to have a show!

August - Introduce the new line!!! I think that you should book your show for August. Don't you think Mom deserves some new accessories while the kids are getting new clothes for school?

September - September is the best month to be a hostess with Premier. The kids are in school and fall is here. All the new fall fashions are out and its time to educate your family and friends on the latest in accessories for their fall wardrobe.

October - You should have your show in October. People start their Holiday shopping in early fall. We can help them with their gift lists. Very busy month, awesome time to have a show.

November – Definitely a great time to be a Hostess! It is my busiest month and Hostesses earn a lot of free jewelry. I'm filling up fast, so schedule now so you can get a date you want.

December - December is the best time to have a show. So many ladies have put off their shopping and need to finish up. Remember, jewelry always fits!

10 Ways to Dress 10 Pounds Thinner:

1. Start with a monochromatic base (i.e. all one color from shoulder to hem). This easily creates a vertical as opposed to a horizontal silhouette, which is typically more slimming than an outfit with several contrasting colors.

2. Dark colors such as black, chocolate brown, navy and dark gray are minimizers. Wear these shades to camouflage the areas of your body where you are least confident.

3. Light and bright colors are maximizers. Many women who are self-conscious about their weight like to wear dark base pieces (i.e. pants, skirts, jackets) and wear light colors near the face to draw the eye up and away from the rest of the body.

4. Avoid bulky layers as they have the potential to make you look heavier.

5. Wear larger earrings. Small earrings make large people look larger, and also make small people look smaller. Earrings are another way to draw the eye up and away from the rest of the body.

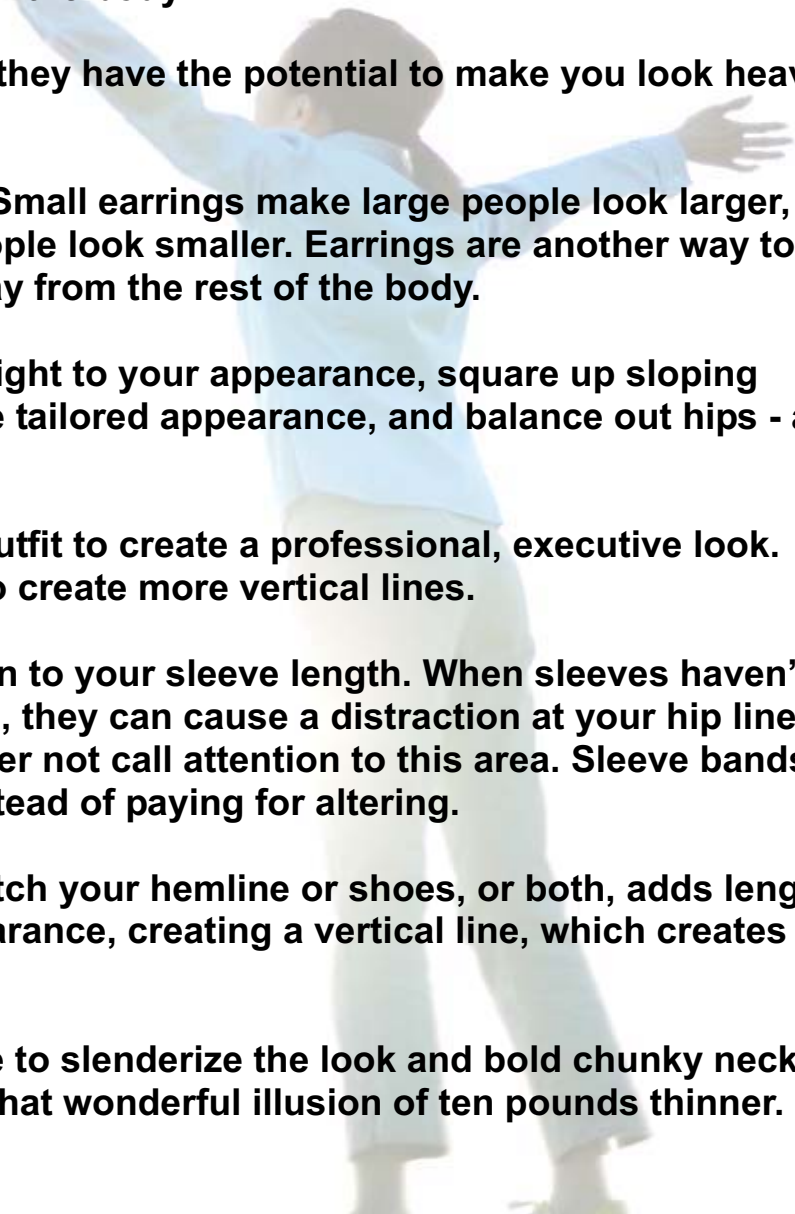
6. Shoulder pads add height to your appearance, square up sloping shoulders, create a more tailored appearance, and balance out hips - all slenderizing.

7. Add a jacket to your outfit to create a professional, executive look. Keep your jacket open to create more vertical lines.

8. Pay particular attention to your sleeve length. When sleeves haven't been properly shortened, they can cause a distraction at your hip line. Many women would rather not call attention to this area. Sleeve bands are wonderful to use instead of paying for altering.

9. Wearing hose that match your hemline or shoes, or both, adds length and height to your appearance, creating a vertical line, which creates a slimming effect.

10. Wear a long necklace to slenderize the look and bold chunky necklaces neck up to create that wonderful illusion of ten pounds thinner.



TOP JEWELRY CHOICES

Compiled from Jammies & Jewelry Conferece Call

By Kerrie Gamiere

Necklaces

- Round and Round \$39.00 pg.76 (one is good two is better)
Eclectic \$36.00 pg. 66 (good piece to layer, 3 different metal colors)
Blanca \$ 29.00 pg. 74 (affordable, great layering look, length)
Marina \$49.00 pg. 16 (gray is hot, great foe roudium)
Round About \$43.00 pg. 89 (Croc pieces are popular for fall)
Concord \$49.00 pg. 98 (croc piece, statement piece)
Pacific Set \$44.00 pg. 71 (great two tone metallic look, can separate the necklaces, lots of versitlity)
Akemi \$47.00 pg. 33 (looks good on all colors, Italian glass beads)
Madison Avenue \$43.00 pg. 21 (quality piece, yearman look)
Two Hearts \$39.00 pg. 103 (quality piece, Tiffany look)
Mahogany \$49.00 pg. 25 (great fall color)
Arabella \$29.00 pg. 62 (great Y feature, easy on easy off, goes with gray)
Raspberry \$39.00 pg. 39
Barcelona \$49.00 pg. 24
Rio Set \$ 47.00 pg. 36 (wear it with the raspberry)
Madrid \$46.00 pg. 70 (need to have in order to sell, people need to feel it and hold it)
Coastal \$29.00 pg. 35 (because of the color, Shells are big, price point)
Caliente \$39.00 pg. 67 (color)
Silverado \$34.00 pg 85 (wear with citrine slide)
Peaceful \$62.00 pg. 86 (sophisticated piece, sleek, wear with the black ebony beads)
Artisan \$45.00 pg 46 (ood two tones piece)
Verona \$23.00 pg 73
Allegro \$ 29.00 pg. 72

Bracelets

- Girlfriend \$22.00 pg. 40 (stack them at least 6)
Three Amigas \$ 32.00 pg. 32
Empire \$23.00 Pg 22
Park City \$39.00 pg 22
Nouveau \$27.00
Buckle up \$39.00 pg. 69 (top quality piece)
Bethany \$39.00 pg. 69 (top quality piece)
Love cuff \$27.00 pg. 106 (great gift for a shower, wedding)

Rings

- Spectacular \$69.00 pg. 2
One, Two, Three \$37.00 pg. 5
Devotion \$29.00 pg. 6
Whimsy \$ 31.00 pg. 6
Madison Ave \$43.00 pg. 8
Midnight \$39.00 pg. 4
Concord \$31.00 pg. 4

Slides

- By Design \$34.00 pg. 71
Salisbury \$17.00 pg 98
Citrine \$39.00 pg 39



Great gifts under \$25!

(s = silver g= gold tones
b = beaded)

\$8.00

Suede cords / p.77

Have-a-Heart earrings / p.102 (g)

Regency or Lotus extenders/78

\$10.00

Button Up earrings / p.11

Sweetness earrings / p.11

Joy pin / p.108

Clip It / p.44

\$11.00

Vanessa ring / p.6 (s)

Hope pin / p.108

\$12.00

Variety earrings / p.95 (g)

Alpha bracelet / p.80

Love pin / p.108

Clover earrings / p.72 (s)

\$13.00

Kelsey earrings / p.53

\$14.00

Slate earrings / p.49 (b)

Kristen earrings / p.104

Chelsea earrings / p.91 (s,b)

Vanessa bracelet / p.83 (s)

Tiffany earrings / p.14

Dusty earrings / p.14 (g,b)

\$15.00

First Lady earrings / p. 17

Coastal earrings/ p.35 (b)

Madi earrings / p.107 (g)

Carly earrings / p.51 (s)

Persuasion necklace/ p.107 (g)

\$16.00

Madeline earrings / p.87 (g,b)

\$17.00

Stardust earrings / p.15 (g)

Joelle necklace / p.103 (s)

Minuet earrings / p.30 (g)

Megan earrings / p. 23 (g,b)

Annabelle earrings / p.80 (s)

Pearly Drops earrings / p.11

Duchess earrings / p.45

Tada earrings / p.60 (s)

Salisbury pendant/ p.98 (g,s)

Center Stage earrings/ p.26 (s)

\$18.00

Trendy necklace / p.79 (s)

Bistro earrings / p.65 (g)

Manchester earrings / p.93 (s,g)

Prelude earrings / p.60 (s)

Raindrops earrings / p.75 (s)

Antoinette earrings / p.51 (s)

Baby Cakes earrings / p.105 (g,s)

Matinee earrings / p.41 (g,s)

Shine necklace / p.105 (s)

Elise bracelet / p.104 (s)

Inez earrings / p.100 (b)

Marble earrings / p.23 (g,s)

\$19.00

Colette earrings / p.61 (s)

Parfait bracelet / p.91 (s)

Ariel bracelet / p.104 (s)

Anastasia earrings / p.90 (s)

Falling pin / p.28

Double O's earrings / p.14 (g)

Threads earrings / p.19 (g)

Stardust bracelet / p.15 (g)

Mimi earrings / p.21

Black Beauty earrings/p.48

Classical earrings / p.63

Arabelle earrings / p.62 (s)

Eclectic earrings / p.66 (s,g)

Verona earrings / p.73 (b,s)

Penny earrings / p.88

Raindrops earrings/ p.75 (s,b)

Journey slide / p.21 (g)

Party earrings / p.12 (s)

Jessica anklet / p.102 (s)

Tres bracelet / p.27 (g,s)

Embassy bracelet / p.57 (s,g)

Woodstock earrings / p.35 (s)

Heather earrings / p.63 (g,b)

Minuet necklace / p.30 (g)

Bluebonnet earrings / p.90 (s)

Pink Clusters earrings / p.61

Tigress earrings / p.27 (g)

Freefall earrings / p.64 (g,b)

Hot Cakes earrings / p.87 (s,g)

Hoopla earrings / p.57 (g)

Dover necklace / p.108 (g)

Avery earrings / p.68 (s)

La Vista earrings / p.60 (s)

Security bracelet / p.106 (s)

Molly earrings / p.80 (s)

Countess earrings / p.11 (g)
Innocence earrings / p.73 (s)
Roma earrings / p.31 (s)
Monaco earrings / p.56 (s)
Little Bit earrings / p.53 (s)
Tuscany earrings / p.59 (g)
Hannah earrings / p.50 (s)
Arabian Nights earrings / p.97
Blanca bracelet / p.74 (s)
Black Beauty earrings / p.11
Indigo earrings / p.22

\$20.00

Elaine bracelet / p.17

\$21.00

Together Ring / p.7 (s)
Unbelievable earrings/ p.10 (s)
Cashmere earrings / p.13 (g)
Marina earrings / p.16 (s)
Crystal Threads earrings/p.19 (g)
Peaches and Cream earrings / p.20 (b,g)
Megan Bracelet / p.23 (s,b,g)
Barcelona earrings / p.24 (b,g)
Tia anklet / p.30
Masterpiece earrings/p.39 (g)
Palazzo earrings / p.41 (s,g)
Juliet earrings / p.43 (s,b)
Christie earrings /p.43 (s,b)
Stretch pearl bracelets /p.44
Gold Rush earrings/ p. 56
Safari earrings / p.58 (s)
Westbury earrings / p.66 (s)
Imagination necklace/p.77 (s)
Alpha necklace / p.80
Primrose earrings / p.80 (s)
Lilies Pin / p.80 (s)
Pink Cloud earrings/p.80 (s)
Katy earrings / p.86 (g)

Round About earrings/ p.89 (s)
Bubbles Anklet / p.91 (s,b)
Nora earrings / p.92 (s)
Luv It earrings / p.102 (s)
Charm It anklet / p.102 (s)
Cure lapel pin / p.107
Furry Friends bracelet/p.109 (g,s)

\$22.00

Timeless Ring / p.7 (g)
Cafe AuLait earrings/p.21 (b,g)
Daybreak earrings / p.26 (b)
Girlfriend bracelets / p.40 (g,s)
Scoop earrings / p.47 (s)
Dominique necklace/ p.56 (g)
Madeline bracelet / p.87 (g,b)
Fluty earrings / p.88 (g)
Charming bracelet/p.102 (s)
Sisters necklace / p.103 (s)
Surprise anklet / p.104 (g/s)
Trifold leather billfold /p. 110

\$23.00

Notable Ring / p.4 (s)
Empire bracelet / p.22 (s,g)
Mahogany earrings / p.25 (b,s)
Mesa earrings / p.30 (g)
Roma bracelet / p.31 (s)
Quilted bracelet / p.37 (g,s)
Faux pearl bracelet / p.44
Night Out earrings / p.50 (s)
Dulce earrings / p.64 (g,b)
Caliente earrings / p.67 (g,b)
Pico earrings / p.68 (s)
Innocence necklace / p.73 (s,b)
Bailey earrings / p.79 (s)
Sophie earrings /p. 98 (g)
Trophy necklace / p.105 (g)

\$24.00

Faith Ring / p. 7 (s)
Hope Ring / p. 7 (s)
Double O's necklace/ p.14 (g)
CafeAuLait bracelet/ p. 14 (b,g)
Deborah necklace / p.27 (s,g)
Mayfair earrings / p.29
Caribbean earrings / p.32 (g,b)
Sunset earrings / p.37 (g)
Moonlight earrings /p.38 (s)
Duchess earrings / p.45
Prescott earrings / p. 46 (s,g)
Summit pendant / p. 55 (s)
Mary earrings / p.77 (g)
Sorority anklet / p.82 (s)
Marissa earrings / p.82 (s)
Eclipse pendant / p. 85 (s)
Desert Sun earrings / p.88 (g)
Chelsea necklace / p.91 (s,b)
Cuff'em bracelet / p.95 (s)
Sparkle anklet / p. 106 (s)