

Draper Paper

Volume 19 No.3

March 2010

drapeape@aol.com

randy@h2doit.com

817-581-4982

Inside this issue:

- Planting Seeds For Sponsoring
- Business Tips
- Home Show Ideas

FROM OUR TO YOURS

"Excelling At What You Do"

By Rick Warren

"Whatever you do, work at it with all your heart, as though you were working for the Lord and not for people." (Colossians 3:23)

During the 2008 Summer Olympics, Michael Phelps gave us an extraordinary display of the pursuit of excellence. But the truth is every athlete in the Olympics pursues excellence as peak performers in their categories of competition.

The Bible identifies 5 characteristics of people who excel at what they do.

1. People who excel work with enthusiasm. Regardless of whether the job is big or small, give it your best. Great performers give their best effort, no matter the size of the audience.
2. People who excel sharpen their skills. They never stop developing, growing, learning, and improving. "If your ax is dull and you don't sharpen it, you have to work harder to use it. It is smarter to plan ahead." (Ecc. 10:10). It takes more than desire to excel, it takes skill!

Remember, you're never wasting time when you're sharpening your "ax".

3. People who excel keep their word. They are reliable. They can be counted on to do what they say they'll do. So they excel because people of integrity are rare in our society. "Everyone talks about how loyal and faithful he is, but just try to find someone who really is!" (Prov. 20:6)
4. People who excel maintain a positive attitude. Even under pressure, or change, or unrealistic demands, they don't allow themselves to become negative. "Do everything without complaining or arguing, so that you may become blameless and pure, children of God without fault in a crooked and depraved generation, in which you shine like stars in the universe as you hold out the word of life..." (Phil 2:14-16). And remember, "If your boss is angry at you, don't quit! A quiet spirit can overcome even great mistakes." (Ecc. 10:4)

5. People who excel do more than is expected. This is a secret that every successful person has discovered. You'll never excel by only doing what is required. Jesus said, "If someone takes unfair advantage of you, use the occasion to practice the servant life. No more tit-for-tat stuff. Live generously" (Matt. 5:40-42)

The Broadway lyricist Oscar Hammerstein once told the story of seeing the top of the Statue of Liberty from a helicopter. He was impressed because of the incredible detail the artist has sculpted on an area that no one was expected to see. In fact, the Statue of Liberty was completed with no idea that man would someday be able to fly over the statue!

When you're tempted to cut corners, thinking, "No one will ever know," remember God is looking down and sees everything you do. Give him your best this week!

Love,

Randy & Elizabeth

"The price of success is hard work, dedication to the job at hand, and the determination that whether we win or lose, we have applied the best of ourselves to the task at hand."

- Vince Lombardi



Sponsoring

We all know that we should be "talking to people",
"sharing Premier", and "planting seeds"...

As Dr. Tom Barrett from Dare to Dream Work To Win says, "It's as easy as saying something and getting your business in front of another set of eye balls!"

There is a Premier jeweler who is doing so well, that her husband goes into the office every week and enthusiastically tells his co-worker (whom he shares an office with)... "Premier is awesome! My wife made another \$200 last night!". Each week, he is proud to share how well his wife is doing, and tells everyone how wonderful Premier Designs is!

Fast forward several months later, the husband has been through some changes at work, and now works in a different location than the one prior...but through same the company meetings, has an opportunity to see his former office mate... To his surprise, his co-worker's wife is now IN PREMIER!! He obviously did a great job getting them excited about Premier!... Unfortunately they are not in their downline!!!

What happened?

Well, the husband, (just like many other jewelers and spouses in Premier) did a great job of "saying something" and "planting seeds" but he never got around to encouraging the person and giving them the dose of hope they needed to believe in themselves enough to look at the opportunity, and most importantly, never got around to asking for the appointment!

What would have happened in this situation, for example, if the husband had said..."Premier is awesome! My wife made another \$200 last night!" and followed up with "I think you and your wife would really enjoy Premier! It had been such a blessing in our lives! We'd love to have you over for dinner and perhaps share it with you!"

Think about how you are working your business... Are you stopping at "saying something"? Or are you following through and actually getting your business in front of another set of eyeballs!?

Cori Garavuso
4 Diamond Desinger - Orlando FL

***If you are nervous to show the marketing plan, get your upline to help you!



Business Tips



Do you have retired jewelry you want to sell or do you have retired jewelry you need to locate??? There is a service that several thousand Premier Jewelers use called "InSearchOf". It's free, but you need to subscribe to it.

First thing you do is send an email to the "Subscribe" address. Then when you are looking for a piece you can send it to the "InSearchOf" address. Generally what you would say is "I need item number _____, name _____ in mint condition. I am willing to pay cv, sales tax and actual shipping."

People who have it will respond to you and you can work the payment out among yourself. If you are on the subscription list then whenever anyone is looking for a piece you will receive notice of that as well. You can respond and might be able to sell your retired piece. It is a great service. Put both the "subscribe" address in your address book so that you can give it to future jewelers of yours. And keep the "insearchof" address in there as well so that you can use it whenever you are looking for something.

Follow the directions below to subscribe or unsubscribe:

Post message: insearchof@yahoo.com

Subscribe: insearchof-subscribe@yahoo.com

Unsubscribe: insearchof-unsubscribe@yahoo.com

- Gayle Foster, Gold Executive Director, GA

Use your Hostess as a Booking Partner!! by Rachel Steffens

Your hostess can talk to her friends before, during and after her show to get bookings for you and earn herself an extra \$25 in FREE Jewelry!

Before the show: Say, "while you are passing around the catalog and asking for advance orders, tell your friends how much jewelry they can receive by having a show. Most hostesses receive \$150-\$300 in FREE jewelry. If she cannot place an order, she may book a show just to help you receive an extra \$25 in FREE jewelry!"

During the show: Have the hostess ear her favorite pieces of jewelry to show what she will receive absolutely FREE! She will be very excited and want to show her friends what she will receive for FREE! Point this out during your booking activity!

After the show: Calculate how much jewelry she will receive for FREE. Write out the bonuses she earned. Let's say she had one booking at her show. Say, "You only need two more bookings to earn an extra \$25 in FREE jewelry!" Hint: calculate her total with the extra \$25 in FREE jewelry so she can see the difference.

This works! I just received a call from a lady at a show who would not book, but she heard how much FREE jewelry her friend had received and wanted to do her own show! I've done this so many times and have gained many, many bookings!! Happy Booking!

Home Show Ideas

If you want a fresh fun idea for a “Mystery Hostess Show”, this might just be what you would like to do! It’s called “My Ugly Necklace Party”.

I helped my mom fill out her invites and we just added, “Wear your ugliest necklace” on the postcard. When she gave them out at school and the gym, that line really caught people’s attention. I think it helped more people remember that she had a party coming up because there was something so unusual on the invitation.

One the day of the party, my mom and I went through her jewelry box and collected all her ugly necklaces left over from the 70’s and 80’s. I wanted a few extra on hand in case people forgot to bring their own. More people remembered but it was good to have the extras so those that forgot weren’t left out.

I did my show as normal until I got to “M” for “modeling” in the purse game. I then went around the room and introduced each of the ugly necklaces. Then I had the guests cheer and clap for the ugliest. The hostess (mom) was the judge for which one had the loudest applause. The “winner” got the \$10 gift card towards her purchase that day! I then said, “Now, take those ugly necklaces and let me show you something that you can replace them with.” I then went on with my normal “modeling” routine of putting different pieces on the guests and showing a few combos.

I think this worked well for 2 reasons:

1. It got people’s attention on the invitation.
2. It added a little extra spark and excitement to the show. The guests were anxious to see how they could replace their ugly necklaces!

By the way, the CV from this show was my 3rd highest ever!

- Taken from Dianne Leahy, 1 ♦ Designer, DE
adapted by Sara Hopkins, LA



Booking Incentive:

Red Hot Booking Special:

“The Firecracker Ensemble from Premier Designs is so RED HOT you are going to have to have the set. Host your own private showing of the Premier Designs Jewelry line and earn benefits through our AWESOME hostess plan to get the necklace and earrings. As a gift from your favorite jewelry lady for having a show, you will get the Firecracker Bracelet FREE! It’s easy as 1-2-3 to be RED HOT this Spring!

- Taken from Shauna Clarke’s Newsletter, 7 ♦ Designer, MI

Every Jeweler is invited to help Premier Designs

Celebrate 25 Years of Service!

From January 25 through June 25,
YOU have the opportunity to earn FREE JEWELRY!

You will receive one point for each dollar of CV you submit from:

- One point for each dollar of CV from your Home Shows, Individual Orders and Catalog Purchase Plan Orders.
- 750 points when you sponsor a new Jeweler who purchases a President's Sample Package OR 475 points when she purchases an Optional Sample Package.

25
Years

There are **THREE** ways **YOU** can be a winner!

1

At the end of the contest, you can
redeem your points for **New Jewelry!**



POINT LEVEL	REWARD
2,500	\$250 Retail Jewelry Certificate
5,000	\$500 Retail Jewelry Certificate
7,500	\$750 Retail Jewelry Certificate
10,000	\$1,000 Retail Jewelry Certificate
12,500	\$1,250 Retail Jewelry Certificate
15,000	Half-Line of the 2010 Fall & Winter Jewelry Collection
25,000	Full Line of the 2010 Fall & Winter Jewelry Collection

2

For every 2,500
points you earn, you
will earn one ticket!

At the 2010 National Rally, Andy
and Joan will draw the name of one
lucky Jeweler who will win a
Brand New Car!*

** Must be present to win!*

Jewelry Lady



3

If you are a Jeweler with one of the 25
highest point totals, circle the weekend of
November 11-14, 2010 on your calendar!

You will enjoy an **All-Expenses Paid Weekend**
at the **Southlake Hilton Hotel** to celebrate
Premier's 25th anniversary with Andy and Joan Horner! The Southlake
Hilton is nestled in the Southlake Towne Center, one of the premier
shopping districts in the Dallas/Fort Worth area. You and your spouse
will be treated like a King and Queen at this once-in-a-lifetime event!



Orders and contracts received in the Home Office from **Monday, January 25 through
noon CST on Friday, June 25** will be counted for this contest.