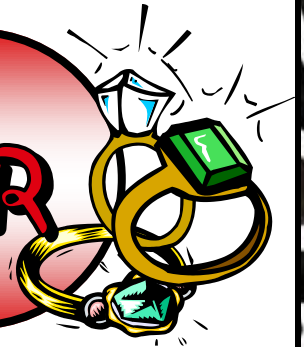




DRAPER PAPER



FROM OUR TO YOURS

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Redefining Success

"So the Lord was with him, and Hezekiah was successful in everything he did. He revolted against the king of Assyria and refused to pay him tribute." 2 Kings 18:7

What does it mean to be successful? Success usually brings to mind financial achievement or being number one. Others would define success by the bumper sticker. "He who dies with the most toys wins." Some like to think that success is being busy - on the go, racing from one appointment to another, and having too much to do with too little time to do it.

The problem with these definitions of success is they exact a high cost. The Executive Digest has noted, "The trouble with success is that the formula is the same as the one for a nervous breakdown." That's sobering, uncomfortable, and too often true.

Maybe the definition of success that you are familiar with is not the correct one. I would

encourage you to reassess your definition of success before it's too late. May I propose a new look at the word... **S.U.C.C.E.S.S?**

Service. There is no such thing as success without service. The secret of success lies in meeting the needs of others. And when we are meeting people's needs, we will discover fulfillment.

Understanding contentment. Let's not measure success by how much we own or how much money we have but by a sense of inner contentment. Real success is always internal, never external.

Character. Character is of greater value than how much money or status we have. A man's best test of character is revealed in how he treats people around him. So measure your success not by your possessions and achievements. Measure success by the quality of your character and conduct.

Compassion. What really matters is not money, power, and ego but issues of the heart

- such as compassion, kindness, bravery, generosity, and love. Do you love people more than things?

Excellence. Excellence is not being the best but being your best.

Significance. The popular notion of success has not cut it. A growing number of people yearn for significance more than success. Significance comes by giving ourselves to something that is greater than us and that will outlast us.

Sacrifice. A problem in our society is that we are spending our entire lives looking for something worth living for. It would be better if we found something worth dying for. Success under these guidelines will bring you into harmony with God's guidance.

- Taken from a leadership devotional, adapted by Brenda Price

We love you and appreciate all you do!

Randy & Elizabeth ☺☺

"There is a choice you have to make in everything you do. So keep in mind that in the end, the choice you make, makes you." - John Wooden



SPONSORING



"I called our local teachers credit union and asked them what the interest rate was for a 12 month CD. He told me it was .85% (not even 1%). I then asked him if I had \$1200.00 to invest in that CD how much interest would I make in 12 months? The answer was...\$10.23. Let's all go open a CD now!! Isn't Premier the best investment ever??? Hold one show and make \$200 in one night, or invest in a bank and 20 years later make the same thing."

- Dana Michael, TN, 5 ♦ Designer

A few of you asked me if it is possible to promote to Designer by Rally in July.

My response is this: The odds are that 1 out of every 4 that sits down with you to hear the marketing plan will sign.

If you need 7 people to become a Designer, how quickly can you talk to 28 people?

If you have 1, you need 6 more. How quickly can you sit down with 24 people?

If you have 2, you need 5 more. How quickly can you sit down with 20 people?

If you have 3, you need 4 more. How quickly can you sit down with 16 people?

If you have 4, you need 3 more. How quickly can you sit down with 12 people?

If you have 5, you need 2 more. How quickly can you sit down with 8 people?

If you have 6, you need 1 more. How quickly can you sit down with 4 people?



Knowing what we know about Premier - and hearing from each of you that YES you would still be doing Premier even if you didn't need the money - we should be motivated more than ever to share Premier with gals all of the time.

Girls, even if we have to do it over the phone - we have got to be PROACTIVE about sharing this great company with everyone - whether they KNOW they need it or not!!!

Your challenge for this week is this:

Share the business with 4 people this week!!! You can do it!!!

- Rhonda Hardy, 2 ♦ Designer, GA



BUSINESS TIPS



Easy \$80!!!

This is so exciting! Get more bookings!!!

At checkout, ask the ladies who did not book a show with you, 'Would you like to do an easy \$80?' She is going to ask, 'What is an Easy \$80?'

You say, 'An Easy \$80 is when you get \$100 in orders, then you will get \$80 in FREE Jewelry, Guaranteed!' Your customers who didn't book are going to be very interested in this!

Explain further, 'All you have to do is get a date and time on my calendar for us to meet up (give them 2 weeks max), bring a friend (best-friend, mom, sister, or a couple of friends if she wants to), have your \$100 in orders and done!'

This is so easy for BUSY ladies! This means that they don't have to clean the house, have refreshments, find a babysitter, kick the hubby out for the evening ;), etc. Better yet, suggest meeting her and her friend(s) at a Starbucks!

You will still need to bring jewelry (can be a smaller tote), go over guarantee, explain hostess benefits (as they are looking through the jewelry), and something about the Premier business. This could be a great way to open up opportunities to do OP's! This could also open up the potential for that hostess and her friend to have bigger shows in the future!

After Easy \$80 show, ask your hostess, 'Who are your 3 Friends who would like to do an Easy \$80?' She will give you referrals because she will be excited about getting \$80 + in Free Jewelry and because it was so easy!

You could offer her a tennis bracelet for 3 referrals or give her an additional \$25 for a referral who actually books with you. She will only be allowed to use her \$25 at her friend's show (the one she referred and booked).

This does not in any way replace your regular Home Shows!! However, if you have hardly any shows on your calendar for the year, then pick up the phone and start asking ladies if they would like to do an Easy \$80!

Another option, you can give your ladies at your show 2 booking choices. One, have a home show (explain the average Home Show hostess gets \$200-\$300 in Free jewelry) or Two, do an Easy \$80 (explain that they can get \$80 in Free jewelry with \$100 in orders, guaranteed)! How exciting is this?! Those Easy \$80 shows can easily become higher retailing shows or 'worst case scenario,' you walk away with making \$50 in about 15-20 minutes and she gets \$80 in FREE jewelry!

Focus on the activity, not the results! The more you do Premier 'events,' the more excited you will be, the more bookings you will get, the more retail you will gain, the more OP opportunities will come and the list goes on! You might not have extremely high retail with Easy \$80 shows, but the potential in these Premier 'events' are HUGE! This is so awesome! Go for it ladies!

Gayle Foster
Premier Designs
Gold Executive Director

(Thank you Marilyn Head for passing this along.)



FASHION IDEAS

Ten Tips for Successful Summer Casual Dressing

If you are interested in building an affordable and practical casual wardrobe this season, read on! These ten tips are designed to be your road map. Use them to bring focus to your shopping and organization to your closet:

#1 Think About Lifestyle.

Before you shop, jot down the casual activities you like doing and the clothes that make you feel your best doing them. Getting focused ahead of time about the types of clothes and accessories you actually need to build a functional casual wardrobe will keep you on track at the store.

#2 Determine Your Retail Sizing.

Many women settle for less than a perfect fit, especially with their casual clothing. Taking the time to know your correct size — petite, missy, plus or some combination — will make creating a look that fits and flatters easier. Yes, even sweat suits can fit you well and make you feel good!

#3 Pick Your Base Neutrals.

Black, white, khaki, navy and stone are good warm weather neutrals and mix and match well with a variety of brighter colors and prints.

#4 Bottoms Up.

Focus on bottoms first — pants, shorts, Capris, skirts and jeans. Once you are happy with these selections, add a minimum of three tops for each.

#5 Pick a Signature Color.

To further simplify your wardrobe, consider accenting base neutrals with one hue that you love. Stock up on tops, bags, shoes and other accessories in the same shade of this color and you will get many looks with fewer pieces than you ever imagined — promise!

#6 Know Your Fabrics.

For extra ease and comfort in the warmer weather, opt for machine washable, non-iron looks so you can grab, pack and go.

#7 Layer Effectively.

Tees, camisoles, shirts, sweaters and jackets can be combined in a myriad of ways to give you climate control and a polished appearance.

#8 Connect the Dots.

Pay attention to buttons, zippers, stitching and other details on clothes and accessories as you assemble your outfits. Typically, it takes a minimum of three similar metals, colors or other details to pull a look together.

#9 Tie It All Together With Casual Outerwear.

Wraps and rain & shine coats are a necessity for challenging weather and chilly nights, even in the summer. You enjoy all your clothes more when you take the time to think through your outerwear options. Make sure casual outfits are included in this thought process.

#10 Check Out At the Store, Check In With Your Closet.

Before you snip the tags, be sure what you buy complements what you already own. Promptly return anything that is an extra or doesn't make you feel your personal best.

Last Word

Casual clothes help you celebrate everyday moments and should be treated with as much thought and attention as the rest of your wardrobe. There is nothing casual about planning ahead so that you look and feel your personal best no matter the dress code for the days ahead this season!

EVERYONE CAN WIN!



Jewelry & chances for a NEW CAR!

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

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!*

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!



Ideas to "UP" your CV!

Utilize discounts at your shows!

Offer incentive for hostess to use all half-priced items!

Offer your hostesses 3+ items at 50% off for her birthday!

Hold "Shoppportunities" & let guests shop at half off!

Promote catalog shows!

Email out special sales to past hostesses / customers to promote wholesale orders!

Hold Mystery Hostess shows!

Track Your CV Points Online!

For Premier's 25th Anniversary Celebration promotion, you can track your CV points on Premier's website! **LOGIN** to Premier's website, go to the **PROMOTIONS** tab, then scroll down to "**POINT STATUS**", click on **Twenty-Fifth Anniversary, 2010** and you'll see your current cv point status. **Friday, June 25** is the last day to earn points!

* End of the June accounting period (noon CST)

Remember, the more CV points you have, the more FREE jewelry you'll win at Rally!!!