

MEIER MESSENGER

A Monthly Publication by Pauline & Kent Meier for their Premier Downline

From Our hearts to Yours...

It's February!

February is about people, relationships, and love... and so is Premier! As we (the second generation) move into the future it is so important that we not only remember Premier's purpose and philosophy, but that we walk the walk with each customer, hostess and jeweler... those who make it easy, and even those who are...well..."high maintenance"!☺

I love the way Andy puts it in the introduction of *Jewels for Life*:

I have climbed and clung to the top rungs of the ladder of success in Corporate America. I crunched the numbers, flew the miles, managed the personnel, and sold the product. At the reward time at the top of the ladder, I left the relaxation of the golf green and the condo to experience the agony, the thrill, and the rewards of building a company from nothing to millions. For over fifty years, this Irish immigrant experienced the American Dream. Finally, I woke up to realize it is more important to build a successful life, than a successful business. It is more important to invest in people, than to collect things.

Our company, Premier Designs, is in the business of helping people become beautiful. Our exquisite jewelry glitters and shines to help them dress with elegance and grace. Since Adam and Eve, gemstones have been cherished for their attractiveness, rarity, and durability. Jewelry enhances our external appearance, but the premier jewels are the rare and durable internal characteristics that need to adorn our lives.

...Eighteen years working with Mary Crowley, the founder and genius behind Home Interiors and Gifts, taught me lessons of generosity, sensitivity to others, and thankfulness. She showed me how to design a company for people, not balance sheets.

It is important to plan wisely, set goals, grow and promote. But let us always remember to "love people and use things" and not let the "things" and promotions become more important than serving with love and integrity.

Thank you Andy and Joan for your consistent example. Let's make sure that the Best Truly is Yet to Come!

Love,

Pauline & Kent



Premier Designs
Independent Distributors



**In this
issue...**

- * It's February!
- * Booking Ideas
- * For My Favorite Hostesses
- * Stars of the Month!
- * \$1,000 Shows & B-Days!
- * New Jewelers!
- * Wear This, Not That...
- * Sponsoring Ideas!
- * What to Wear!

MEIER MESSENGER
2400 Danbury Drive
Colleyville, TX 76034
(817) 355-1939 (800) 453-9358
www.myjewelrybusiness.com
paulinemeier@aol.com

Verse of the Year 2008: "Show me the path where I should walk, O Lord; point out the right road for me to follow!" Psalm 25:4

Booking Ideas!

10 Steps to Jump Start your Business! By Eileen Meckley!!!

- 10.** Decide every day to pick up the phone & provide the best customer service ever! The purpose of customer service is to show you care, which often leads to results. If you're thinking, I have young kids, it's hard to be on the phone, incorporate Phone time as fun time. Make it bubbles day only when you are making calls allow your kids to blow bubbles next to you. They'll be begging you to get on the phone!
- 9.** Focus on meeting 2 new people to share your business with today. Do you find yourself going back to the same people over & over? Sharing with everyone is not pushy-it's kind; going back to the same people over & over can lead to being pushy.
- 8.** To feel comfortable starting a conversation, practice these words. For example, while in line at a store, ask "Where are you from?" After they answer, say, "I'm curious, I have my own business with Premier Designs Jewelry, Are you familiar with it?" If they say they are not interested, say, "Thanks so much for being honest with me." Then continue on with the conversation to make them comfortable, such as, "How long have you been living in the area?" If they are interested, say, "I know you are not in line to hear about my business today, but I would love to share with you at a more appropriate time. Would you feel comfortable giving me your name and phone number so that I can follow up with you?"
- 7.** Ask yourself every day, "What do I want to accomplish personally?" and "Where will I fit in five sharing contacts professionally?" Don't forget to make a couple of those contacts new people. Incorporate hostess coaching in your daily routine.
- 6.** Success is a choice. Choose to decide that you can do what it takes to build a business. Throw out the words "I Can't" which means I Certainly Am Not Trying.
- 5.** Scheduling two selling events a week will keep your skills developing and confidence growing. A week without a selling event will cause you to feel like you are starting and stopping, starting and stopping. That takes more energy. Keep in mind, eight events a month is only 24 hours in a month. It would be like showing up for a traditional job for only three days out of the month and earning an incredible income!
- 4.** Deciding that you want to work to make money is the 1st step to earning money.
- 3.** Whenever you have a cancellation or postponement, decide, "I planned to work. Now, I need to change the type of work I will be doing." Don't let other people change your plans knowing that work is what will lead to success. Make customer service calls, take your family out & meet new people while enjoying your family etc.
- 2.** Decide that everyone you share with about your business deserves the invitation to join you in your business. Just ask! "One of the things I love to do is help others start their own home-based businesses, too. Have you ever thought about doing something alongside your family and other activities to earn extra income?"
- 1.** Share for the real purpose of sharing. Sharing is finding out if someone has an interest in something you have to offer. Selling is something you do for people who have decided to put themselves in the position about making a decision about something you offer. Then, it is the customer's decision if they want to be sold to, not yours.

For My Favorite Hostesses

From My Heart to Yours...

Congratulations:

_____, for having the top show of the month!!! You are not going to believe all the jewelry she earned!!!

Check out what she chose:

WOW! That's _ new pieces of jewelry! That's a fall wardrobe boost!

TOP HOSTESS

WAY TO GO!!!

"Trendy is here today gone tomorrow. Style is something you own. It comes from within."

- Kelli Pollard, Quantico, VA

The Season's Top Five "MUST HAVES":

Urban Safari - As the world looks to Africa's food and aids crisis, designers give a nod to tribal influences. Animal print cardigans, exotic print skirts and shorts, reptile skin shoes, bags & belts.

Jewelry treasures look like they came from an exotic bazaar. How to rock the look and not look like a world traveler returning from safari? One animal print or African inspired piece per outfit paired with great fitting tan trousers or a pencil skirt and you will look safari chic!

Gemstone colors - Hot, neon fuchsia, cobalt blue and chrome yellow all scream buy me. Try one bright piece, (bag, belt, shoes or top) with all black or white to make this bold palate perfectly palatable. Shiny Patent bags & shoes with architectural heels are all the rage; Caution zone; Hot Pink platforms with black tights will have you looking more fashion victim than savvy, keep the other elements quiet.

Newer Neutrals - Chalk white bags are so last season! This season's accessory choices include mega-metallic leather goods in beige, blush, platinum, soft gold and copper. This neutral color palate is not merely earth toned, think dove grey and navy blue. These pair beautifully with soft pastel pieces or bright white. Beat the heat in earthen baubles featuring organic stone and beads.

Embellished Tops - Gone are the puffed sleeve, overly embellished pheasant tops of last year. Instead this season's tops are decidedly Boho-modern with sleeker silhouettes and metallic ornamentation. Pair them with white or dark denim and the season's hot sandal, gladiator heels.

Bold Prints & Floral - The 60's influence has given way to the 70's with batik, artistic & geometric prints. The floral trim of last year has been reinvented in this seasons floral print fabrics. Sheer gossamer florals are perfect for layering over solid tanks and white capris, while bold graphics stand alone with a simple sandal. Classic ladies; try to incorporate batik and artistic prints in a long scarf or umbrella to

Need some extra money to make ends meet? Are you saving up for something special, or would you like to pay off a credit card or two?

Premier might be a great option for you! There are no quotas in Premier, which means you can work as much or as little as you want. That fits everyone's schedule!!!

The average jewelry show is \$400 and Premier Designs Jewelers make 50% of that! So if you held 6 shows in the month, you could add \$1200 to your monthly income! (\$200 x 6 = \$1200)

Sound good? If you've been thinking about this for a while, let's go ahead and get together. If we find that Premier would meet a need in your life, we can go ahead and get on with it! If not, then you can get it off your mind.

Call me today! (You know you want to!)

WEAR THIS, NOT THAT...

Clinton Kelly's Tips on Dressing Your Best By Shanna Thompson,
LifeScript Staff Writer Tuesday, October 2, 2007

Do you wear pajama bottoms to the grocery store? Are "mom jeans" a staple of your wardrobe? Do you avoid shopping because you feel too fat? If you answer "yes" to one – or all – of these questions, it's time for a "What Not to Wear" intervention. In an interview with LifeScript, the TLC show's co-host Clinton Kelly gives the inside scoop on how to go from a "before" to an "after"... without having to endure the dreaded 360-degree mirror...

"I really do believe every woman has the potential to look and feel beautiful," Kelly says. "All she needs is a little bit of information and inspiration."

Some women look effortlessly fabulous. You know the type. Tall. Thin. Great legs. Perky boobs. Firm butt. She looks as fashion-forward and sophisticated wearing jeans and a T-shirt as she does in a cocktail dress. We hate her a little, but we also want to be her, if only to know how it feels to look that put together all the time. However, this woman wasn't born a style maven. She's just someone who has discovered the secret of mid-rise, dark-washed, straight-legged jeans and has learned which dress cut flatters her curves. This is a woman who knows how to make fashion work for her, and you will too after a crash course on Kelly's style rules.

Out with the Old There's some prep work to do before you hit the stores in search of the new you. Just as Kelly and co-host Stacey London do for the fashion victims on "What Not to Wear," you need to purge your closet of the worn out, ill-fitting, age-inappropriate, dated clothing that is weighing you down. Start by taking a good, hard look at the contents of your closet. If you haven't worn it in a year (unless you were pregnant), get rid of it. "If you didn't miss it last spring, you won't miss it this spring," Kelly says.

Then start trying stuff on. Need to suck in your stomach to button those pants? Donate them to charity. Favorite sweater unraveling at the seams? Toss it out. Still wearing your acid-washed jean skirt from high school? Congrats for maintaining your figure, but it's time to graduate on to new things – send it back to the '80s!

When you reach the "comfy" section of your closet and have a hard time parting with old friends, remember that all your clothes are supposed to be comfortable, Kelly says. Once you start buying items that fit correctly, you won't need that schlumpy sweatshirt anymore.

"The most common fashion mistake is ill-fitting clothing. If you don't have fit, you can't have style," Kelly says. "I see women with jeans so tight it seems like they are pushing their organs up and out. I'm not asking you to wear a strait-jacket. I'm asking you to wear clothes that fit."

Identify Your Style Before you hit the shops to revive your wardrobe, size up your style, including colors, fabrics and trends that naturally draw your eye. Kelly recommends identifying three adjectives to describe your style. Then think about how you can apply them to your lifestyle and body type. This way you'll have a plan and a shopping guide to ensure your selections match your needs.

Remember, a little goes a long way when it comes to fashion trends. To keep a look modern while not looking costumey, vamp up one item while keeping the rest of the outfit more tailored and neutral. For example, a feminine, romantic look can be achieved without appearing like you just got back from Woodstock. "Don't do flowy from head to toe," Kelly says. "You'll end up looking like one of the ghosts from Pac-Man." Instead, try a softly pleated skirt paired with a fitted top and jacket.

To make a preppy look work this fall, rethink the argyle sweater, khaki pants and boat shoes. Instead, pair the sweater with modern jeans and high heels. "Think about your adjectives," he says. "How can I make them flattering?"

(continued on next page...)

Must-Have Items As you peruse the racks in search of the new you, it's best to start with the basics to build a versatile wardrobe of pieces you can mix and match. Here's what Kelly says works for women of all shapes:

- Structured jackets
- A-line skirts
- An assortment of camis
- Medium-width, straight-legged trousers
- Medium-rise, dark wash, straight-legged jeans
- Pointed-toe shoes, either flats or heels, to elongate the line of the leg
- V-neck knit sweaters to elongate the line of the neck and make you appear taller and slimmer
- A trench coat with vertical seaming to elongate the body and protect you from the elements

Wrap dresses in polyester jersey or microfiber work well for women with a smaller waist to bust and hip ratio and can be worn in or out of the office with a cami. For those looking to de-emphasize a tummy, Kelly recommends dresses with three part construction: bust, waist panel and skirt.

From homemaker to executive, all women should own at least one nice suit, which Kelly equates in versatility to the little black dress. Even if you never wear it as a complete outfit, the pieces can be broken up for a variety of occasions and looks. Pair the jacket with jeans for dinner, or top the skirt or pants with anything from a V-neck sweater to a cami and contrasting structured jacket. "A classic suit is not going to go out of style," he says.

Suits, shoes and classic pieces are worth splurging on. A great pair of jeans for \$100, or even \$200, is a good investment if they fit you perfectly. Plus you'll have them forever. "If they make you feel great, they are worth the cost per use," Kelly says.

The more expensive items can be paired with seasonal and faddish clothing, which you should allocate less money toward. "Anything that screams 'trend' is something you should think twice about spending money on," he says. From Runway to Everyday Once the building blocks of your wardrobe are in place, it's time to stylize your look. This fall's trends include bold prints and grommet embellishments. "The size of the print should be proportional with the size of woman," Kelly says.

To ensure your outfit doesn't enter a room before you do, pair big prints with small accessories and avoid large earrings, bangle bracelets and oversized bags. If prints aren't your thing, create a more subtle but still sophisticated look with this season's gray tones. But remember just because you see it on the runway doesn't mean that look translates well into real life. The everyday version should draw inspiration from the catwalk, for example pairing an exotic print tie-neck blouse with basic black trousers, but not emulate the designer concoction. "When you see a look on the runway, that's an artistic statement," Kelly says. "Designers aren't saying wear it exactly like this. Use it as a guideline."

Wise Up About Size The #1 question women ask on "What Not to Wear" is how to hide belly fat. The answer lies in structured clothing. "A jacket is the best way to camouflage a tummy, end of story," Kelly says. "It can really make you look like you have an hourglass shape even if you don't."

The tendency to fixate on body flaws, he says, is a common theme among women on and off the show when, in reality, most figures fall in the middle of the bell curve. "They say their body is so terrible that looking good isn't worth the effort. That I can't even believe," he says. "Don't choose to opt out because you are scared. It doesn't cost any money to go into a store and try on clothes."

Kelly insists that women need to buy clothing for the size they are right now and not postpone looking and feeling great until they lose weight. In fact, dressing the body you have now seems to jump start the process.

Do You Need a Makeover? There's just something satisfying about seeing a "before and after" - a potential that's been reached with just a little effort and a touch of expertise. Have you ever considered yourself for a makeover? Get with a friend or two, go for a great cut, add a touch of make up and then go shopping for the new you.

Sponsoring Ideas!

30 Second Commercial Ideas

1. When someone comments on my jewelry, I just say "thank you! It's Premier Designs. Have you ever heard of it?" Then I ask them if they would like a catalog. I just ask them to "jot down" their name, address, and phone number and I'll send them one. Then I give them my business card and a coupon. - **Rachel Henslee, 1 ♦ Designer, Oklahoma**
2. I tell them that I get to play in jewelry, eat brownies, make friends, and earn money. - **Roz Curry, Builder, Texas**
3. I rep a line of high end fashion jewelry out of the Dallas/Fort Worth area called Premier designs. I'd be happy to send you a catalog, along with a discount coupon for your first order if you have a business card handy. - **Gayle Foster, Executive Director, Georgia**
4. I always say I own my own business. Then I let them ask the questions. They always have lots. - **Lisa Rhodes, 1 ♦ Designer, Texas**
5. Oh my gosh, I have the best job ever . . . I am the jewelry lady! Have you ever been to one of my shows . . . if they say no . . . I say, Girl, you don't know what you are missing. I get paid to party! I show ladies how to look their best with their clothes and jewelry. - **Bonnie Baker, Builder, Texas**
6. I have a jewelry business. . . have you ever heard of Premier designs? When they say no – I say "oh my gosh! It is so awesome! You really should see this line. It is so incredible! Would you like to see a catalog?" - **Pauline Meier, 7 ♦ Designer, Texas**
7. I just tell them I have a jewelry business and ask if they have heard about Premier. - **Kelly Cornelsen, Designer, Arkansas**
8. I tell them that I sell Premier Designs Jewelry and that I used to work at a high-stress job at the high school and that I'm now able to do the jewelry full-time and set my own hours. - **Jana Austin, Designer, Oklahoma**
9. I love my job! I help ladies update their wardrobes with high fashion jewelry. I offer three prices: full-price, half-price and free. (then wait for their response.) - **Janelle Johnson, Designer, Kansas**
10. I say "it's Premier Designs. Have you ever heard of it?" or "I'm in the business of making women look and feel beautiful! - **Angela Gonzales, Designer, Alabama**

- **Compiled by Lesley Hamilton, Designer, Texas**

What to Wear?

It always pays to dress for the right occasion whether it be Rally, Hostess Coaching, monthly training, doing a home show or just running errands. Here are just a few do's and don'ts for the Jewelry Lady in you. (Just a note about Brenda in her baseball jersey -- She does NOT dress that way. She was in a skit.)

Don't



Do



Don't



Do



Do



Don't



Don't



Do

