

MEIER MESSENGER

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

From Our hearts to Yours...

It's a Wonderful Time of the Year!

It's the most wonderful time of the year! From now until mid December you will likely do more shows and more retail than any other time! Maximize your time tis fall and make the most of the business. Make sure you home hostess coach each of your shows to reap the greatest harvest.

And... plan, plan, plan! Plan now for your January home shows. Book double the number of shows you want to hold. Tell all the guests at your shows why January is a great time for a show because:

- 1. You are offering a special for January shows! (A special item free - watch, ring, etc., Sales & discounts for guests - be creative & have fun marketing!)*
- 2. People quickly experience post holiday blues, and look forward to getting together again.*
- 3. Friends have Christmas money & new outfits they want to accessorize.*
- 4. It will be time to get ready for Valentine's Day!*
- 5. Friends have made their new year's resolutions:*
 - * lose weight - or just get some bold earrings & instantly take off 10 lbs, and jewelry always fits!*
 - * get a new look - accessories will complete your look and polish your image.*

Watch next month on the Booking Page for more January tips....

Love,

Kent & Pauline



Premier Designs
Independent Distributors



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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!

Creative Ways to get Bookings

Nancy Schwartz

Look for craft shows, bridal shows, business opportunity shows, or anywhere you can display your Premier jewelry!

1. **Contact churches & schools** in your area, the Chamber of Commerce, check local newspapers.
2. **Prepare a handout**, keeping your focus in mind. (bookings, sponsoring, both?)
3. **Have a drawing!** Make sure they're completing a "drawing registration card".
4. **Build rapport. (smile)** Relate to them & tell them what you do. ("private showings")
5. **Offer an extra BIG incentive** for anyone who schedules a show with you that day! (\$50 add'l)

Be Creative, Working Every Angle!

1. **Mall Shopping** - "May I help you?" "Sure. Maybe you can help me find something to wear for my jewelry business. I do private shows and am looking for the perfect outfit to enhance some of my jewelry."
2. **Retirement Centers** - Ask for the "Activities Director". Inquire about scheduling a jewelry fashion show as an "activity" for the residents.
3. **Real Estate Or Other Offices** - **a.** Ask for the "Office Manager" or someone you could speak to regarding a seminar on "How To Have A Professional, Polished Look" or "The Impact Of 1st Impressions: How To Have A Polished Look In The Workplace".
b. Ask if you can help with their employee holiday shopping by providing jewelry gift certificates or gift suggestions (i.e. Doctors' offices, corporate offices...)
4. **Beauty Salons** - **a.** Ask for the owner. Inquire about setting up your display in the salon on a busy Saturday, offering her an incentive (free jewelry, a % of your profits).
b. Ask the owner if you could do a private showing in the salon after hours for the employees and selected customers, offering her the "hostess benefits".
5. **Fundraisers** - Contact non-profit organizations and offer a fundraising opportunity. "Kick it off" or "wrap it up" with a private showing for the members. Give 20-25% of the sales back to the organization.
6. **Restaurants, Airplanes, Baseball Games, etc.** - **a.** Have lunch with one of your Premier buddies and tag your jewelry at the table. Watch the waitresses flock to your table to check out the jewelry!
b. Flip through a Premier catalog on the bleachers at your child's baseball game or on an airplane. It's likely to create some interest!
7. **Market Promising Neighborhoods** - Create a flier to distribute to neighborhoods you're interested in, offering the neighbor who calls first to schedule a show an additional \$50 in FREE jewelry! Include the mini-catalog.

Hold a "Mystery Hostess Show" In Your Home!

1. **Offer a special discount** and maybe even a "gift" for anyone who attends. Promote these specials in your invitation.
2. **Do a drawing** at the end of the evening from all orders received for 2-3 winners of Premier's fabulous hostess benefits! Indicate this special incentive in your invitation!

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!!!

Accessories bring a designer look to affordable clothing!

Give the Gift of Confidence this Holiday Season! by Pauline Meier

A survey this fall by CareerBuilder.com reported that 41% of 2,765 employers surveyed said that workers who dress well tend to be promoted more than others.

Instead of turning your family and friends into "What Not to Wear", give them a wardrobe lift with beautiful Premier accessories! Then book a show so they can come learn how to

brush up their image and make the most of their wardrobe dollars!



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 \times 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!)

Sponsoring Ideas!

Verbiage To Use With The Sponsoring Gift Cards:

“Before we shop and play in the jewelry, I want to give you an opportunity to earn another ticket for the drawing. All you need to do is pick a question, ask me the question, and I’ll answer it quickly, and you get a ticket for the drawing. Now, fan out the Big Money with the questions on them. (these are on the Draper’s website.) let them quickly draw a question.

Answer questions and give her a ticket as you take up her money. Fan out the money... Ladies this is \$1,000. I can make \$1,000 doing 4 shows! I can do 4 shows in one week, in 2 weeks, or in 1 month! Can you think of anything an extra \$1,000 could do for you? Maybe pay off a bill, car payment, college, braces, shoe shopping, or duh gas for your car! Well, this could be you! Who could use and extra \$1,000!?!?

Now let’s sweeten the deal... How many of you have ever received a gift card for your birthday? Did you spend it the next day? Did you put it in your purse and save it for a rainy day? Or did you look at it and say ewwwwww a gift card, and toss it in the trash? Ha ha ha...

Well, I have a gift card for Premier Designs Jewelry for you!!! You can’t use it tonight, or at a home show! It is only activated when you call me, and let me take 15 minutes to tell you how my business works! (Fan out the gift cards.) Each card has a different amount on it! Ranging from \$19 up to \$50!!! I am going to come around and ask you if you would like to hear how my business works... If you say yes, then draw a gift card. Then go around and say would you like a gift card?

Remind them they have to call you to activate it starting tomorrow. You can call them too, if you haven’t heard from them!”

- Elizabeth Draper, Diamond Executive Director, TX

Cory Hasty signed up a New Jeweler and guess how??? Cori has been using the sponsoring “Gift Cards” at her home show for hearing more about Premier. Cori put a \$25 Value on each card... this is what she said. “Interestingly enough, she got “hooked” when I said the \$25 Gift Cards were doubled to \$50 in October! She told me next THAT was what pushed her to call me (I created a sense of urgency!)” Why not run your own ‘Sponsoring Special’ in October?”

- Sylvia Credle, 5 ♦ Designer, NC

Unchanging Fashion Phrases!!!

(Compiled from several sources)

1. Wearing jewelry brings your wardrobe to life!
2. When it comes to clothing, there are 4 basic food groups: black, white, denim and khaki. Jewelry is crucial for spice!
3. Adding jewelry to your wardrobe is the affordable way to update your look! Have a guilt free shopping spree with ME!
4. High fashion jewelry is stronger than ever!
5. Women who feel they have a closet full of clothes but nothing to wear are usually “accessory deprived”!
6. Picture that friend who always has the “pulled together look”. I am willing to bet that she is highly accessorized!
7. Fashion comes and goes but style lives forever! The quickest way to style is through the use of accessories!
8. Accessories bring a designer look to affordable clothing!
9. Accessories are the frosting on the cake! Most of the energy goes into the cake but the frosting draws one in and makes that great first impression.
10. Jewelry is the number one gift in America. Did you know that 75% of that market is high fashion jewelry? That’s why this is such a great business to be a part of...women can afford our jewelry or they can get it for free!
11. Jewelry can emphasize your best features by keeping the eyes focused up!
12. Jewelry is the signature for a woman just as the tie is for a man.
13. The earring is as important to adding light to your face as is lipstick.
14. Clothing is your canvas! Put your money into your jewelry, accessories and hair!
15. Pearls are now the 24 hour jewelry - always acceptable for any occasion.
16. The addition of pins and multiple bracelets add an air of credibility to every woman who chooses to wear them.
17. From your shoulders on up is your “impact zone”. Make sure you decorate it with jewelry because that is where you make the most impact on others! Women are very expressive as well. Your arms and hands are your primary “expression zone”. Don’t leave that out! The “expression zone” is also the zone you can enjoy all day long because you see it without looking into a mirror.
18. Monochromatic dressing gives the illusion of appearing 10-20 lbs. thinner and inches taller. It is also an easy way to keep your wardrobe down to the basics and gives attention to accessories. Did you know that 2/3 of a great wardrobe is accessories? It really is a lot more fun too!
19. Changing accessories for current trends not only keeps you updated, but it’s also much more affordable! Keep your basics or neutrals more on the classic side so that you can keep updated from season to season without much thought or cost to the budget!
20. You can tell a woman who takes time for herself...she is accessorized!
21. I love our jewelry because we have something for everyone! We can accommodate the natural girl to the dramatic girl with just that finishing touch!
22. I love the way we can take a woman from daytime to nighttime with the same black dress by just changing her accessories.
23. Top four elements of a polished look: a good haircut, a natural makeup finish, subtle glowing hair color, eye-catching accessories.
24. 93% of lasting impressions are made in the first four minutes of meeting someone.
25. Communication is 55% appearance, 38% tone of your voice, 17% verbal!