

MEIER MESSENGER

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

From Our Hearts to Yours...

Extreme Times Call for Extreme Measures!

Here is what Executive Director Melissa Terrell recommends:

Take extra special care of your customers!

In these difficult economic times we can win and rise above our circumstances. A little extra effort is all it takes.

As Belinda Ellsworth says, "The fortune is in the follow-up!" Customers will spend with the person who appreciates their order. Here's how you can show your appreciation:

- * *Make sure you are gracious! Thank each person that comes to the show. Say thank you to each customer as you complete their order and tell them how much you appreciate their business.*
- * *Go the extra mile- call every person who attended the show & thank them for their order.*
- * *Call when they get their jewelry and make sure they like it and everthing is ok!!*
- * *Call again at 50 days or so to see if they have anything defective you need to replace. (This is just before the 60 days free replacements ends.)*
- * *Call and/or email whenever you have new jewelry or special promotions.*
- * *Ship homeshow orders to hostesses at work!! As she opens the box it creates extra excitement and possibly new orders from those who missed out the first time around!*

Thanks Melissa these are awesome tips! I'm sure these will help each of you think of even more ways to serve and follow-up with your customers. Remember, as they say in tennis...the one who serves well wins! (To see more tips from Melissa on booking more shows in this economy see the "Booking Page"!)

***You are loved and appreciated!!!
Pauline & Kent***



Premier Designs
Independent Distributors



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Booking Ideas!

To Increase Bookings...

Melissa Terrell, TX - Diamond Executive Director

First Increase attendance: the more guests attending the more prospects for bookings!

Offer a gift to each guest just for attending (ie. polishing cloth, sunglasses, etc.) Add this in a fun way to the invitations:

FREE Gift just for coming!!

Hostesses should definitely mention this as they make reminders! Here are some ideas for gifts and verbiage on invitations and when speaking to your hostesses and potential hostesses:

Receive "Designer Inspired" sunglasses FREE just for attending!

You know how hostesses will often say to her friends, "You don't have to buy anything just come for the fellowship!" Well, she is saying this to help her attendance, but we know that is not the seed that should be planted. The guests will get the wrong idea. Suggest these great phrases instead:

**"Learn how to save \$ and stretch your wardrobe"*

"NO PRESSURE" It's a **free fashion show--*

*For those who do want to purchase,
I have a special sale!"*

This way, they know they are welcome and will not be pressured. But we know, once they get there they will catch the jewelry bug! At your show use phrases such as:

"I'm so glad you've come, have fun-there's no pressure tonight!"

"Accessorizing is the most cost effective way to stretch your budget"

"Your image may make the difference in landing that job"

When they have objections: Agree with them!

*Tell them how it can work **because it's worth it!** (This is a key phrase!)*

i.e. "You are so right, everyone is so busy! But this is so worth their time!"

A good booking activity includes the following characteristics:

** Cute * Colorful * Choice * Chance*

i.e. Eyeglass holders, lipstick holders or drawstring accessory bags from Premier Incentives & Precious Collections...ohh sooo cute!!! Use these or similar gifts/props for Play or Pass, Deal or No Deal!

You can also use these for gift with a purchase say, "typically everybody buys 3 items so as a thank you, you receive..."

Say to her friends, "Which bag should she pick?"

This gets them all involved and having fun and creates the desire!! :)

Remember--the more fun they have...the more likely they are to want to have their own show!

HAPPY BOOKING!!!

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!

5 Fashion Rules to Break cont...

Style Editor Shannon McCarthy suggest fashion ideas.

Beam On

THE RULE: No sparkle or shine in the daytime

BREAK IT: *Our daily grind gets less dreary when we glam it up a bit. Don't consign shimmery satins or sexy sequins to that brief stretch between cocktail hour and bedtime. It's awesomely chic to rock a muted metallic coat, silky gold blouse or bead-embellished anything before dark. A bit of bling is especially welcome in this season of architecturally sleek silhouettes.*

Line of Beauty

THE RULE: Plus-size women should wear loose clothing

BREAK IT: *If I were a conspiracy theorist I'd investigate the origins of this unfortunate myth. Generations of women have hidden their feminine figures under unnecessary and unflattering fabric. The muumuu is not your friend. Sheath dresses skim the body and slim contours, crisp pencil skirts or tailored a-lines look polished, new jackets nip in at the waist, and even the menswear trend will cover your curves in style.*

Clash or Credit

THE RULE: Certain color combos are forbidden

BREAK IT: *When done right, any colors can be worn together. Of course prints can contain numerous hue combinations, but solid blocks of heretofore taboo pairings can also look scads more stylish than a play-it-safe palette. Black/brown, black/blue, even red/pink all work if you keep the tone the same- pastel shades put together, inky colors partnered, neon brights paired up.*

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!)

*Congratulations to these
Jewelers joining us in
Washington DC!!!*

April 23-26, 2009

Terri Anderson
Adrienne & Randy Bergquist
Greta & Ray Bost
Susan Cimoch
Sharon & Jerry Clare
Amy & Charlie Cooke
Linda & Terri Ferguson
Aime Goad
Ruthanne & Phillip Hall
Michelle Huzl

Rebecca Kerr
Dona Marrone
Karla & Del Ray Mounts
Marcy O'Brien
Margot Olenik
Christi Phillips
Kelly & Doug Ramsay
Dana Reid-Grimes
Hope & Phil Sherman

Washington D.C.

Gaylord National
RESORT & CONVENTION CENTER
on the Potomac

CONFERENCE 2009

*Way to go,
we're so proud of you!!!*



for
 DESIGNERS, DIAMOND DESIGNERS & EXECUTIVE DIRECTORS
Saturday, March 6 - Saturday, March 13

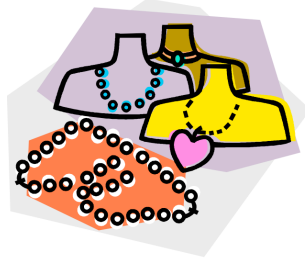


Set your sights now to sail with us on the brand-new Norwegian Pearl for a fabulous week of Caribbean sun and sea, with four fun-filled tropical ports of call: Samana, St. Thomas, Tortola and Great Stirrup Cay.



DAY	PORT	ARRIVE	DEPART
Saturday	Miami		4:00 PM
Sunday	At Sea		
Monday	Samana	10:00 AM	5:00 PM
Tuesday	St. Thomas	9:00 AM	6:00 PM
Wednesday	Tortola	7:00 AM	3:00 PM
Thursday	At Sea		
Friday	Great Stirrup Cay	10:00 AM	6:00 PM
Saturday	Miami	8:00 AM	





Basic Jewelry Techniques Spring 2009 President's Package

Tandy Flynn, KY – 6 Diamond Designer

- 1) **Create a “Y” necklace** – *i.e.* take Lauren n, clasp in front with several links hanging down in front, can also do the same with Secret Garden n.
- 2) **Extend** – you can extend most of our necklaces (if they don't have an extender attached) with the matching bracelet to add 7”- 8”.
Example: Lauren n & b
- 3) **Switch** or add pendants –
 - a) Chic n (without the pendant) makes a great base for many of our slides and pins such as:
Cabo, Salisbury, Sundial, Summit, Unbelievable, Citrine, Embers, & Covenant p
 - b) Lauren n can hold: *Summit, Sundial, Salisbury, Citrine, or Night Life pendant*
 - c) Silverado n is a great base for: *Cabo, Summit, Sundial, Unbelievable, Citrine, Salisbury, & Covenant p*
 - d) Patina – *Camille* (bail is not large enough, so just pin over wire), *Citrine, Sundial, & Night Life p*
 - e) Sandstone – *Night Life p and Embers p* both fit, just wear matching earrings
 - f) Cabo- Cabo p & Night Life p
- 4) **Layer**– Layering 2 necklaces together with similar color, length, and style creates a dramatic effect. *Examples:*
 - a) Butterscotch & Lady Fair (doubled)
 - b) Cabo & Night Life
 - c) Mix it Up & Newport (doubled or tripled)
 - d) Coastal & Lady Fair (doubled)
 - e) Infusion g with Secret Garden

* **Infusion** can be worn several ways: *unclasp & open up into a 58” necklace, then you can double, or triple. Create a belt by putting the endless necklace over your head and pull down to your waist, find the lobster claw and hook into the loop that fits your waist. You will have a double extension hanging down – turn to the front side!*

- 5) **Wrap or Twist**–Take *Night Life* w/o the pendant & twist with *Lauren* to create a choker.
- 6) **Frame** – take a pendant style necklace and frame a longer necklace around it to draw attention to the pendant. **Coastal & Covenant* work well.
- 7) **Double or Triple** – take any of your 30” necklaces or longer to double, 48” or longer to triple:
Ex: Opulence, Mix It Up, Newport, Lady Fair, or double Venetian.
- 8) **Butterfly** – ex. *Newport* p & *Sundial* p (keep clasped, put both strands behind your neck and bring two loops forward & pin *Sundial* onto the loops and place middle, front or to the side.
* *Lady Fair* can be doubled & looped as above and clasped in front with the *Sundial* or *Camille* pin.
- 9) **Toggle** – take long necklace and use butterfly technique and just pull one loop through the other and let one hang down like a “Y”! You can also do this with a long scarf. *Mix It Up, Newport, Lady Fair, Opulence* are great to toggle.
- 10) **Belt** your long necklaces: *Mix It Up* and *Newport* are great. Just hook the clasp in the right loop and then bring the extra length up again and hook into the clasp.

Be creative with your **pins** by adding them to handbags, wraps, hats, belts, vests, jackets, and coats. When wearing on jackets, place on your left side at the base of the shoulder pad.



These are to show how many options you have with your new jewelry. Just pick earrings to match the color and size of your necklace. Try each piece on as a new Jeweler – this will let you know how things fit and look when actually worn. Above all, have fun with your new jewelry!!!!!!!!!!!!!!!!!!!!!!

Sponsoring Ideas!

Sharing

Melissa Terrell, TX-Diamond Exec. Director

S - Simplify: don't look complicated! Add "sprinkles", plant seeds i.e.:

- * "I love what I do!"
- * "I love Premier and what they are about!"
- * "...this is my jewelry box, the hardest thing about my job is deciding what jewelry to wear!"
- * "I'm gong to tell you how you can work 20 hours a month and earn \$1000!"

Share something about recognition you've received (even if it seems small to you, it will be probably more than they have received at any job!) Everyone loves to be appreciated for a job well done!

H - Hostess Focused: tell each one of your hostesses about the business.

Play "Turn the Calculator"!!! At the end of the show, add up all the sales and then divide by 2. Then make a huge deal..."It's time for...turn the calculator..I'm so excited...the profit from your show is _____! Wow! I can't believe that's what I made tonight!"

You are bragging on Premier and what a great hostess she is!

A - Activity: Choose a booking activity you are comfortable with and enjoy. It can be as simple as telling briefly about your Premier story. Then fan out 5-\$100 bills in your hand and say "this is what you can make working 2-3 times."

R - Reaction: Once you raise their curiosity with your activity, identify who is interested by carefully observing their reactions to both the activity and the "sprinkles".

I - Intentional: Be intentional. Have a plan to get their reaction on paper and track it. Use a Customer Survey form. Do a drawing or some similar plan to make sure you collect them.

N - Need to Ask: At customer service time, ask those you have identified as potential prospects "May I call you?"

G - Getting them to the One-on-One: Always follow up and follow through! Make the call and set up the appointment. Do it right away (within 24 hrs.) while they are excited and still thinking about how much fun they had at the show!

THINK BIG, Act small, Move Fast!!!!