

Premier Works

August 07

Shauna and Peter Clark premierjewelry@usinternet.com

Shauna and Peter Clark's 10-10-10 Newsletter

Anything Worth Doing is Worth Doing Well!

How many times did my mother tell me this!

One of my chores was to once a week scrub down our apartment stairs. There were forty-two steps, two landings, and a long hall on the first floor to the street. I can still see the stairs, the landings, the windows, and the hall. Many times I would pour water down the stairs and wipe it up. "Son," I would hear, "do it again." You'd think I would have learned.

Now that I am older, I understand what my mother meant. This principle applies to our life and business.

Anything that is worthwhile is not mastered quickly. If you want to play a musical instrument, paint a picture, put a basketball through a hoop, it takes practice.

Building your life takes faith and the practice of Biblical principles. Building a business takes faith and working the principles of good business practices. Reflections, March, 2001 (Andy Horner)

Lord, teach me to learn, that if I want to do anything well I must practice, practice, practice, pray, pray, pray.

"To learn you must want to be taught."

Proverbs 12:1 <LB>

Your first ten shows are practice your first ten one on ones are practice.

Your first ten years are practice.

Do not be hard on yourself. Just keep practicing and praying.

You are the best.. You are loved and appreciated.....Shauna and Peter Clark



Table of Contents

- 2: Announcing NEW 5 DIAMOND!
- 3: National Stars
- 4: Top Performers Picks!
- 5: Fashion Forecast
- 6-7: Great Gifts Under \$25
- 8: How to dress 10 pounds Lighter
- 9: Conversation Starters
- 10: There is a reason for every Season
- 11: Tips from Shauna

Congratulations!!!

Darla & Kevin Carlson

5 Diamond Designers!!!



**We are
so proud
of YOU!!!**



Way to go!!

Yahoo!

Awesome!!



**You're
a Gem!**



JUNE NATIONAL STARS



NORTH CENTRAL



Shauna Bender
3rd Top Retail
3rd Top Sponsor
6th Top Homeshow
Wonderful 10

Leah Daggett
5th Top Retail
Wonderful 10

Wendy Mercer
15th Top Sponsor

Jessica Peterson
13th Top Homeshow

Jamie Klok
16th Top Homeshow

Carol Busse
20th Top Retail
Wonderful 10

Sandra Estey
Wonderful 10



JULY NATIONAL STARS

Jamie Klok
10th Top Sponsor

Cayle Fossum
13th Top Homeshow

Kelli Dziedzic
20th Top Homeshow



Crown Jewels

Sapphire — Leah Daggett



Home Show Club

25 Lori Simpson

250 LuAnn Sherman

We asked our Top Retail Performers from January-June what their favorite new pieces were...

My favorite piece is **Mahogany**. I show it with the bracelets clipped together with the silver clip it. The Mahogany necklace is so versatile, you can wear it in so many combinations. I love wearing one strand of the mahogany necklace with the raspberry ensemble accessorizing a v-neck top with one mahogany bracelet along with raspberry, either the raspberry earring or the matching mahogany. Accented with the cornerstone ring, and you are set for the evening. I match it with Juliet the same way. I also like to show the mahogany necklace with the two strands opened into a long necklace framing Artisan necklace. *-Carol Busse*

My favorite pieces of the new line is the **Aurora Slide** on the **Silverado necklace**. This is an *awesome* combination for anyone that likes to dress casual. This is my everyday got to have piece, it adds *POP, Color*, and a *little drama* to your everyday wardrobe, It goes with everything and adds an awesome designer style to your jeans and T-shirts. *-Tracy Howard*

If I had to pick one I think it would have to be...the **Aurora pendant!** It looks so *gorgeous* on the Silverado necklace. I insist that every lady try that set on. Of course, once they have the necklace and pendant on I can't resist throwing the Aurora bracelet and Astra earrings at them! They tend to love it all.... If they don't buy it all they will surely book a show to get their hands on my "must have set for the fall". The way that the Aurora Borealis crystals reflect the light and the color of their outfit really makes every women feel so special! *-Aimee Spivak*

My favorite is the **Citrine pendant** on the **Lisa necklace** because of the quality & versatility of the pieces and the Designer inspired look they create together...very similar to David Yurman at a fraction of the price. Plus the color is gorgeous to go with the fabulous Fall key color of Chartreuse which is beautiful when worn with Gray. The Lisa can also be worn with the closure in the front to enhance it and many of our other pendants can be worn on it. The magnetic closure makes it so easy to take on and off so as to make it very appealing for our seasoned clients. A key jewelry piece to add to their jewelry wardrobe. *-Jeana Traynor*

I am having a hard time picking a favorite because I'm loving so many of the new ones, but I really am digging the **Caliente set** - the beads are a *gorgeous* deep red and it just looks great on. It really goes great with black and beige. It's also been very popular at my shows! *-Dawn Borean*

I'd have to say the **Pacific necklace** is one of my many favorites!! I tell ladies it's a "must have for the season"!! And once again Premier showcases the versatility with our jewelry in this selection! So many ways to wear the necklace - what a great value!!!! *-LuAnn Sherman*

I have a few favorites, but the easiest to sell so far is the **Pacific necklace**. It is by far the best value in the new line. I love the versatility of the 2 cords and two slides. The finish is so flattering for all skin types and the classic blend of gold and silver looks great with a pattern or solid top. Love the extenders! Favorite combo is the Raspberry necklace with the Mahogany necklaces layered on top! *-Lara Donovan*

Round & Round - this new piece is already a favorite of my customers! The triple strand of silver hoops will look great on dark colored sweaters and turtlenecks this fall...very chic and contemporary. *-Kathleen Coady*

Ooohhh, I have several that I love in this line. I'll go with my "fave" as **First Lady**. What a *classic, gorgeous*, pearl necklace. It's name is perfect, totally for a "first lady" like look. It has a magnetic closure(Wonderful!)in a *stunning crystal ball*, that can be worn in the front or the back. It makes a statement all by itself, or you can layer it with Marina. The colors are perfect for this season. I love it!! *-Sherrie Wilson*

I have so many favorites so it was hard to pick. I think so far I like the **Coastal set**. This is the greatest ensemble, my no-brainer jewelry. I actually won this set from Premier. You have a very *affordable* necklace with matching earrings that goes on many colors. You could wear this with the earth tones or jewel tones. It would even look great on "Mary's" top! Hey, I need to use these earrings as one of my featured pieces! *-Sandi Estey*

2007 Fall Fashion

The Look:

Solid colors. Accent on the Waist.

"This season's shapes are womanly and form fitting or sculptural with soft volume." Harper's Bazaar



Colors:

An entire outfit in one Jewel Tone Color including shoes and purse.) Fuchsia, Teal, Orange, Violet, Sapphire, or Gold.



All Black from head to toe (including shoes and purse) with silver, gold, or black metal accents.

Jewel Tone color over Black or Grey.



Accents:

Rings are a necessity! Necklaces are long. Bracelets are piled on. Watches are chunky.

Add a touch of texture. Faux fur, feathers, cozy knits, tweed/plaids, alligator print, and metallic accents.

Have one exciting piece that is not a solid color. Argyle, animal prints, artsy graphics, or color blocking. These accents are mainly seen in purses or fabulous coats.

Bags are BIG. Jewel Tone, Black, or Camel Color.

Heels are SKY HIGH. Seen in jewel tones, black, patent leather, or with color blocking, or oxford stitching.

Boots are seen in mid-calf, and knee height, **but Ankle Booties are very FALL 2007**. Also seen in jewel tones, black, patent leather, or with color blocking, or oxford stitching.

Shapes:

Boxy jacket (waist length) over a pencil skirt or wide leg pants. Pencil skirts are seen with matching opaque tights.

- **Poufy sleeved blouse** over high-waisted pants, or a pencil skirt (with opaque tights) and shoes to match. (White, jewel tone, or metallic blouse over black or grey.)
- **Short dresses** (in either jewel tone or black) with black opaque tights or black skinny pants, and black sky high heels. These dresses can accent either the waist or legs.

- **Form Fitting Jacket** (can be belted) over a poufy a-line skirt or very wide legged pants (accent on the waist.)

- **Form Fitting Sweater** over a poufy a-line skirt or very wide legged pants (accent on the waist.) Grey tweed pants would be gorgeous here.

- **Jeans** are skinny or boot cut and seen with poufy sleeved blouses (hip length) or boxy jackets (with a hip length skinny top underneath), and sky high heels or ankle booties. Here the accent is on the legs.



Great gifts under \$25!

(s = silver g= gold tones b = beaded)

\$8.00

Suede cords / p.77
Have-a-Heart earrings / p.102
(g)
Regency or Lotus extenders/78

\$10.00

Button Up earrings / p.11
Sweetness earrings / p.11
Joy pin / p.108
Clip It / p.44

\$11.00

Vanessa ring / p.6 (s)
Hope pin / p.108

\$12.00

Variety earrings / p.95 (g)
Alpha bracelet / p.80
Love pin / p.108
Clover earrings / p.72 (s)

\$13.00

Kelsey earrings / p.53

\$14.00

Slate earrings / p.49 (b)
Kristen earrings / p.104
Chelsea earrings / p.91 (s,b)
Vanessa bracelet / p.83 (s)
Tiffany earrings / p.14
Dusty earrings / p.14 (g,b)

\$15.00

First Lady earrings / p. 17
Coastal earrings/ p.35 (b)
Madi earrings / p.107 (g)
Carly earrings / p.51 (s)
Persuasion necklace/ p.107 (g)

\$16.00

Madeline earrings / p.87 (g,b)

\$17.00

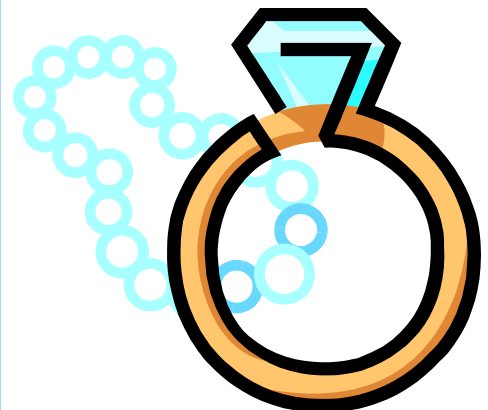
Stardust earrings / p.15 (g)
Joelle necklace / p.103 (s)
Minuet earrings / p.30 (g)
Megan earrings / p. 23 (g,b)
Annabelle earrings / p.80 (s)
Pearly Drops earrings / p.11
Duchess earrings / p.45
Tada earrings / p.60 (s)
Salisbury pendant/ p.98 (g,s)
Center Stage earrings/ p.26 (s)

\$18.00

Trendy necklace / p.79 (s)
Bistro earrings / p.65 (g)
Manchester earrings / p.93 (s,g)
Prelude earrings / p.60 (s)
Raindrops earrings / p.75 (s)
Antoinette earrings / p.51 (s)
Baby Cakes earrings / p.105 (g,s)
Matinee earrings / p.41 (g,s)
Shine necklace / p.105 (s)
Elise bracelet / p.104 (s)
Inez earrings / p.100 (b)
Marble earrings / p.23 (g,s)

\$19.00

Colette earrings / p.61 (s)
Parfait bracelet / p.91 (s)
Ariel bracelet / p.104 (s)
Anastasia earrings / p.90 (s)
Falling pin / p.28
Double O's earrings / p.14 (g)
Threads earrings / p.19 (g)
Stardust bracelet / p.15 (g)
Mimi earrings / p.21
Black Beauty earrings/p.48
Classical earrings / p.63
Arabella earrings / p.62 (s)
Eclectic earrings / p.66 (s,g)
Verona earrings / p.73 (b,s)
Penny earrings / p.88
Raindrops earrings/ p.75 (s,b)
Journey slide / p.21 (g)
Party earrings / p.12 (s)
Jessica anklet / p.102 (s)
Tres bracelet / p.27 (g,s)
Embassy bracelet / p.57 (s,g)
Woodstock earrings / p.35 (s)
Heather earrings / p.63 (g,b)
Minuet necklace / p.30 (g)
Bluebonnet earrings / p.90 (s)
Pink Clusters earrings / p.61
Tigress earrings / p.27 (g)
Freefall earrings / p.64 (g,b)
Hot Cakes earrings / p.87 (s,g)
Hoopla earrings / p.57 (g)
Dover necklace / p.108 (g)



Great gifts under \$25!

(s = silver g= gold tones b = beaded)

\$19.00

Avery earrings / p.68 (s)
La Vista earrings / p.60 (s)
Security bracelet / p.106 (s)
Molly earrings / p.80 (s)
Countess earrings / p.11 (g)
Innocence earrings / p.73 (s)
Roma earrings / p.31 (s)
Monaco earrings / p.56 (s)
Little Bit earrings / p.53 (s)
Tuscany earrings / p.59 (g)
Hannah earrings / p.50 (s)
Arabian Nights earrings / p.97
Blanca bracelet / p.74 (s)
Black Beauty earrings / p.11
Indigo earrings / p.22

\$20.00

Elaine bracelet / p.17

\$21.00

Together Ring / p.7 (s)
Unbelievable earrings/ p.10 (s)
Cashmere earrings / p.13 (g)
Marina earrings / p.16 (s)
Crystal Threads earrings/p.19 (g)
Peaches and Cream earrings / p.20 (b,g)
Megan Bracelet / p.23 (s,b,g)
Barcelona earrings / p.24 (b,g)
Tia anklet / p.30



\$21.00

Masterpiece earrings/p.39 (g)
Palazzo earrings / p.41 (s,g)
Juliet earrings / p.43 (s,b)
Christie earrings /p.43 (s,b)
Stretch pearl bracelets /p.44
Gold Rush earrings/ p. 56
Safari earrings / p.58 (s)
Westbury earrings / p.66 (s)
Imagination necklace/p.77 (s)
Alpha necklace / p.80
Primrose earrings / p.80 (s)
Lilies Pin / p.80 (s)
Pink Cloud earrings/p.80 (s)
Katy earrings / p.86 (g)
Round About earrings/ p.89 (s)
Bubbles Anklet / p.91 (s,b)
Nora earrings / p.92 (s)
Luv It earrings / p.102 (s)
Charm It anklet / p.102 (s)
Cure lapel pin / p.107
Furry Friends bracelet/p.109 (g,s)

\$22.00

Timeless Ring / p.7 (g)
Cafe AuLait earrings/p.21 (b,g)
Daybreak earrings / p.26 (b)
Girlfriend bracelets / p.40 (g,s)
Scoop earrings / p.47 (s)
Dominique necklace/ p.56 (g)
Madeline bracelet / p.87 (g,b)
Fluty earrings / p.88 (g)
Charming bracelet/p.102 (s)
Sisters necklace / p.103 (s)
Surprise anklet / p.104 (g/s)
Trifold leather billfold /p. 110

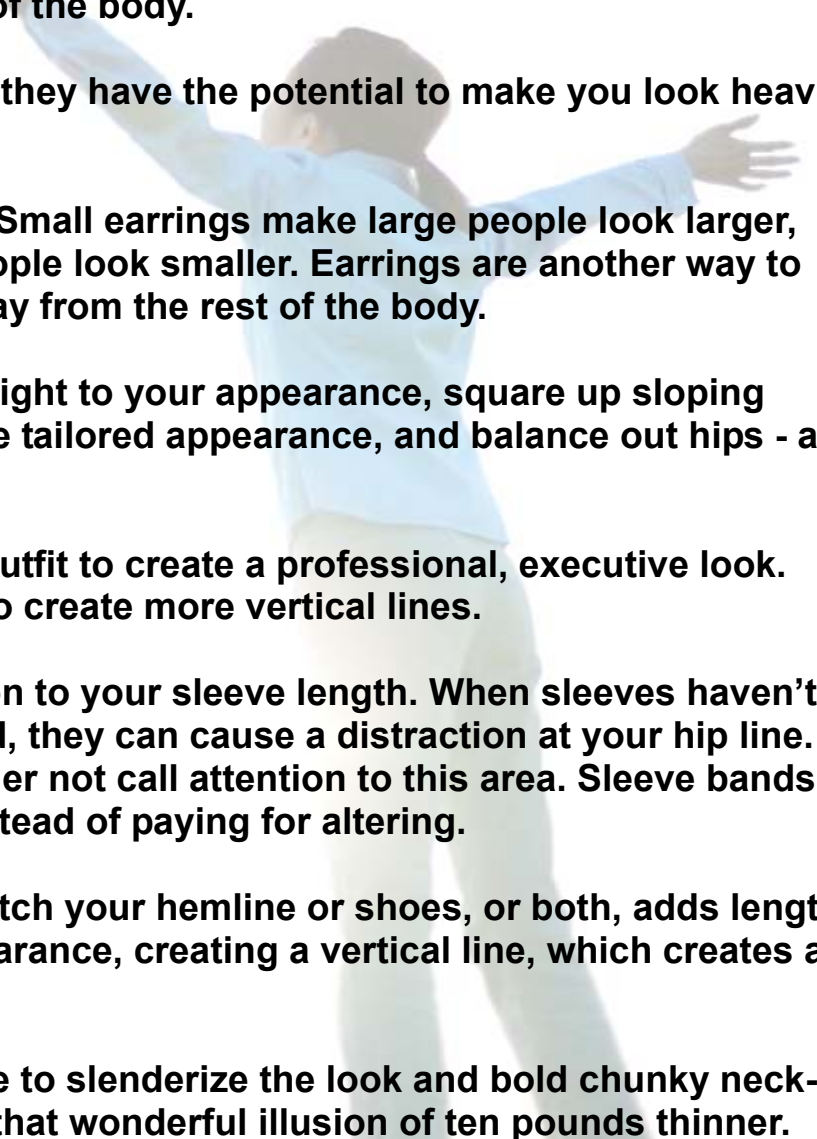
\$23.00

Notable Ring / p.4 (s)
Empire bracelet / p.22 (s,g)
Mahogany earrings / p.25 (b,s)
Mesa earrings / p.30 (g)
Roma bracelet / p.31 (s)
Quilted bracelet / p.37 (g,s)
Faux pearl bracelet / p.44
Night Out earrings / p.50 (s)
Dulce earrings / p.64 (g,b)
Caliente earrings / p.67 (g,b)
Pico earrings / p.68 (s)
Innocence necklace / p.73 (s,b)
Bailey earrings / p.79 (s)
Sophie earrings /p. 98 (g)
Trophy necklace / p.105 (g)

\$24.00

Faith Ring / p. 7 (s)
Hope Ring / p. 7 (s)
Double O's necklace/ p.14 (g)
CafeAuLait bracelet/ p. 14 (b,g)
Deborah necklace / p.27 (s,g)
Mayfair earrings / p.29
Caribbean earrings / p.32 (g,b)
Sunset earrings / p.37 (g)
Moonlight earrings /p.38 (s)
Duchess earrings / p.45
Prescott earrings / p. 46 (s,g)
Summit pendant / p. 55 (s)
Mary earrings / p.77 (g)
Sorority anklet / p.82 (s)
Marissa earrings / p.82 (s)
Eclipse pendant / p. 85 (s)
Desert Sun earrings / p.88 (g)
Chelsea necklace / p.91 (s,b)
Cuff'em bracelet / p.95 (s)
Sparkle anklet / p. 106 (s)

10 Ways to Dress 10 Pounds Thinner:

- 1. Start with a monochromatic base (i.e. all one color from shoulder to hem). This easily creates a vertical as opposed to a horizontal silhouette, which is typically more slimming than an outfit with several contrasting colors.**
 - 2. Dark colors such as black, chocolate brown, navy and dark gray are minimizers. Wear these shades to camouflage the areas of your body where you are least confident.**
 - 3. Light and bright colors are maximizers. Many women who are self-conscious about their weight like to wear dark base pieces (i.e. pants, skirts, jackets) and wear light colors near the face to draw the eye up and away from the rest of the body.**
 - 4. Avoid bulky layers as they have the potential to make you look heavier.**
 - 5. Wear larger earrings. Small earrings make large people look larger, and also make small people look smaller. Earrings are another way to draw the eye up and away from the rest of the body.**
 - 6. Shoulder pads add height to your appearance, square up sloping shoulders, create a more tailored appearance, and balance out hips - all slenderizing.**
 - 7. Add a jacket to your outfit to create a professional, executive look. Keep your jacket open to create more vertical lines.**
 - 8. Pay particular attention to your sleeve length. When sleeves haven't been properly shortened, they can cause a distraction at your hip line. Many women would rather not call attention to this area. Sleeve bands are wonderful to use instead of paying for altering.**
 - 9. Wearing hose that match your hemline or shoes, or both, adds length and height to your appearance, creating a vertical line, which creates a slimming effect.**
 - 10. Wear a long necklace to slenderize the look and bold chunky necklaces neck up to create that wonderful illusion of ten pounds thinner.**
- 

Memorize these: Conversation Starters:

Adapted from Beth Jones-Schall (Spirit of Success) by Shauna

It happens to all of us at times - we find ourselves fumbling for the right words to say when talking about our business. Use these conversation starters at your shows this fall:

1. Sprinkle the following booking phrases:

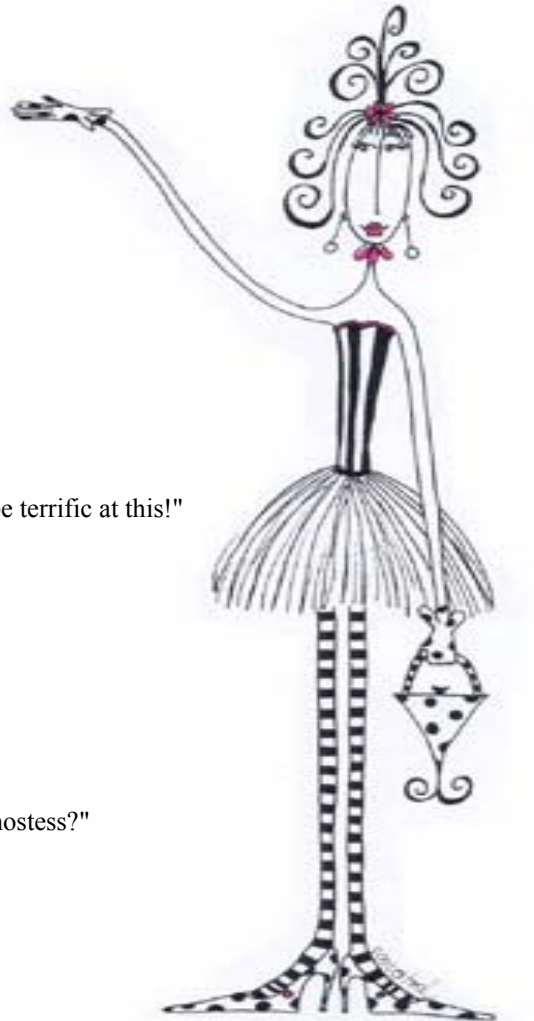
- "Our hostess program is the best way to treat, spoil and pamper yourself to your favorites!"
- "Let's pick a date for a fun girls' night out."
- "Let's pick a date to treat yourself to your favorite pieces with our hostess program."
- "I'd love to treat you to your wish list with our hostess program. Let's pick a date."
- "Let's take a look at my calendar and pick a date for a girls' night out for you and your friends."
- "Did you get everything you wanted tonight? Let me treat you to the rest with our hostess program."
- "Our hostess program makes every product affordable at 1/2 price or free!"
- "A fun show is 8 - 15 people - once you start listing names you'll probably find you know 20 - 25 people to invite."
- "No one was ever offended by receiving an invitation - just the opposite, they'll be flattered you thought of them."
- "You know more people than you think you do - let me help you get started with your guest list."
- "If weeknights are hectic, let's look at a Saturday morning - It is bagels, cream cheese, coffee and grapes and your friends can relax with you while we will play in the jewelry!"

2. Sprinkle the following sponsoring phrases:

- "I think you'd be great at this!"
- "I'd love for you to think about becoming a Jewelry lady."
- "Have you ever thought about doing what I do?"
- "You would really enjoy being a Jewelry Lady!"
- "I would love to help you get started in this business."
- "This would be a wonderful part-time job for you."
- "Your friends would love hosting shows with you - I think you would be terrific at this!"

3. Sprinkle the following at craft shows/exposure events:

- "How are you enjoying the fair?"
- "How many of our jewelry do you own?"
- "Let me show you our latest arrival!" (new jewelry)
- "May I place your order today or would you like to receive it free as a hostess?"
- "May I keep you informed on upcoming arrivals?"
- "Have you ever thought of doing what I'm doing?"



***There is a Reason for Every Season...and every month
to Book a Premier Designs Home Show***

January - Oh you should book a show in January because everyone wants to get out during the cold winter months! Not to mention that ladies need new accessories for the clothes they got for gifts! Our new line is introduced and there will be some pieces on sale – everyone loves a sale!

February – February is a great month to host a Premier show. Your guests can come and choose their Valentines gift for themselves!! Very Fun!
Be the first to introduce the new Spring/Summer Line!

March—The best time to have a show because the weather is just beginning to warm up. Cute spring fashions are all over the place. It's a great time to educate your family and friends on all the new fashion trends for Spring and Summer.

April - April is a great time to host a show because the sun is shining and the weather is warming. Spring is in the air. We are done hibernating from winter and ladies are ready to get out and shop!

May - You should have a show in May so that your friends can pick out Mother's Day and Graduation gifts. Start thinking about those summer vacations and the accessories you will need.

June - You'll definitely want to host a show in June because our new line changes in July and there will be lots of jewelry on sale. You know how every woman loves a sale!!

July - The ladies are tan and feeling great! July is the best month to have a show!

August - Introduce the new line!!! I think that you should book your show for August. Don't you think Mom deserves some new accessories while the kids are getting new clothes for school?

September - September is the best month to be a hostess with Premier. The kids are in school and fall is here. All the new fall fashions are out and its time to educate your family and friends on the latest in accessories for their fall wardrobe.

October - You should have your show in October. People start their Holiday shopping in early fall. We can help them with their gift lists. Very busy month, awesome time to have a show.

November – Definitely a great time to be a Hostess! It is my busiest month and Hostesses earn a lot of free jewelry. I'm filling up fast, so schedule now so you can get a date you want.

December - December is the best time to have a show. So many ladies have put off their shopping and need to finish up. Remember, jewelry always fits!

Tips from Shauna Clark-August 2007

Physically involving your customers equals better service and a solid business

How involved is your customer when you make a presentation?

Tactile (touch and feel) involvement leads to the feeling of ownership. If you want to find out how receptive a prospect is to your jewelry or your business get them involved early on and often. Give them ownership become their partner at the show.

When I do a show I involve the customers:

1) Ask them to read the jewelry description from the ABC's of jewelry while you model it.

2) Have them go to the back of the catalog and look up an item and find the price for you

3) Have them help you carry in and out of the car

4) Have them help you pack up at the end of the show-take off your lights, fold your velvet, pick up your folders in the room, add up the orders, hold a tray while you pack up.

5) Ask your hostess or customer to help you plug in your lights or move a table.

6) Take the offered cup of coffee or water

7) Let them help you with the show. Hold the posters, pass the jewelry, hold your tray, model the jewelry, put jewelry on ladies, write up the orders.

8) Get the customers to follow along: Read aloud, walk and model. A 20 minute stand up presentation is not nearly as effective as a 10 minute interactive (dialogue) Get excited.

How do you see yourself wearing the Lauren necklace?

Do you see how easy the clasp is to open, do you mind showing everyone?

9) Ask your audience: Ok ladies would someone please repeat for me what you get for booking a show or what the special is for the night?

Repeat get them involved, they will remember!!

10) Have your hostess/customer tell a story of a compliment they received when they wore the jewelry or share their favorite piece or how long they have had a piece.

11) If possible have a customer or hostess tell a story/testimonial of your service after the show. Talk delivery and service. We have the best delivery and service.

BEST SERVICE equals MORE SALES, MORE REFERRALS, MORE BOOKINGS and best of all MORE NEW FUN JEWELRY LADIES!!!!