



PremierWorks

A Monthly Publication by Shauna and Peter Clark for their
Premier Designs Wonderful Family
February 2009

Happy Valentine's Day

Just Say NEXT

*The next time you ask anyone for anything, remember,
Some will
Some won't
So what
Someone's waiting.*

Some people will say Yes to you, and some are going to say No.

You have to keep asking until you get a YES.

*Get used to the idea that there's going to be a lot of no's and no thank
you, I do not do that sort of thing, I have no time, I am not interested
and so on and so on along the way....*

The secret to success it not to give up and to keep on smiling.

When someone says No, you say "NEXT!"

If one person tells you No, ask someone else.

Don't get stuck in your fear or resentment..

MOVE ON to the next person.

You may have the capacity, but you also have to have the tenacity!

To be successful, you have to

ASK, ASK, ASK, ASK, ASK, ASK!!

*I am glad somebody asked you...that makes me happy..because I love
you..Happy Valentine's Day my special friend...*

YOU ARE LOVED..

Shauna and Peter



Tonight's Special

Spend \$75.00

and receive

ANY ITEM

up to \$40.00,

for FREE!!



Tonight's Special

Spend \$75.00

and receive

ANY ITEM

up to \$40.00,

for \$5.00!!

Clark Hostess Packets

The following is a list of what we put into our hostess packets.

- 3 Copies of Guest List
- 2 Sets of Postcards
- Premier Designs Opportunity booklet
- Catalogs
- Advanced Order Envelope
- Business Cards

Advanced Order Envelopes (see next sheet)

We print out the “Advance Sales” Sheet (Next page of the newsletter) onto bright colored paper.

We also print out the Tax Information Sheet that you can get on the Premier website.

We put 5 order forms inside of the tax information sheet, and put the Advance Sales sheet on the very outside. We put them all into a envelope and Label it “Advanced Sales and Tax Information”

Advanced Sales

It's Worth Your Time!!

You receive 30% of all sales in FREE jewelry.

PLUS

A \$25 Bonus if you collect at least \$100 in sales before your show!

Example:

4 friends order \$25 each = \$100 in sales

30% of \$100 = \$30 in FREE jewelry

plus the \$25 bonus

You've earned \$55 in FREE jewelry before your show has even started!

How to collect advanced orders:

Show the catalog to everyone who can't make it to the show.

Point out all the jewelry you've purchased or picked out.

Tell them Premier has a *Golden Guarantee*.

Add \$2.50 shipping and handling per customer not item.

Add _____% sales tax to the jewelry and shipping charges.

Collect payment at the time of the order. I take cash, check, or credit card.

Have checks made out to me, _____, not Premier.

Let them know they will receive their jewelry 7-10 days after we close your show.

My goal is to get you as much FREE jewelry as possible. Advanced orders are a great way to ensure the success of your jewelry show.

Look Fine in 2009!

Get started with SIZZLING SETS and save \$\$\$!



Set #1-Cabo (Spring -pg. 3)

#20114 Necklace: \$68
 #4341 Enhancer: \$33
 #1579 Ring: \$35
 #3382 Small Companion Silver Earring: \$26
 (pg.24 in Fall catalog)

Retail Value: \$162

Your Price: \$145 *You Save: \$17*

Gold Card Price: \$122 *You Save: \$40*

Set #2-Sandstone (Spring -pg. 4)

#20119 Necklace: \$32
 #5645 Bracelet: \$36
 #30510 Sante Fe Earrings: \$19
 (pg.36 in Fall catalog)

Retail Value: \$87

Your Price: \$79 *You Save: \$8*

Gold Card Price: \$67 *You Save: \$20*

Set #3- Ladyfair (Spring -pg. 9)

#20060 Necklace: \$39
 #5638 Bracelet: \$28
 #30519 Earrings: \$24

Retail Value \$91

Your Price: \$81 *You Save: \$10*

Gold Card Price: \$69 *You Save: \$22*

Set #4- MIX IT UP (Spring -pg. 5)

#20057 Neck: \$42
 #5637 Bracelet: \$29
 #30514 Earrings: \$25

Retail Value: \$96

Your Price: \$86 *You Save: \$10*

Gold Card Price: \$74 *You Save: \$22*

Did you know.....

- 11 assumptions are made in the first 30 seconds of meeting someone.
- 93% of lasting impressions come in the first 4 minutes of meeting.
- Essentials for a total fashion look: **SETS**

Set #5- Impulse (Spring -pg. 13)

#20117 Necklace: \$55
 #5642 Bracelet: \$53
 #1580 Ring: \$38
 #30589 Earrings : \$26

Retail Value: \$172

Your Price: \$155 *You Save: \$17*

Gold Card Price: \$130 *You Save: \$42*

Set #6- Artzy (Spring -pg. 18)

#20113 Neck: \$74
 #5640 Bracelet: \$54
 #30587 Earrings: \$34

Retail Value: \$162

Your Price: \$145 *You Save: \$17*

Gold Card Price: \$125 *You Save: \$37*

Set #7-Night Life (Spring -pg. 21)

#20084 Neck: \$59
 #5644 Bracelet: \$42
 #30590 Earrings: \$33

Retail Value: \$134

Your Price: \$120 *You Save: \$14*

Gold Card Price: \$101 *You Save: \$33*

Set #8- Patina (Spring -pg. 3)

#2358 Neck: \$34
 #5589 Bracelet: \$46
 #30502 Matte Silver Companion Earring: \$26
 (pg. 24 in Fall Catalog)

Retail Value: \$106

Your Price: \$96 *You Save: \$10*

Gold Card Price: \$80 *You Save: \$26*

Set #9- Embers (Fall pg. 55)

#2355 Necklace: \$39
 #5616 Bracelet: \$29
 #30505 Earrings: \$24

Retail Value \$92

Your Price: \$82 *You Save: \$10*

Gold Card Price: \$70 *You Save: \$22*

Set #10- Highlights (Fall pg. 86)

#20076 Necklace: \$49
 #5609 Bracelet: \$42
 #30545 Earrings: \$36

Retail Value \$127

Your Price: \$114 *You Save: \$13*

Gold Card Price: \$98 *You Save: \$29*

Set #11- Lakeside (Fall pg. 65)

#20065 Necklace: \$48
 #5600 Bracelet: \$39
 #30522 Earrings: \$29

Retail Value \$116

Your Price: \$104 *You Save: \$12*

Gold Card Price: \$89 *You Save: \$27*



Spring Fashion - 2009

1. *Sandstone (n) with:*

*Nightlife (P) and Nightlife (E), on Pazazz (P), or Embers (P)
Cinnamon (E)*

*Layered with Versatility (N), or Coastal (N) and Coastal (E)
(Extend Coastal (N) with Coastal (B))*

2. *Infusion (N) with Durango (N)*

Use Infusion as a belt (Use a silver Clip-It)

3. *Newport (N), Luxe (N) (Luxe is reversible and can be
interchanged)*

4. *Bejeweled (N), Caliente (N) with Bejeweled (E), Caliente
(E) and Caliente (B)*

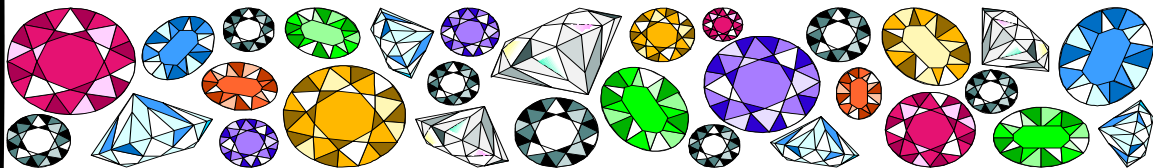
5. *Plumberry (N) with Parisian (N) or Arabian Nights (N), or
add Camille Pin*

6. *Promenade (N) with Avant Garde (N) and Promenade (E)*

7. *Butterscotch (N) with Ladyfair (N) (B) and (E) or
Butterscotch (E)*

8. *Cabo (N) with Cabo (P) or Chic (N) or Cabo (P) with
Durango (N)*

Fast \$40 Specials for FEB



1. Retail Special: For every \$75.00 of jewelry purchased you may select ANY jewelry piece up to **\$40.00.... For \$5.00!!**
565 ITEMS TO CHOSE FROM

2. Booking Special: Schedule your own jewelry show for February, March, or April and you may select ANY jewelry piece up to \$40.00... for \$9.95!!
(plus sales tax & Shipping)

Premier Designs High Fashion Jewelry

\$40

Free Jewelry

You may select any jewelry piece worth up to \$40.00 For \$9.95 when you book a show with your jewelry lady!

Cannot be surrendered for cash.

Premier Jewelry Coupon



\$9.95

Your cost!

\$40

Free Jewelry

You may select any jewelry piece worth up to \$40.00 For \$9.95 when you book a show with your jewelry lady!

Cannot be surrendered for cash.

Premier Jewelry Coupon



\$9.95

Your cost!

\$40

Free Jewelry

You may select any jewelry piece worth up to \$40.00 For \$9.95 when you book a show with your jewelry lady!

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Premier Jewelry Coupon



\$9.95

Your cost!

SPRING 2009 * TRENDS

- Statement Jewelry – Big and Bold
- Bright colors – are you warm or cool tone?
- Shades of Gray – multiple tones in one outfit
- Slate Gray is the new black!
- Cut out shoes
- Transparency – Sheer fabrics
- One-Shoulder designs Grecian inspired
- Ruffles takes center stage
- Patterns – Global, Tribal, Butterflies, Floral
- Animal inspired/Exotic skins
- Crisp White Shirts are a must in core wardrobe
- Jewel encrusted , luxurious and understated
- Hemlines – Skirts of all length



SPRING 2009 * COLORS

According to the Pantone's report, the Spring '09 palette is defined by classic, versatile neutrals punctuated by splashes of invigorating brights, empowering consumers to explore new and creative ways to combine colors and lift spirits.

REDS, PURPLES AND PINKS

Fuchsia Red is exciting for clothing as well as lipstick and nail polish., with it's blue undertones, this red is a show stopper.. *Impulse*

Salmon Rose is a warm, subtle orange reminiscent of soft rose petals. Perfect addition to any wardrobe, easily paired with chocolate browns. *Promenade & Kristiana & Cabo*

Lavender Magenta and Plum are exciting and invigorating which blends boldly with other pinks and purples. An attention getting classic! *Plumberry & Lavender Rose*

GREENS AND BLUES

Lucite Green a subtle tone, soft and gentle like the first buds of spring. An elegant pastel minty green with shimmer *prism*

Palace blue is a classic spring navy with sophistication and will pair well with any color on the color report. A favorite among designers. *Verde*

YELLOWS

Tangy Yellow is making its mark on the fashion world exactly as its name suggests, mirrors the bold yellow vibrancy of optimism. Cheerful and friendly, tangy yellow is uplifting and inviting. Allows for diverse accessorizing opportunities. *Butterscotch*

Dark Citron needs no introduction. Soft pastel mixes of greens and browns suits most skin tones. The color of this almost-ripe Mediterranean olive provides a sound base for this season's creations. *Prism & Verde*

KEYNOTE COLORS

Slate Gray, soft subtle and versatile, flattering and elegant, this keynote color replaces the harsh black of the winter. Perfect for the transparent fabrics which designers favor for spring. Reflecting a natural blue-green hue found in mother-nature's garden

Rose Dust, a delicate and interesting version of what we commonly know as "beige," this is a perfect base for the more exiting colors in the palette.

Fabulous Fashion Phrases

Ladies Home Journal says...

"HUGE BOLD PIECES are the MUST HAVE THING for 2009!"

Fashion is really having a jewelry moment –statement pieces are back in a big way”

Tom Gunn of Project Runway

“Jewelry allows women to express themselves in a way that clothing sometimes simply cannot.”

Designer Vera Wang

“The necklace is the accessory for the moment, so don't be afraid to play it up. Buy one that's really bold. This is NOT the season to hold back.”

Brooke Scott, Bloomingdale's Fashion Editor

Shining Words

There was an article on the AOL homepage on January 10th, 2009, about ways to economize during this financial down-turn. One of the top items mentioned is “start a side business.”

Be sure to tell your friends, relatives, guests at shows and especially Hostesses that they can do PREMIER part-time. Many times they don't realize that working 15 hours a week could generate an additional \$1,500 for them monthly.

This is two-three shows a week. Help your people develop a sponsoring mentality as part of the initial training. Break it down for people so they see the reality. Often we are too general in our presentations of the marketing plan. If someone sees they can work a few extra hours and make the kind of money mentioned above, they will listen.

Ladies, this really isn't about us. This is about other people and the needs they are facing. Those of us who have been in Premier twenty years or more have seen several national economic down-turns. We have also seen people start a Premier business during one of these down-turns and now are financially independent.

You have the answer. Talk to people! It's okay if they say “no”. But don't let one person saying no keep you from sharing with the next person who may need Premier.

Premier is a gift we have been given. That gift sours if we keep it only to ourselves, but it keeps on giving if we share with others what we have found. We must be diligent in working our businesses during these days. We owe it to our families to provide for them. We have the tools, the knowledge and the training. Let's not be weary in well doing. Let's be leaders in showing others this fantastic way that can take care of their needs.

-Dardy Hays, TX

Play Booking Activity-Kathy Allen

For skit #1 you need: Two actresses, Premier posters, and booking with boxes- a bag of 15 empty Premier boxes.

After Modeling:

Before I finish my show I have two skits for you.

Directions:

For skit number one I'm going to need two actresses. (Actress#1) I need you to sit right next to me. (Actress#2) I need you to the left of me. You look to the left and tell the actress #2 you have a very important part in my skit. Hand actress #2 the posters and you say to her, when you hear me say "You are not going to believe" you let the posters drop. Do you think you can do that?

Skit #1

Turn and face customers and say my skit is about to begin. I say "You are not going to believe(point to actress # 2 and prompt her to drop posters) how much free jewelry you are going to get when you have a show".(Actress #2 drops posters and tell her to hold them up high.) I Grab bag of boxes and then you say. Now I'm going to show you how much free jewelry a hostess gets. Pretend each box has \$25 in jewelry in them. An average show in Premier is \$400. (Point to poster #1) a hostess gets 30% of what ever sells at her show in Free jewelry. If she has a \$400 show how much free will that be? (let audience give you the answer) How many boxes of jewelry would that be?(let audience give you the answer). Hand actress #1 5 boxes of jewelry. Then point to poster #2 and say " when you host a show you also get 1/2 price jewelry. In this case she can earn 6 1/2 price pieces of jewelry. Ask actress #1 if you would like to get all 6 of her 1/2 price items? Hand her the boxes. And she also gets (point to poster #3) \$25 for hosting show on original date (hand her box) \$25 free for 10 guests (hand box), \$25 for \$100 in advance sales (hand box), and if three of you book a show tonight she will get another \$25 free. WOW! Look how much free and 1/2 price a hostess gets for hosting an average show. Take boxes from actress #1 give a box to the guests and tell them not to open them. Tonight I have shown you several featured items and if you would like to purchase one of these items for \$10 you can do that by booking a show with me. I'm going to come around and if that is something you want to do hang on to your box, because that will indicate to me that you are having a show and want to get one of the \$10 pieces. Walk around and ask each guest How about you. Are you going to get a \$10 piece?

Clap hands and say I'm ready for skit #2.
Sponsoring Activity for your Shows-Kathy Allen

For skit number #2 you need big money \$100's and \$20's and 1 actress, and either a tray of giveaways or a discount on their order.

Skit # 2 I need one actress. In this skit my actress is going to be a jeweler in Premier and she is going to do it very part time because she has another full time job. In fact many jewelers in Premier have a full time job and use there Premier money to pay a bill or two each month. I'm going to show you a month in the life of a premier jeweler.

The first week she is going to have 1 show. It is an average \$400 show. Premier Designs pays her 1/2 . So if she has a \$400 show how much does she make? Audience responds \$200. Hand actress two big \$100 bills.

Week #2 she has an above average show of \$600. she makes half, how much is that. Audience responds \$300. You hand her 3- big \$100 bills.

Week #3 she is way to busy to have a show, work is crazy and she is running with the kids, but one of her friends at work notices a bracelet she is wearing and in Premier you can order one piece at a time. So her work friend orders a \$40 bracelet so how much will she make? Audience responds \$20. Hand her a big \$20 bill.

Last week of month only two people attend her show and it is below average only \$200. But she still makes 1/2. Audience responds \$100. Hand her a big \$100 bill.

Her month is over how much did you make? Actress #1 responds \$620. Let me ask you a question. Could \$620 pay a bill or two in your family's budget?

Then turn to actress #1. What could \$620 pay for you in a month?

Turn to show guests and say You guys this money is real. What I just showed is real. I showed you an average show, and above average show, a week with no show and a very below average show. She did 3 shows and one order and made \$620.

Clap thank you so much. My favorite thing to do is tell people how our business works. I'm going to ask all of you to do me a favor. Give me 30 minutes of your time to let me tell you how this business works. I just want to give you the information. It could be for you or someone you know. It can be on the phone or in person. If you will give me 30 minutes of your time, I want you to take \$10 off your order tonight. So if this is something you want to do just take out your order form and take \$10 off and we will take care of that at check out.

Option #2. If you will give me 30 minutes of your time you can take a gift from my gift tray. Walk to each person and ask how about you? Can you give me 30 minutes of your time?

At check out: Ask each customer would you like to take advantage of the \$10 off your order, if they say yes ask if they would like to do it over the phone or in person.
SET APPOINTMENT.