

Kraft Klippings



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There is real magic in enthusiasm. It spells the difference between mediocrity and accomplishment.
—Norman Vincent Peale

Lisa & Jimmy Kraft
Independent Distributors

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Happy to serve YOU!

How about that Gift with a Purchase Promotion? Did you LOVE IT? What a truly generous thing for Premier to do for us jewelers and our hostesses and guests. Have you taken a moment to think about the trickle-down affect of the promotion? I allowed my overly-analytical brain to do that, and I'm once again in awe of the blessings of Premier.

The last two days of the August accounting period were the biggest days of Premier's history! Not only does this mean that more home shows were received than ever before, but think of how many lives were touched and enriched through those home shows! Now, you are thinking of the hostesses and their guests. But also consider that every jeweler who held a home show had her life enriched, too. And because we sold such an amount of jewelry, many more lives were touched for eternity through donations made by Premier to the Horner Premier Foundation for missions throughout the world. Now, THAT'S what I'm talkin' about! Lives touched for *ETERNITY!!* It doesn't get any better than that.

The past several months have been a roller coaster of challenges for many. We need a dose of hope now more than ever. We are blessed with the opportunity through our Premier businesses to offer this hope to everyone who will give us even a glance or a smile. It took a while for Jimmy and I to realize that the Premier business we have is not at all our business. God owns our business. He provides what we need, although not always what we want. We must be good stewards and work diligently, and He blesses. None of it really belongs to us.

Dear friends, I pray that you will understand the message placed on my heart to share with you here. It is a simple one: Each of us has been given a gift — the gift of Premier. We have been equipped to accomplish great things through Premier. All that is required of us is to work diligently, consistently, sharing with enthusiasm and confidence, and being good stewards of this gift. When we choose to sit and wait for things to come to us through this business, expecting them to come with little or no effort, no bumps and roller coasters along the way, we set ourselves up for disappointment. God never said it was going to be easy. Nothing worthwhile has ever come without hard work. That is what provides the sense of accomplishment we receive.

We are in the BEST direct sales business in the world! We have the BEST of everything in Premier! This is the BEST season for both the retail and sponsoring parts of our business! Many people are looking for a dose of hope, and we have it to offer to them!

Let us set an example with the "can do attitudes" we exhibit, and the teachable spirit and appreciation we have for what He has given us. Then as the blessings continue to rain down upon us, let us never forget to give Him the glory! It all belongs to Him. We're just along for the ride. It is our choice to embrace it or reject it.

What will you choose?

Love, Lisa & Jimmy



August Superstars!

\$100 Home Shows

Marissa Nolan	\$199
Cara Dokey	\$196
Leandra Hilger	\$193
Leandra Hilger	\$178
Tammy Hutchinson	\$171
Lissa Schmitt	\$164
Paulette Jung	\$161
Amanda Andrews	\$153
Nikki Page	\$142
Dawn Burgos	\$139
Laura Padalik	\$138
Lynn Cannon	\$132
Beverly Below	\$127
Lynn Cannon	\$118
Nikki Page	\$110
Lynn Cannon	\$109
Marissa Nolan	\$107
Marnie Gruenemeier	\$103
Tina Christie	\$100

\$200 Home Shows

Wendy Rodgers	\$297
Rhonda Brown	\$280
Nikki Page	\$272
Jennifer Suggs	\$268
Beverly Below	\$267
Ashley Sparkman	\$266
Lissa Schmitt	\$265
Karen Capson	\$264
Marnie Gruenemeier	\$245
Marnie Gruenemeier	\$242
Rhonda Brown	\$238
Desirea Cooley	\$231
Laura Padalik	\$227
Wendy Rodgers	\$223
Paulette Jung	\$218
Laura Padalik	\$216
Joanne Binder	\$215
Marnie Gruenemeier	\$207
Marnie Gruenemeier	\$206
Marnie Gruenemeier	\$202
Margie Smith	\$201
Karen Capson	\$201

\$300 Home Shows

Karen Capson	\$388
Jennifer Carlill	\$379
Brittany Murnahan	\$365
Paulette Jung	\$359
Karen Capson	\$347
Leah Walker	\$343
Beverly Below	\$333
Amanda Andrews	\$326
Desirea Cooley	\$321
Lissa Schmitt	\$307

\$500 Home Shows

Regina Topham	\$595
Leandra Hilger	\$593
Karen Capson	\$590
Judy Strickland	\$574
Judy Strickland	\$566
Phyllis Schafer	\$561
Erin Nau	\$547
Laura Padalik	\$535
Karen Capson	\$527
Marissa Nolan	\$526
Karen Capson	\$520
Barbara Terrell	\$514

\$600 Home Shows

Judy Strickland	\$690
Gina Newton	\$683
Dawn Burgos	\$683
Lissa Schmitt	\$677
Wendy Rodgers	\$675
Leandra Hilger	\$674
Leandra Hilger	\$665
Wendy Rodgers	\$665
Windy Robinson	\$647
Jennifer Suggs	\$646
Judy Strickland	\$643
Gina Newton	\$640
Rhonda Brown	\$638
Judy Strickland	\$634
Donna Pingel	\$629
Rhonda Brown	\$626
Karen Capson	\$625
Karen Capson	\$612
Cara Dokey	\$604

\$400 Home Shows

Cara Dokey	\$497
Karen Capson	\$493
Judy Strickland	\$493
Desirea Cooley	\$485
Desirea Cooley	\$484
Tammy Hutchinson	\$482
Cara Dokey	\$477
Jessica Tholen	\$474
Paulette Jung	\$471
Donna Pingel	\$471
Margie Smith	\$470
Nikki Page	\$465
Marissa Nolan	\$465
Donna Pingel	\$462
Paulette Jung	\$457
Marnie Gruenemeier	\$456
Lynn Cannon	\$455
Cara Dokey	\$454
Margie Smith	\$454
Phyllis Schafer	\$452
Donna Pingel	\$452
Gina Newton	\$442
Lissa Schmitt	\$440
Donna Pingel	\$440
Amanda Andrews	\$413

\$700 Home Shows

Wendy Rodgers	\$777
Donna Pingel	\$773
Leandra Hilger	\$768
Wendy Rodgers	\$750
Paulette Jung	\$743
Karen Capson	\$737
Cara Dokey	\$717

\$800 Home Shows

Bly Baker	\$886
Robyn Albertie	\$885
Rhonda Brown	\$862
Erin Nau	\$828

\$900 Home Shows

Trena Kay Farver	\$947
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MOST HOME SHOWS

Karen Capson	12
Judy Strickland	9
Marnie Gruenemeier	8
Donna Pingel	7
Wendy Rodgers	6
Leandra Hilger	6
Cara Dokey	6
Paulette Jung	6
Rhonda Brown	5
Lynn Cannon	5
Lissa Schmitt	5

TOP RETAILERS

Judy Strickland	\$7,284
Karen Capson	\$6,442
Donna Pingel	\$4,864
Jennifer Suggs	\$3,741
Wendy Rodgers	\$3,653
Gina Newton	\$3,275
Leandra Hilger	\$3,072
Cara Dokey	\$2,988
Rhonda Brown	\$2,763
Paulette Jung	\$2,742
MarnieGruenemeier	\$2,665

Welcome to The Family!!

Robyn Albertie

(Paulette Jung)

Trena Farver

Cindy Matthews

(Karen Capson)

Marcia Korontjis

(Krafts)

Ashley Sparkman

(Karen Capson)



July Sponsors

- Karen Capson—2**
- Paulette Jung—1**
- Marnie Gruenemeier—1**
- Erin Nau—1**

HIGHEST HOME SHOW

Jennifer Suggs
\$1,654

212° Award September

Marnie Gruenemeier

\$1000+ Home Shows

Jennifer Suggs	\$1654
Elisa DeWolf	\$1536
Gina Newton	\$1509
Corey Austin	\$1208
Judy Strickland	\$1188
Jennifer Suggs	\$1171
Donna Pingel	\$1155
Karen Capson	\$1134
Judy Strickland	\$1124
Lynn Cannon	\$1086
Kim Kreiner	\$1071
Judy Strickland	\$1048
Lori Boone	\$1010
Marnie Gruenemeier	\$1006

MARK YOUR CALENDAR



- October 3-5 WOW Weekend in Atlanta**
- October 6 - 7:00 p.m. Training at the Kraft Home ***
- October 13 - 7:00 p.m. Gruenemeier Training at Oakleaf ***
- Last day for the Holiday Sponsoring Spectacular**
- October 14 - 7:00 p.m. Capson Training at Jacksonville Bank ***
- October 19—8:30 pm (Eastern Time) Conference Call**
- Training with special guest Julie Robinson, 4 Diamond Designer, FL**

GREAT STUFF!

NEW SPONSORING ACTIVITY

On our August conference call, Kathi Pfahl shared a GREAT new and easy sponsoring activity she learned from one of her new jewelers. For this activity, you will need four 5x8 blank index cards and a sharpie marker. On the front of the first card handwrite in BIG numbers “50 Cents”. On the second write the word “Calendar” and draw a calendar. On the third card draw a credit card, and on the fourth card either glue a photo of your family or hand draw stick people (family, going down in size to signify the number of people in your immediate family).

Before explaining the sponsoring question on your survey sheet, tell the group, “Okay, ladies, I need everyone to put their purses on their laps. I’m going to put up a card, and the first person to pull the item on the card out of their purse will get a diva dollar.” The wording which goes with each card is printed on the BACK of the card, so you are reading it to them. This is VERY duplicable and VERY easy. Here goes:

1. 50 Cents—”Every Premier jeweler makes 50 cents on every dollar we sell. In other words, we make 50%.”
2. Calendar—”One of the things I love best about Premier is it is lifestyle friendly. You work it around your life. There are no quotas, no deliveries, and there is no inventory. I work my business around my life.”
3. Credit Card—”Women come into Premier for a variety of reasons: to stay at home with children, make ends meet, pay for college, make holiday cash, go on vacations, and others come in to pay off credit card debt. Premier fits everyone’s needs.”
4. Family Photo—”Ladies if you are sitting here this evening and you are even this much curious”— point to them and say “you not only owe it to yourself” then point to the picture and say, “you owe it to your family to at least check it out. Mark ‘YES’ on your survey sheet and I’ll give you some information to take home.”

One key to this activity is to NOT make the cards perfect. The simpler the better. Laminate them and tie them together with a ribbon. This activity is GREAT!!! TRY IT!!! — Thanks, Kathi, for sharing!

NEW BUILDER



Donna Pingel



Weeks 'til Christmas!

MORE GREAT STUFF!

Timely Tips

1. Call EVERYONE with whom you have shared the Premier opportunity that has not become a jeweler and let them know that NOW is the perfect time to become a jeweler, taking advantage of the Sponsoring Spectacular (extra \$250 in jewelry in the President's Package) AND the tax deductions for 2008, not to mention the Fall retail season. Offer an additional \$50 in jewelry to make it \$2300 in jewelry for \$750.
2. Make "goody bags" with the coupon on the next page for your children's classmates, teachers and trick or treaters. Fill the bag with a tea light candle, miniature candy bar, bath salts, a mini catalog, business card and a mini version of your last 5 or 10 home shows. Why not add a Shopping Spree Gift Card??
3. Order several packages of the Holiday Collection brochures and deliver them to office managers and professional offices, realtors, etc. offering a discount for their personal and business holiday shopping for their employees. Offer free gift wrapping and delivery!!

WIN SOME STUFF CONTEST

Here are the winners in our Win Some Stuff contest
CONGRATULATIONS!!!!

Karen Capson	12,500 Points = \$80 Cash
Paulette Jung	6,500 Points = \$40 Cash
Lissa Schmitt	5,500 Points = \$20 Gift Card
Judy Strickland	5,500 Points = \$20 Gift Card
Marnie Gruenemeier	5,000 Points = \$20 Gift Card
Gina Newton	4,500 Points = \$20 Gift Card
Marissa Nolan	4,500 Points = \$20 Gift Card
Wendy Rodgers	4,000 Points = \$20 Gift Card

What: **Leadership Conference 2009**

Where: Washington, DC

When: April 23-26, 2009

Who: Designers & Diamond Designers

How: Be a Designer by January 30, 2009

Why: YOU DON'T WANT TO MISS
THIS!!!

See the Premier Designs Website for Details!!

New Designer!!



Congratulations!

CHARLENE PHIPPS

Happy Trick or Treating . . .
Thanks for "Popping In"

This is a "TREAT" for Mom!

\$10 off your first order

OR

\$20 off if interested in Hosting a Jewelry Show and receiving FREE Jewelry!

Call me by Nov. 7 to receive a Special Gift!



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Six MUST HAVE pieces for any jewelry collection

Pearls—necklace, earrings and bracelet

Any piece from the Duchess Collection

For a more modern twist, try a colored pearl such as First Lady, Indigo or Tango Lady Fair is a fabulous example of a classic yet modern piece that can be worn with many other styles of necklaces or alone

Cuff Bracelet—silver or gold is timeless

Nouveau and Caldwell are great examples of a timeless cuff

Metallic gold and silver are great examples of a more light-weight cuff

Diamond Studs—real or faux; carat can be to your liking

Anniversary is versatile as the cubic zirconia is surrounded by antiqued gold and silver plate setting

Stylish Watch

Cairo in silver or matte gold is a classic cuff watch that will never go out of style

Hoops—in SILVER AND GOLD—can be any size or shape

Large--Hoopla (gold) and On the Town (silver)

Medium--Companions in gold, matte gold, silver, matte silver

Small—Variety (gold) or Desert Sun (matte gold); cup cakes (silver)

Chain Link Necklace

Sophia--gold

Eugenia –silver

Elemental—bronze

Use a clip-it to shorten these necklaces

212^o Action

In order for you to become the best you can be, take action!

1. ***Set some specific goals for improvement.*** Don't merely talk about personal development, DO IT! Talk is cheap. Identify some ambitious yet attainable goals, devise a plan to make them happen, and then start working your plan. Sadly, many people today don't have clearly defined goals to pursue. How can you expect improvement if you don't know what you want to accomplish? Success is rehearsed long before it "suddenly appears." The rehearsal begins by identifying targets to aim at.
2. ***Dump any "personal baggage" that you may be hauling around.*** Too often, people fail to move forward because they can't seem to let go of the past. If you're carrying around old garbage from past decisions, circumstances, or events, GET RID OF IT! It's stressful. It weighs you down and keeps you from doing what you want to do. The faster you rid yourself of any emotional baggage, the faster you can get ready to move onward and upward.
3. ***Continue to improve by reading more.*** Most people in business do not read business books with great regularity - even though doing so could provide them the information they need to become more successful. Did you know that you could be in the top one percent of all readers just by reading one book a month? You can be in the top percentile if you have the courage and discipline to dedicate a handful of minutes each day to learning more about your chosen profession.
4. ***Become a mentor and teach others.*** Your legacy will consist primarily of the knowledge and experience that you give to others on your team...and, of course, the positive example you set for them.

Ideas from LaJuana Clarke Shared by Amy Brown

Inexpensive sponsoring activity

Print past 4 month calendars. Fill in show dates and profit from each show on calendar. At end of month show total of shows held & total profit.

When at home shows, at time of sponsoring talk, hand out calendar to four guests. Have them read off each show date & profit for show, then end of month totals. Repeat this with other guests.

At the end of reading past 4 months' activity, share total profit & break down into hourly wage.

Go about sharing how your business works

Inexpensive "Jewelry Magic"

Problem with getting bangles bracelets on larger hands/wrists?

Take a sandwich or quart sized Ziploc bag and place onto hand insert wrist @ opening toward bottom of bag.

Place bangle bracelet on bagged hand and slide down past wrist

Remove bag & you're set!

I promise this one actually worked on me! I purchased the "Flirty" bracelets even though I thought they likely wouldn't fit me and they didn't when I received them. I tried this trick when getting back from the home office---IT WORKED!!!

Problem with fastening lobster claw clasp bracelets?

Take plastic coated paper clip and unfold.

Unfold small "S" end and straighten out. Leave large "S" end folded.

Holding straight end, place link on bracelet on Large folded end.

Wrap bracelet around wrist while holding clip and fasten.

LaJuana suggests giving a paper clip & baggie to each guest @ each show as a "gift" regardless of whether they've made a purchase. That way they get to go home with something in addition to a little fashion knowledge!

Organizing your show's business forms & essential paperwork

Take an open top kit in scrapbooking section and use it to place essentials in so that you do not have to dig through bags to find items during the show. Puts on checkout table. (These are available at Dollar Tree.)

Put in kit:

calendar

catalogs

replacement/exchange form/bags

Flip chart

order forms

calculator

business cards