

JEWELRY SHOW SCRIPT

1. Thank the Hostess and Introduce Guests

- Welcome! I am so glad each of you are here today. Let's thank our hostess _____ for getting us together for fun, fellowship and FASHION!! Thank you for taking time out of your busy schedule to have a fun girl's night together. In fact, Premier is going to thank her in a HUGE way ... (hand her a cute clipboard that has 1 hostess form with the words in big print ½ PRICE at the top, and FREE written on the bottom part... clip the 2 Premier gift cards or put in small clear bag). What does her order form say???? That's right, **free and ½ price** is how she gets all her jewelry today!!!! On top of that, how much is written on those 2 gift cards??? \$50 each, that's crazy good. On top of that, I have a little something extra just from me to you (hand her a Diamond Diva Hostess Card). "Hostess, can you read what the card says? (she does) Ladies, let's give it up for _____!!! Cheers, clap, etc.
- In today's crazy social media world, it's so important to stay connected with real women face to face like you all are doing today. Hats off to each of you. Before we get started I'd like to get to know each of you a little better. Let's go around the room and tell us 3 things about YOU
 1. Your name
 2. How would you spend an extra \$250 a week?
 3. What kind of jewelry you like (gold, silver, big, small, like it all, or just don't wear much)

2. Introduce Yourself and Hook

My name is _____. I've had my Premier Business open for a little over ___ years now. I absolutely LOVE my job! I make my own schedule, so I'm able to work this little jewelry business right alongside my busy, busy family, which includes (_____) and my full time job. (your story) I don't have to worry about inventory, deliveries or a monthly quota! Soooo....watch what I do tonight because you just may know someone that's looking for some great part time income!!!!!!

3. Explanation of Tickets

To make this fun, I have a big PRIZE and I have TICKETS. (show the prize & some tickets, get them excited about it) Your goal is to earn as many tickets as possible. The person with the most tickets wins a gift at the end of the show. Here's how you can win tickets: 1. Every time you hear me say **jewelry lady**, you say my name-let's practice! 2. When I show you a letter, you be the 1st person to shout out a nice adjective describing our Hostess starting with that letter. Later on, there will be another chance for even more tickets so be on the lookout!!!!!!

(You can give tickets out for anything, just have fun)

Okay, let's get started.

P – Is for Premier. (Let guests give adjectives with each letter so they can collect tickets)

- Premier is a direct selling jewelry company that has been in business for 30 Years!
- Who here has ever had an experience with Premier in the past? (Give a few tickets out if anyone has on Premier jewelry that they wore to the show)
- The company philosophy is to honor God and serve people & we are based on biblical principles. That means customer service and putting others first is always our policy!
- What I love most about Premier is that even though we are a jewelry company, we are first a people company. Jewelry is just the vehicle that allows us as women to gather together and enjoy each other's company. I really love being a **jewelry lady!!!!**

Are you ready for the next letter????

G -- Is for Golden Guarantee.

- Okay, how many of you have ever had a piece of jewelry break? We all have, right? When you purchase your jewelry from Premier, it's guaranteed against manufacturer's defects! If one of your pieces were to break – stone were to fall out, clasp break, etc... then Premier will replace defective jewelry for you for FREE within the first 60 days of owning that piece.
After the first 60 days, it will just cost you \$5 plus tax. All you have to do is call your **Jewelry Lady** and she will take care of that for you! That's me! In fact, let's go ahead and get your **cell phones** out & add me to your contact list so you can reach me anytime, anywhere. List me under **Jewelry Lady** or Premier, whatever you can remember. Here's my number _____. 1st one to finish gets 2 tickets!!! Now I have 1 ticket for each of you too!!!! (Make this fast and fun)
- Now, the **Golden Guarantee** is for manufacturer's defects, not wear and tear. The easier you are on your jewelry, the longer it will last.
Here's just a few tips:
Make it the last thing you put on before you leave the house, and the first thing you take off when you get home.
- Be careful to avoid the 5 S's – things you don't want to do with your jewelry on:
 1. **Shower**,
 2. **Sweat**, (if you are a sweater, simply wash your jewelry after each wear and towel/air dry)
 3. **Swim**,
 4. **Spray** (hairspray, perfume, windex, etc – all has harsh chemicals and alcohol)
 5. **Sleep**

Now anyone able to repeat those 5 S's??????? Give them a ticket

A – Is for Accessories & Fashion!!!!

- This is my favorite part because I get to show you the versatility of Premier's Jewelry. Before we start, let me ask you ...
- How many of you don't wear much jewelry b/c you feel you don't have time to put it on? Or you don't wear jewelry b/c you think you don't know how to put it together? That's why I'm here...I'm going to show you just how simple and easy it is to look like a million bucks by taking an extra minute or 2 to add the finishing touch!
Accessories are what people are going to remember about you, more than your hair style, makeup, or clothing. Who do you pay attention to when you're out & about? It's the ladies with that finished and polished look. They always have on the right jewelry even in their blue jeans & tee's!!!!!!

So, for those of you who may feel like you just don't know how to accessorize, I'm going to take a few minutes to simply show you how to look **YOUR BEST** & maybe even a little thinner. Anyone up for that?????????

- First let's focus on **NECKLACES!** Most necklaces in Premier can be worn a multitude of ways, giving you much more bang for your buck. There are **5 types of necklaces** that we need to have in our jewelry box to have a versatile and fashionable wardrobe that can take us from casual to dressy. (You can give them the 5 necklace handout or just have them make notes, you will show your jewelry pieces for each type below on models or a top and hanger. Add bracelets & earrings to pass around if you wish).
 1. Type 1 – **Foundation or Base Necklace** – something that looks good by itself in a round neckline. Wear it alone for everyday casual or add several different enhancers to create many outfits & styles.
 2. Type 2 – **Long Necklace** – something that you can wear long or doubled with a “clip-it” a long line creates height and gives a slimmer look. Show how to toggle to create a “Y”
 3. Type 3 – **Statement Necklace** – something that says “WOW!” This also draws the eye toward your impact zone...your neckline and face, that's where we want lots of attention. It's our best asset.
 4. Type 4 – **“Little Black Necklace”** – just like we need a little black dress you need a little black necklace. How many of you have black in your closet? Everyone does.

Now it's time for a quick **COMMERCIAL BREAK!!!**

- Ladies, we've seen a lot of fun jewelry. I want to take a quick commercial break and tell you about something near and dear to my heart. When we come back, I'm going to show you the most unbelievable combination that I think you will ever see! And that's gonna be our finale.

(cont'd)

So, let me take a minute to actually show you why I love what I do. (Get out 10 - \$100 play bills)

Guest 1 (Pick a guest) - _____ guess what! You just joined Premier because you just wanted some extra fun money. The first time you had a few girlfriends together, it was a \$400 show. And you made \$200 in just a couple of hours! (hand her \$200)

Guest 2 (Pick another guest) - _____ guess what! You just got into Premier to start a home based business and you just had a \$600 show. You made \$300 in just a few hours! (hand her \$300)

Guest 3 (Pick another guest - _____ You just became a **jewelry lady** & you haven't even had your 1st show. _____ How big do you want your show to be? (She will usually say \$1,000) That's awesome and that happens a lot...Ladies, how much did she make??? You made \$___ in just a few hours! (hand her \$\$)

- Ladies, I want you to know that anybody can do this – not just me! Premier pays us 50 cents on the dollar for everything we sell. They also pay us 10 cents on the dollar for everyone we introduce to Premier that joins our family. I love the money but I really love the people that I've been able to meet, just like you.
I love all the things I've learned from Premier and all the things that Premier has provided for me and my family.
You know Dave Ramsey, who's a guru in personal finances, says "the worst thing people can do is get a second job, but the best thing they can do is start a home-based business." And I agree with him because you have so many tax write offs that you never thought you could when you are self-employed.
- Listen, if you are curious, I've got some fun ways for you to hear about how this business works.
 1. The First way is, you might just want to be a fly on the wall, and say "I just want to hear some scoop". I've got a pre-recorded call that you can dial into any time day or night and listen to it. So if that works for you, I've got that phone number for you.
 2. Some of you may go, I'm kind of a people person and I'd like to see who does stuff like this. We've got a couple times each month that you can come visit with us and check us out.
 3. And some of you may be thinking, you know what, that Jewelry Lady is a lot of fun. I'd like to be her friend and get to know her. And if you feel that way then guess what, I'm gonna treat you to coffee or tea and tell you a little more about Premier. So if you'd write on your form which is best for you, phone number, group gathering or coffee, then we can set that up for you, or for any of your friends and family members.
Because you know what, everybody knows somebody who needs extra money.
- Well you know what, the commercial break is over. It's time for our "finale". So the **5th Type** of necklace we need is a **string of pearls**. Pearls are a timeless piece of jewelry and you are not going to believe all the looks you can pull off with this one necklace!
- So, do you feel differently about the need for jewelry in your life now?

H – Is for Hostess

We love our Hostesses! Thank you again to _____ for being our hostess today! If it weren't for people just like you, I would not have a job so thank you so much!!

Because Premier knows just how much we appreciate our Hostesses they have created THE most generous hostess plan around!! Who remembers the 2 ways that _____ is getting to shop for all her jewelry tonight?? (give a ticket to anyone that says ½ price and free) So, if I could have our hostess come up, I'll show you how much Jewelry you can earn. (Have her hold her hands out with her fingers spread apart)

The average hostess in Premier earns about \$150 in FREE jewelry just from purchases made by her guests. AWESOME!!!! (Drape about \$150 worth of jewelry that you modeled on the hostess, or 5-7 pieces.) All she will pay is around \$15 for tax and shipping. She can also shop for anything in the line, up to 8 items, no matter the cost, at ½ price- How fun is that? You won't believe this but she even gets show credit for anything she buys. In other words, her free jewelry goes higher because she gets a **whopping 30% of ALL her sales!!!!**

Remember the 2 gift cards??? – both worth \$50 each? (Drape another \$100 worth) Don't you love that? Ladies, how can you pass this deal up?

- With all that said, Ladies... I wouldn't be a good jewelry lady if I didn't come to you **bearing bribes!!!**

Here's the deal, since my goal is to win that \$50 gift card for _____ and all she needs is 3 or more of you to "save the date" for your own show. All you need is \$100 in sales and a friend or 2. We can do it anywhere, your house or office, fav restaurant, you pick – it's just that easy!!!!!!!!!!!!!!!!!!!!

And if that wasn't enough, I have some very fun "hostess only" gifts in these envelopes!

Inside each envelope has a prize written inside & just to sweeten the deal...I also have 10 extra tickets to use towards the big prize!!!! Show an example of what some of the hostess prizes are & hold up 10 tickets(tennis bracelets, polishing clothes, etc...)

Fan the envelopes out and walk to each guest (start with the most positive fun person there) and ask...**How about some free jewels????**

Clap and cheer if there are at least 3 and make a big deal about the hostess winning her \$50 card!!!!

Ready for our last letter??????????

S – Is for Survey and Shop

Let's get out those order forms and start filling out the top as I tell you a few more tidbits. I have 5 more tickets when you show me all the lines are filled out.

- Tonight, your hostess is _____, so go ahead and put her name at the top.
- Then fill out your info for me so I can make sure I can serve you well! I need a cell or day phone just in case I offer a special. Also, add your facebook name and send me a friend requests before you leave tonight. You will not want to miss out on sales I have on facebook.
- If you said yes to a private show, go ahead and check the box to the question under the email line. Remember you can change your mind to yes anytime tonight even if you didn't play the game & write the month you're thinking beside that.
- The next question is my favorite!!!! It asks if you would like to hear more about Premier. Now I'm not asking you if you want to sign a contract today, but find out more details. Check yes for free info. And write how: phone call, group gathering or coffee in the space beside it. Remember you can also list the name of a friend that may want the info too. Please don't let her have to go get a part time job making min. wage!!!!!!!!!!!! Premier just might be the hope she needs.

Walk around and let them show you their completed forms and give the extra tickets.

- Ladies, the jewelry will come back to _____hostess in about 2 weeks all pre-sorted and in a beautiful gift box.
- You can pay by check, cash, or credit card
- Now hang onto your forms because it's **TIME TO GO SHOPPING IN ALL THAT JEWELRY**. I will show you some more looks around the table!
- **But wait, we almost forgot to add up your tickets. Who's the winner going to be???????**

Share your retail special if you or Premier is offering one.











Five Essential Necklaces

Every lady needs the following 5 necklaces to establish a versatile and fashionable wardrobe which can take you from casual to formal.

1. A Foundation Necklace

This is a necklace that can be worn alone and makes a classic look. Add one of our many reversible pendants to increase your versatility and looks with this one basic necklace.

2. A Long Necklace

With a long necklace you have the versatility of not only wearing it as a long necklace, but as a shorter necklace by simply using one of our clip its. Another option for making a long necklace short, is to open the necklace up, place the necklace around the neck with the ends in the front, then cross the necklace bringing it to the back of the neck and fastening.

3. Pearls

All girls need pearls....Pearls are for Girls!! Wear with your favorite denim shirt, t-shirt, or with your dressiest of dresses.

4. Statement Necklace

Every girl needs that one statement necklace that says "WOW!" This should be worn with a simple outfit and a neutral/solid palette so the necklace really pops. You will be sure to start a conversation when wearing your statement necklace.

5. A Little Black Necklace

Just as we all need a little black dress, we also need our little black necklace. This can be long, short or full of drama. Choose to match your personality.

Bonus Necklaces:

Top Notch: This is your go to necklace that can be used as your long necklace, foundation necklace, and your statement necklace. The versatility of Top Notch will allow you to have 25 different looks at one great price! It is our Premier Signature Piece.

Keep It Personal: The simplicity is charming! And right on trend with the popularity of monograms and charms. You design your necklace so to keep it personal just for you!

Designed by Kris Ramsey



Coffee or
Tea on
Me!



**Hear about the
Premier Opportunity!**

Let's Pick a Place!

Date _____
Time _____
Location _____

Coffee or
Tea on
Me!



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