

## **Purse or Letter show (Lynda Jones)**

Thank you so much for coming today!!! (To the hostess) I am so gracious that you decided to hold this party!! Just for doing this, you are going to get to shop tonight for FREE and ½ price. This is what her order form is going to look like tonight (hold up hostess order form). Plus, for holding the show on the original date and getting her advanced orders, \_\_\_\_\_ has already earned \$80 in free jewelry!! And she is going to get a chance to earn another \$50 in free jewelry tonight that I will tell you about in a little bit.

I want to give everyone one of these shaker boxes ( these are just premier jewelry boxes with some coins or candy in them to make noise) because this is going to be one of those fun parties that you get to shout and scream out! Whenever you hear me say the word, “Premier”, I want you to yell “I LOVE PREMIER” as loud as you can!! The 1<sup>st</sup> person who we hear shake their box and yell (hostess will pass diva dollars out) will give you \$100 Diva Dollars. And the lady with the most Diva Dollars at the end of the night is going to win a (insert gift item) tonight! There will be a couple other ways to earn diva dollars as well so make sure you pay attention throughout the rest of the party!!! This is going to be so much fun!!!

What I’d like to do is go around the room really quick and tell us 1.What is your name, 2.What is one thing that you love about our hostess? And 3. What you would do with an extra \$1000 a month?

(Here’s a card that has the questions on there to help you remember so we can go fast, just answer the questions as it gets passed to you)

My name is \_\_\_\_\_, What I love about (the hostess) is \_\_\_\_\_, and What would I do with an extra \$1000 a month? Well that’s exactly why I started my Premier business. I’m going to show you how easy it is to make money in Premier. By only doing 1 party a week- that’s only 2 to 4 hours a week- you can add an extra \$10,000 to your yearly income. End the introductions with your answers to the questions. Make sure you give your premier story...use the easy formula of Feel, Felt, Found to share.

**Do Your Sponsoring Activity**-“Big money little money” or “Big check little check” or “Check it out with the 4 different checks” or whatever works best for you

Ladies, I want you to watch me tonight, and if you see a few things that you think are fun or interesting, feel free to ask me. We won’t make a big deal about it. I’ll just give you some information to take home with you tonight.

Alright, I want to give you a few extra ways to earn some more Diva Dollars so we are going to play a game. Ladies, grab your purses because we are going to play a game with them. It’s called the purse game! The rules of the game are: I’m going to hold up a letter and the 1<sup>st</sup> 2 ladies that pull out an item in the purse that starts with that letter, win \$100 Diva Dollars. The

catch is, it can't be the same item! Let's do a trial run.... If I hold up the letter Z, what will you pull out? ..... a zipper or maybe something zebra print?

**Or**...if you don't want guests to get distracted in their purses, you can just ask them to say the first word that comes to their mind of something that would be in their purse & starts with that letter!!!!

### **Purse game begins:**

The first letter is the **Letter T**

What T stands for is telephone. Everyone pull out their telephones. I want you all to save my name and number in your phone. I want you to put my name as Jewelry Lady (your name). Once you leave here, you may not be able to remember what my name is but you will definitely remember what I sell. My phone number is (\_\_\_\_)\_\_\_\_ - \_\_\_\_\_. Ladies, I want to be YOUR jewelry stylist! And I want to help you ladies become smart shoppers. I'm going to help each one of you stop shopping for jewelry at full price!! How does that sound?

Next letter is the **Letter G**

What G stands for is our ***Golden Guarantee***. Our warranty says that if a manufacturing defect is detected in your jewelry within the first 60 days, such as a stone falls out or a clasp breaks, then I can replace your jewelry free of charge. And, if you detect a manufacturing defect after 60 days, then I can replace your jewelry for only \$5 plus tax. Now remember, this does not cover normal wear and tear, only manufacturing defects. I love that Premier stands behind our product with such an incredible warranty.

Next letter is the **Letter B**

B stands for ***BLINGO!!!!*** I want everyone to pull out their Blingo Boards in their folders. We are going to interrupt our purse game with a chance to win \$500, \$300 or \$100 more Diva Dollars!!!

I'm going to show 14 – 15 pieces of jewelry or until I start seeing your eyes glaze over. What I want you to do is write down the top pieces that you like in random order on your board. Don't get too picky because there are 9 spaces and only 14 or 15 pieces of jewelry.

**\*\*\*SHOW JEWELRY**

Now, I'm going to turn around and randomly call out pieces of jewelry as quick as I can. As soon as you get 3 in a row, I want you to hold your paper in the air & yell out BLINGO! The 1<sup>st</sup> girl to get Blingo will get \$500 in Diva Dollars. The 2<sup>nd</sup> girl will get \$300 and the 3<sup>rd</sup> person will get \$100!!!

Next letter is the **Letter H**

H stands for our incredible **Hostess Plan**. How many of you loved the jewelry that we modeled? Well this is a way for you to have a guilt free shopping spree and get your jewelry for free. Can I get a volunteer to help me demonstrate how much free jewelry our hostesses actually get!

### **STACK THE BOXES**

Our hostesses can earn 2 \$50 gift cards. (Stack up 4 boxes). One gift card just for holding the show on the original date and collecting orders from ladies who can't come. And then 2<sup>nd</sup> when 3 of their friends want to earn free jewelry too.

Then they get 30% in free jewelry from the sales (Stack up 6 more boxes). This is what that typically looks like!

Plus, who loves shopping from the ½ price sections? I know I do! In addition to all of this free jewelry, my hostesses also get to purchase up to 8 items at half price!

Now, what do you have to do to earn all of this free? It's really no big deal. You just invite a few girls over and I do the rest. I coach each of my girls how to get the most free jewelry!

**BOOKING ACTIVITY** (I have them count up their diva dollars right now and I hold up \$500 in diva dollars & fan out, walk around and ask them if they'd like another \$500 for those who pencil in a date later tonight, plus their choice of incentives charm bracelet)

The last letter is the **Letter S**

What S stands for is **Survey, Special and Shop**. On the back of everyone's Blingo Boards, I have a survey. Everyone who fills the survey out IN IT'S ENTIRITY, gets \$100 in Diva Dollars and the 1<sup>st</sup> person who finishes, gets \$200! Periodically throughout the year, I have free jewelry drawings from these surveys, so each lady who turns their survey in to me will go into that drawing.

Let's go shopping!!!!!!!!!!!!



**Let's share:**

1. What is your name?
2. What is one thing you love about your Hostess?
3. What would you do with an extra \$1,000 a month?

