

# 100 WAYS TO WORK YOUR BUSINESS

1. Host a mystery hostess show each month (If people say they can't make it, tell them the date for the following month.)	2. Ask past hostesses to post pics of their favorite free ensemble they got on their FB page or your private group and have them tag you.	3. Offer a bridal registry. Let her pick her favorites to tell her family what she needs for bridal events and honeymoon.	4. Host a back-to-school party for teacher friends to start their new school year with new professional look.	5. Offer for high schools to use your samples in prom fashion shows. Have them announce your special during the show.
6. Write thank you cards regularly to customers.	7. Check past surveys for those that said maybe to having a show.	8. Create a customer loyalty program with VIP punch cards.	9. Put a catalog in the teacher's lounge at your kids' school or your employee break room.	10. Place ads in your local high school newspaper for prom specials.
11. Give a catalog and special to the receptionist at your doctor's offices.	12. Leave an old catalog in doctor and dentist waiting rooms.	13. Visit hotels and offer to set up in the lobby for staff and guests.	14. Ask bowling alleys to set up on their woman's league nights.	15. Get a list of your community's Welcome Wagon to make new contacts.
16. Hand out coupons with mini catalogs to those that compliment you when out and about.	17. Give products as gifts to friends to be your referrals and walking advertisement.	18. Visit local real estate agencies to do a style session with them.	19. Email the sports charm videos to coaches and local teams for fundraising ideas.	20. Give gifts cards, a catalog, and your card for fundraisers to raffle off.
21. Offer style sessions for brides and their bridal party.	22. Leave your business card with your manicurist.	23. Ask to leave a catalog next to the pedicure chairs.	24. Leave a fishbowl at your salon to collect business cards for \$25 of free jewelry each week.	25. Leave a fishbowl at your dry cleaners.
26. Fundraise! Use community newsletters to contact coaches and advisors.	27. Have fundraising postcards/brochures on hand to give details in writing to any new contacts.	28. Give your close friends and family a book to keep in their car for referrals.	29. Get a mypremierdesigns website and give to friends to share.	30. Email contacts from your website monthly specials in a newsletter.
31. Offer office parties during their lunch hour.	32. Set up at craft fairs/ vendor shows.	33. Set up at a job fair.	34. Go to motivational seminars to network.	35. Join a networking group for professional women.
36. Offer various theme parties throughout the year.	37. Offer a sample sale during the holiday season and free gift wrapping.	38. Use FB birthdays to offer special to friends each month.	39. Set up at local football games, especially big games Homecoming or the Alumni game.	40. Ask your friends and past hostesses to survey new jewelry that comes out.
41. Offer a Back-to-school fundraiser for teachers.	42. Place ads in your church bulletin.	43. Have an exclusive hostess club.	44. Host an annual party for your hostesses.	45. Have a referral club.
46. Follow up on every referral lead!	47. Join your Chamber of Commerce.	48. Do a bridal expo to get bookings.	49. Set up for a girls night at your local salons.	50. Post an ad in your local neighborhood newsletter.

# 100 WAYS TO WORK YOUR BUSINESS (CONT'D)

51. Text a thank you to all guests two days after each show.	52. Contact cheerleading and dance coaches for fundraisers.	53. Advertise in local schools' parent newsletter.	54. Bring samples and catalogs when you go on trips.	55. Give a friend 10 mini catalogs and coupons to hand out.
56. Have an email signature set up with your business info and website.	57. Host surprise jewelry parties for women that friends nominate.	58. Offer local sports team deals on end of the season gifts for female athletes.	59. Create a youtube video showing some jewelry and ask friends to share it.	60. Wear an "I get paid to sparkle shirt" (or something Premier related) to the gym.
61. Host a style session for other direct sales reps (they need to still look professional!)	62. Set up at swim clubs during the summer months.	63. Leave your card and coupon with a waitress and any other service jobs.	64. Do before and after photos with friends showing the difference jewelry does make.	65. Host men's shows before Christmas and Valentine's Day.
66. Host a "Get to know your neighbors" party.	67. Contact local churches about girl youth groups.	68. Host a preview party with the new line.	69. Host playdates (mommy and me parties)	70. Host a Shoppportunity or BLINGO to share the OP.
71. Offer a "Show on the Go!" Mini show that's only 30 mins long. Let them shop while you go over the show points.	72. Clean you jewelry at a public location, like Starbucks, to make new contacts.	73. Playground show: Hold a party at your local playground to allow moms to shop while the kids play.	74. Facebook shows: use them as a follow up for your shows for guests that couldn't make it to increase retail and hostess' free jewelry!	75. Have a textable version of your business card. If you are out and don't have them with you, offer to text your card to anyone that asks for it.
76. Set up at local cheerleading and dance competitions.	77. Let your friends and family borrow jewelry for weddings and big events. They will be your walking advertisement and allow them to buy for a discount.	78. Create a look book using the QR codes, especially with jewelry you don't own, to share at shows.	79. Role play your booking activity with fellow Premier jewelers.	80. Offer a special for college grads and encourage them to host a show to get that professional look for interviews.
81. Offer a bridal shower and surprise the bride with free jewelry.	82. Use the "Secret Girlfriend" at each show.	83. Keep paperwork in your car and your spouse's car so you can both share catalogs and coupons as needed.	84. Write personal notes to hostesses and customers throughout the year for various reasons (holidays, birthdays, or even just customer service)	85. Share Premier's youtube videos.
86. Download the Premier Designs Opportunity app to your phone to share the marketing plan when needed.	87. Find out about a vendor event too late? Attend as a guest and talk to all the vendors about their professional look.	88. Create a FB group for customers and hostesses. Post exclusive specials in the group with pic collage images. (ask for them for permission to add to the group first!)	89. Get a Premier running buddy that you want to work with and motivate each other.	90. Re-do your Quick Start and reward yourself!
91. Ask to set up at a local paint party for a ladies night.	92. Get in the habit of checking surveys from shows regularly and following-up with guests.	93. Write down your goals and review them monthly. Include your upline so they can help you reach your goals.	94. Utilize the audio and video trainings on the website.	95. Wear your jewelry daily! Even when just running quick errands!
96. Attend trainings regularly.	97. Do a text-a-thon or book-a-thon with fellow Premier ladies as support.	98. Communicate with your up-line on a regular basis.	99. Check email and website regularly.	100. Stay positive and don't quit! ☺

