

### **#1. Update your image.**

It all starts here and I want to set you up for success! If you have an updated, stylish look, you can skip step 1. If not, and you know who you are, then go to the spa/salon in your area and have a heart to heart with the receptionist. Your mother won't tell you the truth, your best girlfriend probably won't and maybe your Premier mom will, but maybe not. SOOO...go to someone who knows the business. Ask her about your look...makeup, hair, clothing...all of it. Tell them you need a stylish haircut that won't cost a fortune to keep up. That can come later. If you have someone who will help you get a fabulous outfit, great! If not, pick up high quality black slacks and a trendy, white button down blouse and a fabulous trendy purse WITH COLOR! Make it pop! Period. That's what you need. I recommend this because you can't make a mistake AND you can pick this outfit up in every size AND because you can make it say spring with the right accessories and shoes!

### **#2. Send out a booking flyer to hostesses with the mini-catalog and a coupon for \$50 jewelry bonus if they contact you by April 15<sup>th</sup>.**

### **#3. Call all past hostesses and offer a big special to book April.**

a) Hostesses that you haven't spoken to in a while, "Hi Holly, this is Barbara Haas, your Premier Jewelry Lady. I know it's been a while! I'll tell you why I'm calling. I had to take some time away from Premier to focus on some family things, but now I am ready to roll and I'm doing a HUGE KICKOFF of my business again! I thought of you and would love to give you some bonus free jewelry for getting some friends together in April! What do you think?"

b) Recent hostesses: "Hi Holly – it's Barbara Haas, your Premier jewelry lady. I'll tell you why I'm calling. I am just kicking off a new program and I'm really excited about it. It's a hostess referral program. If you are able to refer me to someone who would LOVE to earn free jewelry for having a show, I will reward you with \$50 in free jewelry that can be redeemed at her show! Isn't that fun? I'm sure you've been getting tons of compliments..."

c) Hostesses that would have gotten your flyer. Call within 2 days of their receipt. “Hi, Holly! It’s Barbara, Your Premier Jewelry Lady. I was calling to see if you got my flyer?....”

**#4. Make 30 minutes of customer service calls per night for 2 weeks.** That’s a minimum of 100 customer service call. Not asking for anything. Just service. Period. Put a checklist up and document their names. If you don’t get them in person, leave a message.

**#5. Go to 25 salons in the next 2 weeks.**

Yes – 25! Stop whining in your head that you can’t do it. Oh, I promise, most of you will find 25 just driving around. The rest of you may have to google surrounding cities. If you have to travel an hour, then you just do. You MUST be wearing your cute outfit and your hair needs to look dynamite. Your makeup should be impeccable and you want to go in with something fun and cute – like the mini-purses that Colleen Klock shared on her call. If you can’t afford that, then go in with our silver jewelry boxes wrapped with gorgeous tulle in a basket. Ask to set up TOMORROW or the next day or SATURDAY! Thursday evenings are usually the late night at salons. Go after work. Listen to the Colleen Klock Jammies call!

**#7. Call or email 50 schools in the surrounding area and ask about school fairs and fundraisers.** Preschools, elementary, middle and high school. Not sure how to do it. In 90 seconds of googling Pennsylvania schools, and then going to a website that allowed me to enter zip codes, I had 54 schools at my fingertips. In another 90 seconds, and I’m not exaggerating, I had the emails of all teachers for one of those schools right in front of me on the computer. AND, the PTA board.

**#8. Role play show checkout and EVERY OBJECTION WITH YOUR MOM for 1 full hour.** This is essential to the future of your business. Memorize objections and the responses. If your mom is not a master booker yet, then go to your grandma or your great grandma. Go to whomever you need to – find the most confident booker in your upline who will tell it to you straight. Do not take her feedback and training personally. Get on her calendar and GO TO HER! If you don’t live

near, then do it on the phone. It is not your mom's responsibility to fill your calendar. You go to her! And I would recommend that you come with another jeweler and do it together. You will take turns playing the jeweler.

**#9. Google events in your area and surrounding areas. Contact a minimum of 20 events for your area.**

Restarting your business will take some weekends from your family. It's just a must. Sometimes they will be worth it and sometimes they won't. Set your expectations; Recouping your cost and getting one SOLID booking was work your time.

- a) [www.eventlister.com](http://www.eventlister.com);
- b) [www.festivals.com](http://www.festivals.com);
- c) Google (using your own state and county) PA Fairs; PA festivals; PA vendor events; PA bridal events; PA craft shows; PA chambers of commerce; PA expos

**#10. Sit in a variety of public places tagging your jewelry for a total of 5 hours over the next 2 weeks.** It may be at Starbucks, it may be at Friendly, Perkins, any diner...your kids' games, practice, anywhere.

**#11. Give out 70 "fashion or accessory" related compliments in the next 2 weeks to strangers and acquaintances.** That's 5 compliments a day – I like your handbag, etc. Listen to the Cori Garavuso Jammies Call!

