



# “Birthday Club”

Here is a great idea on how to add more shows to your calendar easily!

At your shows: After introductions, say...“Did you know that Premier has just started an exclusive New “Birthday Club”? Go ahead right now and write your birthday in the notes section of your customer order form”. Or, if you use guest surveys, have them write their birthday on that. Then say...“I’ll explain how that works a little later”. Do your show and after you explain the hostess plan and just before the booking activity explain how the club works.

- Anytime during the month of your birthday, you can schedule your own “Birthday Bling Party”... You invite your friends and tell them, no need to bring presents, they will simply shop for themselves and you will receive all the free Birthday Bucks in jewelry! I’ll provide your favorite birthday cake or cookie, decorations, and FUN!!!!
- Jewelers, you can make this as fun as you want. Take a tiara, boa, or birthday hat. Send out Birthday Bling invitations. Sing Happy Birthday to the hostess!!!! During introductions, ask the friends to tell a quick “funny” about the hostess or what they love most about them. You can even have a PJ party! They all wear their fav pajamas and slippers – give a prize to the craziest slippers. Anything fun you can think of, but remember your goal is to help the hostess get as much free jewelry as possible, so show lots of jewels. Use some of the hostess’ favorite tops or dresses to show the jewelry combos on.
- This is a super easy way to get booked up with 2 or 3 extra bookings for the rest of the year!!!!
- Use this idea to get back in touch with past contacts to ask when their birthday is and tell them all about the Birthday Club!!!!!!!!!!!!!!!!!!!!

