

## Creative Summer Jewelry Shows

**Working Girl Power Hour:** This show takes place after work either at the office or someone's home. A brief demonstration can be done right by the display. A pyramid of stacked boxes shows amount of free jewelry earned by an average hostess. The show could start at 6 and be done by 7/ 7:30. This gives the busy mom social and shopping time but also get her home at a decent time for family. Consider a start & end time to show the sense of urgency in shopping.

**Office Lunchtime Party:** Let your customers know that you can set up in a conference room at their place of employment and she can bring in some snacks and allow the ladies to shop over their lunch hour.

**Saturday Morning Java & Jewelry:** This show takes place on a Saturday morning from 10-noon. The hostess serves coffee cake and coffee and ladies enjoy the perfect start to their weekend.

**Park & Play (Party at the Park)** Get your friends and their kids together at the park and while the kids play the mom's visit and shop. This show can take place anytime and at any park. Look for one with a picnic table. Take your jewelry in trays. Minimal set up, a few order forms and there you have a great show!

**Birthday Party Party:** Encourage your hostess to host a show on her birthday! You can bring a cake or cupcakes and she wins all the free jewelry. What can be better than that?

**Bridal Shower Jewelry Show:** The bride to be hosts the show and invites her bridal party and other friends. Encourage her to use her free and half price jewelry to acquire her bridal jewelry both for herself and her bridesmaids. Don't forget about the honeymoon jewelry!

**Girls Night Out:** Friday night jewelry shows are very popular and so much fun for the hostess and her friends. However, once the demonstration is done the party ends for YOU! Do a drawing for all the ladies who have turned in an order by a certain time. This encourages shopping, wrap up your end of the night, and you can exit graciously leaving your hostess to enjoy the rest of the night with her friends. Coach your hostess so she knows what to expect.

**Diva at the Diamonds:** Bring your jewels to the ball diamond and do a "Diva Showing at the Diamonds" while the moms are waiting for the game to begin! This is the perfect for the mom who says she has no time because she lives at the ball fields

**Mom & Daughter Duo:** Promote a special time with moms & daughters with a Mom & Daughter duo show. The daughters invite their friends and of course their moms for a special time of getting dolled up. Take pictures & surprise each mom with a thank you note along with a picture; it will be a treasured memory for her to have from her jewelry lady!

**Poolside Party:** Who says you can't have a jewelry party poolside with friends; we must go where people go in the summer and a pool is just that place

**Patio Party:** Who doesn't love to utilize their deck or patio. Promote a jewelry showing under the umbrella with a pitcher of lemonade.

**Bling at the Beach:** Find a shelter and bring your bling to the beach! Promote 30 minutes of bling and then off to the beach

**Tank & Trend Party:** Ask everyone on the invite to wear their favorite summer tank to accessorize. Show how Premier has super casual jewelry to dressing up that favorite tank!

\*Get creative when looking for ways to grow your business.

\*Be intuitive and flexible

\*Remember to overbook 2 shows each month will postpone or cancel

\*Set a goal for how many summer bookings you would like from now to the end of August. Keep you goal in your sight. Don't settle and don't give up.

*It's Summer! Have fun with your business while making new friends and still making money! What could be better than that!*