

Hello New Jeweler :)

We are very excited that you're a part of our Premier family! Congratulations on choosing the BEST direct service company in the WORLD!!! Premier can offer you an income, a flexible schedule, amazing luxurious travel, and the best friendships ever! No other company can give you what Premier can!

You will be busy for the next few weeks as you get your business up and running efficiently so that you have a successful business that consistently brings you a profit. Plan on carving out time each week to work your business. Most new jewelers find it takes an average of 1-2 hours every day of efficient work in your home office for the first few weeks. This will likely mean you have to temporarily say no to some things that you usually say yes to in the short-term in order to have the time to get your business off and running! This is very normal and in time you will find yourself in a good groove with your business. Practicing delayed gratification by saying no to these "good things" in the beginning (like going out with friends, watching grandkids, watching TV, playing on your phone, doing extra things at church) so you can say yes to a really "great thing" (Premier Designs!!!) is how it works. Then, the most amazing thing will happen! You eventually will be able to say yes to **MANY** more good things than ever before because of the incredible freedom, flexibility, and potential income Premier offers, if that's something you want. :) This is a fabulous lifestyle and is a reward to those who practice delayed gratification! As your Premier mom I am here to help you dream big and take the necessary little steps toward achieving **YOUR** unique, incredible dream!!

There are two main ways you will learn how to run a successful, home-based business in Premier. The first is **learning by watching**. You'll be watching me at jewelry shows, watching other jewelers at training, etc. The degree that you allow yourself to watch other successful jewelers (at shows, trainings, rallies, etc.) will determine the degree of your success. The second way is **learning by doing**. This is when you put your observations into practice and start actively taking the steps to run and manage your business. This involves calling potential hostesses, doing your debut show with your Premier mom, hostess coaching your hostesses, doing shows, etc.

In the next month up until your debut show you will be focusing on 4 things in your new business. Those four things are:

1. Shadowing me to 1-3 jewelry shows **before your debut show** where you will simply observe me do an entire jewelry show (from when I arrive to when I leave) and take notes. This will help to prepare you for your debut show and all the shows after and is the first crucial component to a successful business. **AND, it's super easy!!!**
2. Finding 2 hostesses each week for the next four weeks so by the time of your debut show you have a minimum of 8 hostesses on your calendar within one month after your debut show.

This also involves effectively hostess coaching those 8 hostesses so you can have the best shows possible and pay off your initial investment quickly and make profit!!! This will also set you up for QS 6, 9, and 12 and \$400 more in FREE jewelry to add to your jewelry show table! This is so essential to success that you will receive a package of catalogs for FREE from your Premier mom when you show me (prior to your debut show) 8 firm shows on your calendar within a month after your debut show.

3. Acquiring all the necessary supplies needed for a successful home-based business in Premier. This involves ordering everything necessary so you receive them on-time and are prepared. It also involves organizing your home office so you can work efficiently. This will give you **confidence** knowing that you have what you need and it's organized.

4. Branding your business. In this visual, technological age, your physical appearance and reputation on-line and in-person is vital. This involves looking like the jewelry lady, acting like the jewelry lady, dressing like the jewelry lady, posting positive, uplifting facebook updates like the jewelry lady, and portraying the image of a business entrepreneur--which you are! When you brand your business, people will develop trust and confidence in you as their jeweler/accessory stylist and you will thrive in your business!

Please find a 3 ring binder and 4 tabs. Then print this document, 3-hole punch it, and put it in the binder first. AFTER this document put a tab labeled "8 hostesses". Then go to our jeweler website under new jeweler documents and print all the documents for "8 hostesses." Three-hole punch them and put them in under that tab. Then put the second tab in labeled "supplies/organization" and print all the documents under that and put those after the second tab. Same with the third tab labeled "brand your business" and all those documents.

DO NOT go on to the 4th tab (reflection.) No need to print it or even look at it yet.
Thanks!!!

This is your New Jeweler Success binder! This will be your Premier "Bible" for the next few months. :) Please start reading it and ordering the supplies, contacting potential hostesses, etc. Then you will find yourself WELL on your way to a successful business. Yeah!!! We are your biggest cheerleaders and we will meet a couple times together BEFORE your debut show to help you. Wahoo!!! Thanks for joining me on this amazing, fun Premier adventure!

Important:

1. Premier Designs jewelers are not permitted to use internet websites, such as Craigslist or Ebay, to sell our product.
2. Please read your email and check your messages on the Premier website DAILY!
3. Constant communication in the first 45 days is crucial...sponsor and jeweler should be communicating very frequently and chatting on the phone. New jeweler should **call** sponsor within 24 hours after each of her first ten shows.

4. Premier has a NO alcohol policy! Jeweler may not drink at any show, training, or Premier-related event.
5. Attendance at ALL monthly trainings, round-ups, regional and national rallies is absolutely essential to success, as it is in any job. Mom and new jeweler should have these marked off in their calendars for the entire year. Mom should encourage new jeweler to attend and help her overcome any potential obstacles to attending and experiencing success.