



# *Premier Designs*

*Marketing Plan*

# WHY PREMIER?



**Additional Income**

**Get out of debt**

**Tax Benefits**

**Be your own boss**

**Flexible**

**Fun, fun, fun!!**



**No Inventory**

**No Sales Quotas**

**New Friends**



**Biblically-based company**



# Golden Guarantee

Premier Designs stands behind every piece of jewelry sold for manufacturing defects



- Within 60 days ~ FREE
- After 60 days ~ \$5 (plus tax)

# Why Jewelry?

Top selling gift item



*It always fits!*

Wear the jewelry,  
sell the jewelry!



Women love fashion  
Easier to sell to a want  
than a need

Appealing to all ages

# Awesome Hostess Plan!



Keeps your business going!  
With \$100 retail sales, the hostess qualifies for:



## \$100 in Bonus Certificates

\$25 - Show held on original date

\$25 - 10 adult guests at show

\$25 - \$100 advanced sales

\$25 - 3 future bookings

*For each \$25 bonus, Jeweler only pays \$3.00*

**But wait...**  
**Look, there's**  
**MORE!**



**4-8 items at**  
**half-price**



**30% of the total**  
**show retail in**  
**FREE jewelry**

**(\$8.00 jeweler fee)**

# Services You Can Offer!

Home Shows

Office Shows

Craft Fairs



Boutiques

Fundraisers

Personal styling

Catalog shows

Wear the jewelry,  
sell the jewelry!



# Two Ways You Make \$\$

## #1 Retail:

You make **50%** of everything you sell.  
*Get paid on the spot!*

## #2 Build:

Tell others and start a “family”  
- *When you sponsor a jeweler, Premier Designs  
PAYS YOU 10% of their earnings for 3 levels deep!*

Premier is family oriented and equates their plan to a family tree so it's easy to understand

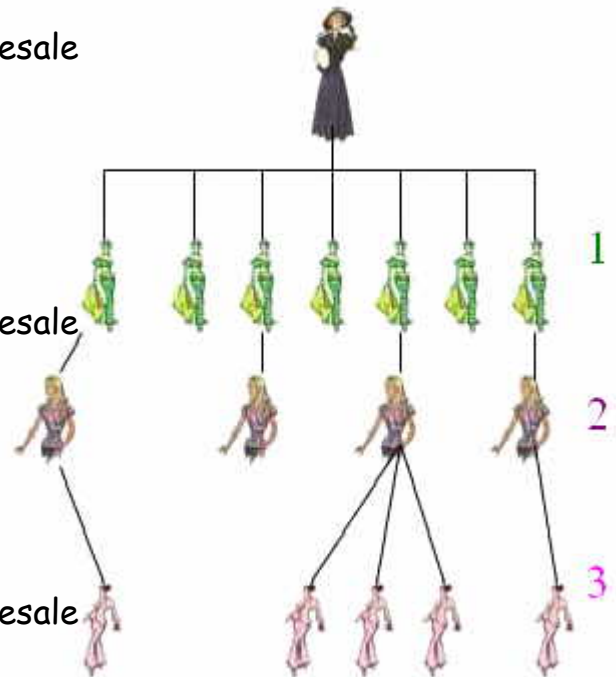
You earn **10%** commission from Premier on the wholesale value of the sales of each jeweler you sponsor, your **Premier Designs Children - 1st Level!**

AND ...

You earn **10%** commission from Premier on the wholesale value of the sales of each jeweler you sponsor, your **Premier Designs Grandchildren - 2nd Level!**

AND ...

You earn **10%** commission from Premier on the wholesale value of the sales of each jeweler you sponsor, your **Premier Designs Great Grandchildren - 3rd Level!**

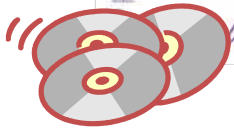
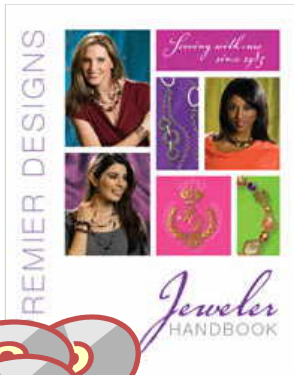


You have THREE WOMEN (your Premier mom, Grandmother and Great-Grandmother) who have a vested interest in helping you succeed. You're in business FOR YOURSELF, but NOT by yourself. You never take away from anyone because everyone makes 50% from their sales; the 10% commission you receive from your three levels, comes from Premier Designs!

# What's the Investment

## Authorization & Application Fee and Home Office Services

**\$395.00**



A Jeweler handbook, Video and  
Audio Training CDs

Literature Package includes beginning  
catalogs, order forms and invitations

Accountants – File state sales tax, and prepare your  
monthly reports

Customer service representatives

All personal shipping free



Each order is pre-packaged and  
delivered to your hostess, which  
means no deliveries!



A Jeweler's only website

(\$350 annual renewal fee pays for continued Services)



# **Jewelry Sample Packages**

## **1. Gold Sample Package** **\$750.00**

*\$2000 value, 70 pieces*  
*25% discount on cost plus jewelry case*

## **2. Silver Sample Package** **\$475.00**

*\$1200 value, 40 pieces*  
*20% discount on cost plus jewelry case*

## **3. Jeweler's choice**

*Any item at 1/2 price*

# Here's the Deal...

\$ 395.00 Application Fee  
+ \$ 750.00 Gold Sample Package  
\$1,145.00 + tax

**\*Financing Available\***  
with approved credit



Optional 6 months deferred interest  
on the Gold Package



Easy Online Application

On average it takes about  
6 Home Shows to  
pay back your investment

Does this sound like something  
you'd be interested in?

# How to get Started



1. Set a date for your Training Show

2. Make a plan for Quick Start to earn more free jewelry samples!

3. Send in your Application and New Jewelry Sample Order Form



