

**Premier**

**Designs**

**Marketing  
Plan**

# **Why Premier?**

**Additional Income**

**Get out of debt**

**Be your own boss**

**Tax Benefits**

**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

Wear the jewelry, sell  
the jewelry!

It *always* fits!

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**

\$25.00 – Show held on original date

\$25.00 – 10 adult guests at show

\$25.00 - \$100 advanced sales

\$25.00 – 3 future bookings

*For each \$25.00 bonus, Jeweler only pays \$3.00*

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

4-8 items at  $\frac{1}{2}$  price

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

(\$8.00 jeweler fee)

# Services Offered

Home Shows

Office Shows

Craft Fairs

Boutiques

Fundraisers

Personal styling

Catalog shows

Wear the jewelry,  
sell the jewelry!

# Two Ways You Make \$\$

## Retail:

You make **50%**  
of everything you sell.

*Get paid on the spot!*

## Build:

Tell others and start a “family”

*- When you sponsor a jeweler, Premier Designs  
PAYS YOU 10% of their earnings for 3 levels deep!*

### INCOME #2

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

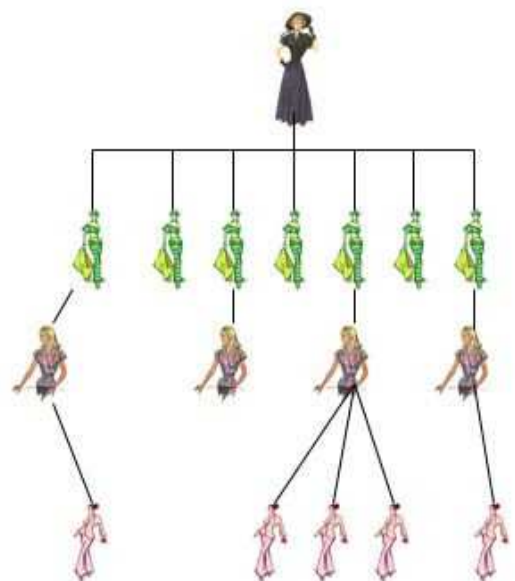
You earn 10% commission \*from Premier  
on the wholesale value of the sales  
of each jeweler you sponsor,  
your Premier Designs Children!

AND ...

You earn 10% commission \*from Premier  
on the wholesale value of the sales  
of your Premier Designs Grandchildren!

AND ...

You earn 10% commission \*from Premier  
on the wholesale value of the sales  
of your Premier Designs Great Grandchildren!



You have THREE WOMEN [your Premier momma, Grandma, and Great-Grandma] who have a vested interest in helping you succeed. You are 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 tape

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. President Sample Package  
**\$750.00 Best Value!**  
\$2000 value, 70 pieces  
25% discount on cost *plus* jewelry case
2. Small Sample Package  
**\$475.00**  
\$1200 value, 40 pieces  
20% discount on cost *plus* jewelry case
3. Jeweler's choice  
Any item at  $\frac{1}{2}$  price

# Here's the Deal...

**\$395.00** Application Fee

**+ \$750.00** President's Sample Package

**\$1,145.00** + tax

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

Optional 6 months deferred interest  
on President Package  
Easy Online Application

On average this will take  
6 Home Shows to pay back

# **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 Application and New Jewelry Sample Order Form

***YOU ARE READY TO GO!!***