

# New Jeweler Checklist

Congratulations and welcome to the start of your new business!  
Here is a checklist to help you get off to an incredible beginning!

| Completed | TO DO LIST:  |
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|           | <p style="text-align: center;">1. <b>Set a date for your training show with your Premier Mom!</b><br/>(Within 30 days of signing your contract)</p>  |
|           | <p>2. <b>Work on your invitations and guest list.</b> Aim for 50 invites or more for your training show. It sounds like a lot, but invite EVERYONE- No one is ever insulted with an invite. FYI: <math>\frac{1}{4}</math> of people invited will be able to make it!</p> <p style="text-align: center;">Some sample wording to include in your invitations:<br/>You're invited to my <b>DEBUT</b> as I become a new jeweler with <u>Premier Designs!</u></p> <p style="text-align: center;">I'm so excited and would <b>LOVE</b> for you to join me at my home for a<br/><b>FUN &amp; FABULOUS</b> time of jewelry, food, and prizes!<br/>I'll even show you how you can get a <b>TON</b> of free jewelry!<br/><b>Feel free to bring a friend or two!!</b></p> <p style="text-align: center;">(You can also offer an extra incentive if they bring a friend-<br/>talk to your Premier Mom about this ahead of time)</p> <p style="text-align: center;"><b>*Also, make sure you talk to your Premier Mom about the ticket or Diva Dollar Invites!</b><br/><b>*Keep extra invitations in your purse, because you never know who you will run into.</b><br/><b>*If you would like a sample invitation to print, please email Diane at</b><br/><b>PerfectlyPremier@gmail.com</b></p>   |
|           | <p>3. <b>Start booking home shows for right after the date of your training show.</b><br/><b>DO NOT WAIT UNTIL YOUR TRAINING SHOW TO START BOOKING.</b></p> <p>As you talk to your friends and family members about your new business, whether or not they can come to your training show, let them know that you would love to do a show for them and they will earn hundreds of dollars in <b>FREE</b> jewelry. <b>*Use the verbiage on How to Get Bookings by Penny Lacey in the New Jeweler Section of our website!</b> All the hostess has to pay for is the tax on her free jewelry and \$4 shipping! You also want your friends and family members to know about your first goal in Premier: Quick Start because they can help you make it!</p> <p style="text-align: center;"><b>Quick Start helps new jewelers get off to a great start and earn FREE jewelry at the same time!</b></p> <p>-When you hold <b>6 shows within 45 days</b> from your training show (your training show does not count), you will earn a <b>\$200 retail jewelry certificate</b> from Premier!</p> <p>-When you hold a total of <b>9 shows within 45 days</b> from your training show (your training show does not count), you will earn a <b>\$300 retail jewelry certificate</b> from Premier!</p> <p style="text-align: center;">-Your name will also be <b>recognized</b> in our <b>National Monthly Update!</b><br/><b>START BOOKING YOUR SHOWS NOW!</b></p> <p>If you purchased a jewelry kit, you will be able to have your own shows starting the day after your training show!</p> <p style="text-align: center;"><b>*For shows to count for Quick Start they don't have to be in the computer by your deadline, just held and dated by the deadline!*</b></p> |

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|  | <p>4. Open a separate personal checking account to run your business. You do not need a business account and most banks charge for this. A personal checking account is perfect!</p>  |
|  | <p>5. Order your business cards! Vistaprint.com is a great website to start because you can receive 250 business cards for FREE! Check it out! Premierdesignsincentives.com (you will have to set up an account after you have your jeweler number) also has business cards! It's always a good idea to see your Premier Mom/sponsor's business card first, but here is some wording to help!</p> <p><b>FOR THE FRONT</b>→ Your name, Premier Designs High Fashion Jewelry, Independent Jeweler, your phone number and email. Some people also like to put their address on the front of their business cards.</p> <p><b>ON THE BACK</b>→ One option is to put our Hostess Plan:<br/>Premier's Hostess Plan</p> <p>As the Hostess of your own Premier Home Show, "you will receive 30% of the Home Show's retail total in FREE jewelry. PLUS...you may receive up to \$100 in Retail Bonus Awards toward your selection of jewelry for the following:</p> <ul style="list-style-type: none"> <li>*\$25 for booking and holding your Home Show on the originally scheduled date</li> <li>*\$25 for having \$100 in advance orders</li> <li>*\$25 for having 10 or more guest at your Home Show</li> <li>*\$25 for obtaining 3 Bookings for future Home Shows</li> </ul> <p>PLUS...you may purchase 4 to 8 items at 1/2 price based on the retail total of your Home Show.</p> <p>*\$100 Minimum Retail Sales</p> |
|  | <p>6. Go to a Fabric Store and purchase 4 to 4 ½ yards of cloth for your table. Most people use black velveteen, but you can use any fabric that works for you. Also, try searching the newspaper or internet for a coupon before you go! Many stores have weekly coupons and you can save 40% or more!</p> <p>You can also purchase different color fabrics to cover your jewelry tray inserts with. I like to bring the insert to the store, this way it easier to measure how much fabric I need.</p>  |
|  | <p>7. Save ALL of Your Receipts!!!! Purchase some type of organizer that has 10 sections for sorting your receipts. Check out, "A Great Way to Get Started with Organizing Your Taxes," in the New Jeweler section of our website. Also, it's a good idea to get a mileage log for your car to begin tracking your mileage!</p>   |
|  | <p>8. Your jeweler number should be assigned within 7-10 days from signing your contract. Once assigned (your Premier Mom will be able to let you know) go to <a href="http://www.premierdesigns.com">www.premierdesigns.com</a> &amp; set up your account.</p> <p>To set-up your account, click on Jeweler Login at the top right corner and then click New Jeweler Account in the bottom-middle part of the screen. After you answer the assigned questions, you will be all set to go!</p> <p>To log back in for future times, you will click Jeweler Login and then for the User Name put your jeweler number with a J in front of it.</p>  |

For example: J123456  
Then enter your password!

\*You should play around with this website so that you become more familiar with it.

Here are some important sections to get familiar with first:

Under My Account → *Ordering Status* is the place to check on your initial kit and jewelry package! *Messages* will allow you to see all emails from Premier

You can also find out more information about the *Premier Credit Card*, and change your personal information (address, phone number, and email) where it says *Account Preferences*.

Ordering/Products → This is where we put in all of our orders, returns, and exchanges! Under *Ordering/Products* you will find information about the jewelry that comes in the Gold and Silver Sample Packages. When you get a chance, click *Price List* and print: Price List by Price and Price List by Description. These are always great to bring to your shows for your own reference!

Promotions → Take a look at our current (and past) Promotions!

Jeweler Resources → Watch the Welcome from the Horners! This tab is also great because there are training documents and videos to help you get off to a great start!

\* Your Premier Mom will be reviewing the website with you at a future date!

9. Go to **Serve-Us-Store** on Premier's website (Log into your Premier account and go to *Ordering/Products*, then *Online Order*, followed by *Serve-Us-Store Order*) and



order extra catalogs (1 dozen comes with your membership kit). You will be distributing 1-2 catalogs to each person that books a home show at your training show & future shows. Some other purchases that can be helpful now are our



Hostess Planner Packet (\$3.60 for a set of 10), then when you click on the tab *Sponsoring Supplies* at the top you may want to purchase a couple more Opportunity



Brochures (\$1.80 for a set of 10). You do get a set of both of these, but they go fast!

\*If you did not purchase a jewelry package you may want to purchase a ring sizer



and the Soft Sided Jewelry Case with 4 trays (trays are sold separately). Please check out [Premierdesignsincentives.com](http://Premierdesignsincentives.com) for a jewelry case and trays before deciding!

10. Set up your Propay account, so you can accept credit card payments. (You will need your checking account number and routing number along with your license in front of you.)

Log into your Premier Account, then click on *Jeweler Resources* → *Business Links* → *ProPay*. By going in this way you are getting a Premier discount of \$49.95 for the year!

10. To help make things easier we would suggest ordering two self inking stamps for your business.

1) The first one is all of the information that you would stamp onto your customer and hostess receipts (Name, Address, Phone Number, and Jeweler Number)

**\*\*THIS SAVES A LOT OF TIME!\*\***

2) The second one is for the bank. You never have to sign your checks again!! It's awesome especially when you have two or three parties in one weekend.

**\*I do not use this stamp as often, but it is convenient!**

Log on to [Premierdesigns.com](http://Premierdesigns.com) and go to [Jewelry Resources](#) at the top. Then go to [Business Links](#) and find [Town & Country](#). Go to Order Online at the top. Afterwards, put Premier Designs in the box and then hit go. Next, hit go (down at the bottom) on this page. On the left hand side, go to Stamps & Accessories. The first stamp I am talking about is the Order Form Stamp and the second stamp is called Bank Stamp. Just follow the directions and you will be set! Please note: You personalize your stamp(s) after you put in your shipping and billing information. Don't forget to double check that all your information is accurate!

This website also has other Premier Designs items that you can check out!

11. List of extra items that you will need prior to training show:

- Calculator
- Pens
- Money Bag (with change for people that pay cash- singles, fives, and coins)
- Calendar
- Mirror(s)
- Necklace and/or bracelet displays (try [Premierdesignsincentives.com](http://Premierdesignsincentives.com))
- Prizes for games and survey drawing (\$ store items are perfect or you can purchase items from [Premierdesignsincentives.com](http://Premierdesignsincentives.com)-if time allows) \*I suggest having 10 prizes available for your training show. Any prizes left over, will be perfect for your future shows!

12. When your jewelry kit arrives OPEN IMMEDIATELY & proceed with rest of checklist...prior to your TRAINING SHOW! Save all of your boxes and plastic bags for future use! Read your jeweler manual, watch the DVD, and listen to the audio training.

13. Tag your jewelry. Tags come with your Jewelry Kit. If you did not order a jewelry



kit then you will need to order tags 200m (item # 219) from the Serve-Us-Store. You can print them off the Premier Website → Jeweler Resources → Business Forms → Business Tools → Jewelry Tag Labels.



Also, change all of the earring holders 200m to the more professional ones given in

your kit. To label earrings, just stick the label on the back.

14. Create labels and label the back of your catalogs with your information (Your Name, Independent Jeweler, Your Phone Number, and Your Email). You should also label all



mini catalogs

and opportunity brochures




15. Place labels "Please Return Catalog to Jeweler" on the front of your catalogs. Businessenhancements.com also has cute labels for your catalogs. When you go on the website select *Jewelry*, then *Stickers*, scroll down and you will see stickers that



read, "Show Copy Only! Please Don't Take! Thank You!"

\*I put these stickers on about 20-25 catalogs that I reuse for my shows. When I give a hostess a catalog, I try not to have this sticker on it.

16. Stamp the 1<sup>st</sup> AND 3<sup>rd</sup> page of Customer Receipt (aka Order Forms) . 1<sup>st</sup> copy of the receipt is kept by the jeweler & the 3<sup>rd</sup> is for the customer. \*If you do not have your stamp yet, you should print labels and stick it on these pages! \*For your training show, you should have 50 order forms ready (1 package).

17. Put at least 6 Hostess Packets together  for your training show. Place the following inside each Hostess Envelope (large blue envelopes):

- Catalog (make sure your information is on the back)—good idea to give her 2 when you have more.
  - 20 postcards (or more)
  - Hostess Letter \*\*
  - 2 Preorder Sheets for outside orders \*\*
- Checklist for a Successful Home Show sheet \*\*
  - Did You Invite Frank Sheet? \*\*
  - Sheet on Advance Orders \*\*
- Make sure you hostess coach (refer to your Premier Designs manual). Make your follow up calls 2 weeks before show to make sure invites are out and then keep following up.

\*\*You can find these sheets on our website under Hostess Packets!

AFTER A HOME SHOW ASK YOUR HOSTESS FOR THE PACKET. Make use of letters, unused forms, extra postcards, etc. but leave her with her own copy of the catalog to keep.

18. Organize your catalogs. Purchase inexpensive folders with pocket inserts or you



can also purchase the Home Show Folders (item #170) from the Serve-Us-Store. \*This is optional and a great thing to get after you pay your investment off and make some money.

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|  | <p>Place the following inside the folder:</p> <ul style="list-style-type: none"> <li>• Catalog</li> <li>• Customer Receipt</li> <li>• Pen</li> </ul> <p>THESE ARE DISTRIBUTED TO EACH GUEST AT THE TRAINING SHOW AND ALL HOME SHOWS.</p> <p><i>*After your training show, you might want to add combination ideas, or monthly specials inside your folders.</i></p> |
|  | <p>19. Place labels "Please Return Folder to Jeweler" on the front of all your folders.</p>   |
|  | <p>20. Try different jewelry combinations as you setup your display. Use the fabric &amp; the jewelry trays to arrange your display <b>PRIOR</b> to your Premier Mom arriving for your training show.</p>   |
|  | <p>21. Have extra catalogs, order forms, opportunity information and sponsoring forms in your car...<b>AT ALL TIMES.</b></p>  |
|  | <p>22. <i>Make reminder calls</i> the day or two before your training show. A good excuse to call is to remind everyone to wear a solid color shirt, since it makes it easier to try on jewelry then!</p>   |
|  | <p>23. <i>Keep food and drinks simple!</i> You do not want people paying more attention to the food and drinks than to the jewelry!</p>   |

**ALL ITEMS NEED TO BE COMPLETED PRIOR TO YOUR PREMIER MOM ARRIVING FOR YOUR TRAINING SHOW.**

**After Your Training Show (if you have not already) →**

**\*Collect the rest of your orders and get your home show in as soon as possible.**

Your Premier Mom will be helping you with this.

**\*After you submit your training show order, you **MUST** fill out a training verification survey! It is a quick survey with about 5 questions. To find the survey log into your Premier account→My Account→Contracts/Renewal→Training Show Verification**

**\*Develop a follow-up system for thanking your guest. Businessenhancements.com has great thank you postcards to mail. Talk to your Premier Mom about this!**

**\*Read you Jeweler Manual, watch the Home Show DVD, and listen to the Training CD.**

**\*Sign up for the Kit Warranty to insure your jewelry \*Only valid on the Gold Sample Kit (Log in and click on Jeweler Resources→New Jeweler/Sponsor Forms→ Gold Sample Package Warranty Form - the cost is \$25)**

**\*Call your Premier Mom and stay in close contact with them, especially after your first 6-10 shows!**

**\*Begin exploring other Premier jeweler websites→Check out Diane's Favorites for more information!**