

Booking Activity

Sponsoring Activity

Penny Lacey verbiage on getting 6-9 shows from friends

30 Second Commercial

“What do you do?”

“I have the greatest job in America. I do 2 things, I give away jewelry for free and I help women have a successful home based business.”

Out & About When They Compliment You

“I like your earrings.”

“You do? I appreciate that. This is part of a jewelry line I sell.”

“Do you have a store?”

“Oh no, I like the flexibility, so I sell out of my home, your home, offices, etc.”

“Would you let me mail you a catalog?”

“Great, just give me your name, address and phone # and I’ll pop one in the mail to you tomorrow.”

Out & About When You Compliment Them

“Your purse is so cute! Where did you get it?”

“It’s funny, I’m in a jewelry fashion business and I notice everyone’s accessories.”

What To Say In Follow Up

“Hi _____! This is _____ (Your Favorite Jewelry Lady). Did you get the catalog I mailed you?” If they say yes – “Have you had a chance to look at it? What did you think? Did you get the coupon I enclosed? It’s worth \$10 off your 1st purchase, but here’s something else to think about...That coupon converts to \$20 if you want to get a few friends together and let me set my jewelry out on your kitchen table. What do you think about that? Great – is next week good for you?”

If they say no – “Would it be okay if I check back with you in the Spring when I have more new jewelry?”

Calling Referrals From Cards

“Hi _____! This is _____ (Your Favorite Jewelry Lady). You don’t know me, but I met your friend _____ at a jewelry party Tuesday. She said you love jewelry free and ½ price and to call you. I would love to mail you a catalog. Would that be okay with you? Great! What’s your address?”

Setting Up Referral Centers With Friends

“Hi _____! This is _____ (Your Favorite Jewelry Lady). I want to catch up, but 1st wanted to ask you a business question. Would you do me a favor and consider being a referral center for me? You know lots of quality people and some of them might need some extra money! I’d love to sit down with you over coffee and briefly tell you about my business and then catch up and find out what you and your family are up to! Can we get together? Great! How about Wednesday or Friday at Starbucks at 10:00?”

When People Check Out At Your Shows (Bookings)

“_____ I love the pieces you picked out!”

Note To Mail With Catalog & Coupon

Dear _____,

It was great meeting you at _____ on _____! I have enclosed my jewelry catalog and a coupon for you to use on your first purchase! The necklace I had on that you liked is on page 58 (A). I will be in touch with you soon.

Enjoy!

Your Favorite Jewelry Lady