



JEWELS BY  
*Park Lane*  
www.jbpl.com



# 5 STAR

★ ★ ★ ★ ★

## HOSTESS PLAN



HOST A SHOW  
AND CHOOSE  
OVER 45  
THANK YOU AWARDS  
VALUED UP TO \$94



# THANK YOU AWARDS

Choose one item from this list for just \$10.00  
by returning your qualified guest list within three days.

*See our catalog for item details.*

Aloha Necklace (10510) - pg. 40  
Amaretto Necklace (10516) - pg. 31  
Bella Breeze Necklace (10211) - pg. 41  
Cabo Necklace (10547) - pg. 42  
Captivate Ring (10628) - pg. 66  
Decadent Necklace (10771) - pg. 63  
Fairy Tale Ring (10746) - pg. 45  
Fierce Necklace (10741) - pg. 7  
Gems Bracelet (8913) - pg. 73  
Geneve Watch (8866) - pg. 71  
High Fashion Necklace (10713) - pg. 13

J'adore Necklace (10763) - pg. 3  
Jazzy Necklace (10512) - pg. 56  
Key to My Heart Necklace (10467) - pg. 68  
Lucky Bracelet (10631) - pg. 68  
Magic Ring (10642) - pg. 16  
Majestic Necklace (10762) - pg. 25  
Mosaic Ring (10134) - pg. 34  
On The Town Bracelet (10656) - pg. 55  
On The Town Pierced earrings (10640) - pg. 55  
Reaction Pierced earrings (8383 - G or S) - pg.67  
Regal Diamonds Necklace (10803) - pg. 69

Rock-On Necklace (8120) - pg. 37  
Sapphire Ring (10778) - pg. 22  
Scottsdale Necklace (10791) - pg. 21  
Signature Chain (8787) - pg. 58  
Signature Pendants (8754 - all colors available) - pg. 58  
Signature Rings (8757 - all colors available) - pg. 58  
Sunburst Necklace (8475) - pg. 67  
Supreme Ring (8492) - pg. 75  
Truffles Ring (10779) - pg. 11  
Verona Necklace (10074 - G or S) - pg. 50  
Zebra Necklace (10676) - pg. 19



## CUSTOMER ORDER CREDIT

### **\$20.00 CREDIT**

*for each customer order.*



### FREE BONUS GIFT

With 10 or more orders  
you may choose...

**INSTYLE BRACELET**  
Clear (10249)

**Jet (10248) or Amethyst (10446)**

*(genuine Swarovski crystals and CZ's)*



## HALF PRICE PRIVILEGE

*You may purchase up to*  
**FOUR**  
*regular-line items at HALF PRICE*



## HOSTESS ONLY COLLECTION

*You may qualify to purchase up to FOUR*  
**"Hostess Only" discounted items**

*Choose additional "Hostess Only" Items featured in our catalog.*





# BOOKING AWARDS

**Awarded AFTER bookings are held within 30 days and qualify with minimum \$175 net sales each.**

1st BOOKING \$ 50.00 for only \$ 5.00

2nd BOOKING \$ 50.00 for only \$ 5.00

3rd BOOKING \$100.00 for only \$ 10.00

With 3 Bookings receive a \$200 Shopping Spree for just \$20!

*Tax and transportation must be paid on booking award credit.*

## THREE BOOKING GIFTS

**Choose one of the following options absolutely FREE after three bookings are held and qualified within 30 days of your show.**

**An exquisite item from our Three Booking Gift collection.**



*Choose from additional "Three Booking Gift" items featured in our catalog.*

**Any one regular-line item valued up to \$100!**



OR

## HOSTESS HINTS CHECKLIST:

- Return guest list within three days. *Be sure to over invite.*
- Obtain absentee orders. *Collect required deposit.*
- Prearrange bookings. *Ask those unable to attend to date a show for you.*
- Call to remind each guest a day or two before the show. *Encourage everyone to "bring a friend"!*
- Recommend a new director prospect(s) before your show is held. *\$50 free credit when they qualify as a Park Lane director!*

### INVITE BY PHONE:

"Do you have anything planned for next Wednesday evening?" (*Wait for response.*) "Good! I'm having a Park Lane accessorizing show with all the latest jewelry styles. Wear an outfit or bring clothes you would like to accessorize, and we can match them up! Please bring along a friend... the more the merrier!"

See you then! My show is \_\_\_\_\_ at \_\_\_\_\_.

### PHONE CALL FOLLOW-UP:

*Use when invitations have been sent and you are confirming attendance to plan seating and refreshments.*

"I'm calling to make sure you received your invitation to my Jewels by Park Lane show on \_\_\_\_\_ at \_\_\_\_\_."

"I'm planning seating and refreshments so I'm calling to confirm that you are coming." (*Wait for a response.*)

"Try to wear an outfit or bring clothes you would like to accessorize, and we can match them up!"

Are you bringing a friend?" (*response*) "Great! I'm looking forward to seeing you on \_\_\_\_\_."

- Net sales must be \$175 or more to qualify for any hostess credit and awards. The customer \$12 bonus items, "Hostess Only" purchases, and discounted promotions do not count toward net sales total.
- A minimum of \_\_\_\_\_% down payment of the total (*including tax and transportation*) is required on each show.
- A hostess pays sales tax on free hostess credit and on any discounted purchases / promotional items, plus transportation.

# EARN SHOPPING CREDIT AND SPECIAL AWARDS!

## THE MAGIC FORMULA!

\_\_\_ Absentee Orders + \_\_\_ Show Attendee Orders + \_\_\_ Future Bookings = A Successful Show!

### SELECT YOUR JEWELRY!

#### STAR #1

Choose a "Thank You" Award (\$10.00 fee) \_\_\_\_\_ Thank You Award  
Item Name/Value \$ \_\_\_\_\_

#### STAR #2

# \_\_\_\_\_ Total Orders X \$20 shopping credit each = \$ \_\_\_\_\_  
List your favorite item choices: *Total Value*

_____	_____
_____	_____
_____	_____
_____	_____

Special 10 Order Bonus Gift

Instyle Bracelet (Value \$129)  
*Choose Jet, Clear, or Amethyst CZs*

FREE

Special Offer: \_\_\_\_\_ \$ \_\_\_\_\_  
*Total value*

#### STAR #3

Choose up to FOUR Items at Half Price  
List your item choices:

HALF PRICE  
PURCHASE

_____	_____
_____	_____

#### STAR #4

Qualify for up to FOUR "Hostess Only" items at a discount!  
List your favorite item choices:

DISCOUNTED  
PURCHASES

_____	_____
_____	_____

TOTAL FREE SELECTIONS \$ \_\_\_\_\_

#### STAR #5

##### BOOKING AWARD

Three bookings = a \$200 Shopping Spree for just \$20 (+tax & trans) \$ \_\_\_\_\_  
(Booking Awards are redeemed after bookings are held)

List your favorite item choices:

_____	_____
_____	_____

FREE 3 Booking Gift \_\_\_\_\_

FREE GIFT

**GRAND TOTAL**

\$ \_\_\_\_\_

Director: (e-mail & phone #)

SHOW DAY / DATE:

SHOW TIME: \_\_\_\_\_