

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) FREE
 Choose Jet, Clear, or Amethyst CZs
 Special Offer: _____ \$ _____
 Total value

STAR #3

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

_____	_____
_____	_____

STAR #4

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

_____	_____
_____	_____

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

Director: (e-mail & phone #)

GRAND TOTAL \$ _____

SHOW DAY / DATE: _____

SHOW TIME: _____

park*lane®
 JEWELRY | SINCE 1955



OVER 50
 thank you
 awards
 CHOICES

5*STAR
 hostess plan

www.jbpl.com



1★ thank you awards

Choose one item from this list for just \$10 by returning your qualified guest list within three days.

See our Thank You brochure and catalog for item details.

- | | | |
|---|--|---|
| Alejandro Necklace (10950) - pg. 76 | Garden Party Bracelet (11083) - pg. 7 | Rouge Necklace (11069) - pg. 41 |
| Armada Bracelet (10965) - pg. 28 | Giffertati Ring (10876) - pg. 21 | Sapphire Ring (10778) - pg. 64 |
| Autumn Beauty Necklace (10884) - pg. 4 | Halo Necklace (10886) - pg. 21 | Signature Chain (8787) - pg. 58 |
| Blush Bracelet (11043) - pg. 9 | It's Real Necklace (11078) - pg. 27 | Signature Pendants (8754 - all colors available) - pg. 72 |
| Celebrity Necklace (10712) - pg. 34 | J'adore Necklace (10763) - pg. 3 | Signature Rings (8757 - all colors available) - pg. 72 |
| Chantilly Necklace (11056) - pg. 15 | Jolie Necklace (10216) - pg. 52 | Spoil Me Ring (11027) - pg. 16 |
| Chloe Necklace (11113) - pg. 1 | Key to My Heart Necklace (10467) - pg. 24 | Starry Nights Necklace (11103) - pg. 11 |
| Compliments Necklace (11061) - pg. 31 | Majestic Necklace (10762) - pg. 34 | Sunburst Necklace (8475) - pg. 69 |
| Diamond Cascades Ring (10834) - pg. 16 | Majesty Ring (10973) - pg. 19 | Truffles Ring (10779) - pg. 42 |
| Danafella Necklace (10918) - pg. 44 | Mauve Bracelet (11047) - pg. 13 | Verona Necklace (10074 - G or S) - pg. 44 |
| Dublin Necklace (10940) - pg. 42 | Narnia Necklace (11089) - pg. 22 | Vivacious Necklace (11106) - pg. 45 |
| Eddy Necklace (10929) - pg. 32 | Odyssey Necklace (10999) - pg. 32 | Waterfall Necklace (10828) - pg. 23 |
| Fairy Tale Ring (10746) - pg. 22 | Paige Necklace (10909) - pg. 4 | Waves Necklace (11075) - pg. 62 |
| Fashionable Necklace (8781) - pg. 25 | Reaction Pierced earrings (8383 - G or S) - pg. 16 | Wow Ring (11124) - pg. 70 |
| Fashion Scene Bracelet (10993) - pg. 14 | Reflections Ring (10421) - pg. 49 | |
| Fountain Bleu Necklace (11067) - pg. 65 | Rosette Ring (11054) - pg. 61 | |

2★ 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)



3★ half price privilege

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

4★ hostess only collection

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

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



5★ 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.

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



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

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.