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JEWELS BY
Park Lane
 jewelsbyparklane.com

5STAR
 HOSTESS PLAN



**HOST A SHOW AND
 CHOOSE FROM 43
 THANK YOU AWARDS
 VALUED UP TO \$94**
(see inside for more choices)





THANK YOU AWARDS

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

See our catalogs for item details.

Rock-On Necklace (8120) - pg. 26
Reaction Pierced earrings (8383 - G or S) - pg. 62
Geneve Watch (8866) - pg. 28
Signature Chain (8787) - pg. 74
Signature Pendants (8754 - all colors available) - pg. 74
Key to My Heart Necklace (10467) - pg. 63
Verona Necklace (10074) - pg. 56
Mosaic Ring (10134) - pg. 8
Desire Necklace (10497) - pg. 60
Signature Rings (8757 - all colors available) - pg. 74
Gems Bracelet (8913) - pg. 69

Sunburst Necklace (8475) - pg. 71
Chic Necklace (10209) - pg. 28
Reflections Necklace (10419) - pg. 55
Sahara Necklace (10545) - pg. 7
Amaretto Necklace (10516) - pg. 14
Cabo Necklace (10547) - pg. 21
So Cool Necklace (10521 - G or S) - pg. 38
Black Diamond Necklace (10211) - pg. 28
Aloha Necklace (10510) - pg. 3
Jazzy Necklace (10512) - pg. 29

The following items are featured in our Supplement catalog.

Charming Necklace (10612) - pg. 9
Mystery Necklace (10654) - pg. 15
On The Town Pierced earrings (10640) - pg. 14
On The Town Bracelet (10656) - pg. 14
Magic Ring (10642) - pg. 15
Zebra Necklace (10676) - pg. 1
Dimensions Necklace (10637) - pg. 5
Captivate Ring (10628) - pg. 18
Lucky Bracelet (10631) - pg. 3



CUSTOMER ORDER CREDIT

\$20.00 CREDIT

for each customer order.



FREE BONUS GIFT

With 10 or more orders
you may choose...

INSTYLE

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 catalogs.





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 catalogs.

OR

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



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 / insurance.

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) 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

GRAND TOTAL

\$ _____

Director: (e-mail & phone #)

SHOW DAY / DATE: _____
SHOW TIME: _____