



## Spring/Summer 2009 Focus Group Catalog Survey

**1. What are your top five favorites from the new catalog?**

- a.
- b.
- c.
- d.
- e.

**2. In addition to the top five above, you may list up to five more favorites (optional):**

- f.
- g.
- h.
- i.
- j.

**3. On pages 16 and 17, please evaluate the explanation of how to wear the pieces:**

- Easy to follow/understand
- Somewhat easy to follow/understand
- Difficult to follow/understand

**How would you rate the value of the seven pieces at \$44?**

- Reasonable
- Somewhat reasonable
- Not reasonable

**4. Based on only seeing the jewelry in the catalog, how likely is it that someone would order?**

- Very likely
- Somewhat likely
- Not likely

**5. The current catalog offers items ranging from \$14-\$48. How would you rate the quality and value of the current jewelry collection compared to our competitors?**

- Excellent
- Good
- Fair
- Poor

**6. Would you like to receive your five favorite items for FREE and half-off by hosting a show?**

- Yes, I would like to host a home or lunch time office show
- Yes, I would like to host a catalog show
- Not at this time

**7. Would you like to receive \$25 FREE jewelry of your choice by booking a jewelry show fundraiser or referring a friend to host a show?**

- Yes, I would like to host a fundraiser
- Yes, I would like more information about fundraising with Cookie Lee
- Yes, I would like to refer a friend to host a show

Referral Name: \_\_\_\_\_

**THANKS SO MUCH FOR YOUR FEEDBACK!**

**Please list the item you would like to receive at a 50% discount to thank you for your participation.**

Item Number: \_\_\_\_\_

Item Discription: \_\_\_\_\_



## Spring/Summer 2009 Focus Group Live Survey

**1. Please list your top five favorites:**

- a.
- b.
- c.
- d.
- e.

**2. In addition to the top five above, you may list up to five more favorites (optional):**

- f.
- g.
- h.
- i.
- j.

**3. After seeing the jewelry in person, did your favorite selections change from the catalog survey?**

**4. The current catalog offers items ranging from \$14-\$48. Now, how would you rate the quality and value of the current jewelry collection?**

- Excellent
- Good
- Fair
- Poor

**5. Would you like to receive your five favorite items for FREE and half-off by hosting a show? You may choose an additional item at half-off by scheduling your show now!**

- Yes, I would like to host a home or lunch time office show
- Yes, I would like to host a catalog show
- Not at this time

**6. Would you like to receive \$25 FREE jewelry of your choice by booking a jewelry show fundraiser or referring a friend to host a show?**

- Yes, I would like to host a fundraiser
- Yes, I would like more information about fundraising with Cookie Lee
- Yes, I would like to refer a friend to host a show

Referral Name: \_\_\_\_\_

**Thanks so much for your feedback!**  
**Please be sure to select a gift from the jewelry treasure chest to thank you for your time and participation.**