

Cookie Lee®

Tips for Holding a Successful Jewelry Show

Keys to a Great Show

- 1.** **BE EXCITED** about the jewelry when you talk to your friends about coming to your show. Be enthusiastic and your friends will be excited about coming too!
- 2.** **INVITE EVERYONE** you know! The more you invite, the more will attend, and the more free jewelry you can earn. We recommend that you send out at least 30 invitations.
- 3.** **FOLLOW UP** to confirm that your friends will be able to come. Call to make sure everyone responds to your invitation. This is the key to a big turnout at your show.
- 4.** **TAKE CATALOG ORDERS.** Show the catalog to friends and co-workers. If they cannot attend the show, ask them to place a catalog order. This will increase your overall sales and hostess earnings!

Tips for Success

- Send out invitations two weeks in advance. The more guests you have, the more jewelry you can earn!
- Call early to remind your guests about your show date and time.
- Ask guests to bring a friend. If they do, they can receive a special bonus gift!
- Include a Cookie Lee catalog and order forms with your invitation. This gives guests who cannot come to the show an opportunity to order from the catalog, potentially adding to the total sales for the show and increasing the amount of free jewelry you can earn!
- Ask guests to book a show at your show.

Show date: _____

Time: _____

Consultant will arrive at: _____

Your Cookie Lee Consultant is:

Name: _____

Phone: _____