

OCTOBER 2016



# NETWORK



CEO  
WEEKS

HOSTESS SPECIAL



SAY  
YES



REGISTER TODAY @  
[parklanejewelry.com/cr](http://parklanejewelry.com/cr)



SABRINA

CUSTOMER  
SPECIAL



[www.parklanejewelry.com](http://www.parklanejewelry.com)

Have a **BOOTIFUL**  
**HALLOWEEN**

*park\*lane*<sup>®</sup>  
JEWELRY | SINCE 1955



## Make this October... MAGICAL!

October begins the final FIVE weeks of the Hawaii Trip Contest AND...

### CEO WEEKS - Honoring the birthday of Scott LeVin Commission Dates of October 19th & 26th



Earn rewards & recognition for your personal sales, personal recruiting and team sales! Two weeks to outdo your best and treat YOURSELF to the MAGICAL ensemble, comma paychecks and insure an even more successful November & December. Layers of jet-black stones set in hematite create a MAGICAL fashion statement. This ensemble is exclusively for those who can work their MAGIC by selling, booking and recruiting!



#### Personal Sales LEVEL 3

2 ways to win... \$4,500 personal (n+n) sales  
OR sponsor 2 or more personal recruits, earns the  
Magical necklace.

#### Most over team sales goal for CEO Weeks

##### US Market: \$250 Gift Card

Most over goal at BD, Area, DV, SDV, SVP & CVP

##### International Markets: \$250 Gift Card

Most over goal at BD, Area, DV, SDV & SVP

#### Most over goal Global:

Dinner with the CEO at Convention!  
BD, Area, DV, SDV, SVP, CVP, ECVP/FO



#### Personal Sales LEVEL 1

\$1,000 personal (n+n) sales  
earns the Magical earrings.

#### Personal Sales LEVEL 2

\$2,000 personal (n+n) sales earns  
the Magical bracelet and earrings.



#### Magical Ring

Sponsor a personal recruit who  
processes min. \$600 net sales.



## Special Host Offer during CEO Weeks:

### Commission Dates: October 19th – 26th

DOUBLE Thank You items TWO @ \$19 each  
FREE 3-Booking Ring @ \$300 net sales show! BOGO Hostess  
Only items @ \$500 net sales show! Buy one Hostess Only  
item and choose another Hostess Only item of equal or  
lesser value for FREE! Max buy 4 get 4!





## **Congratulations to those who have already grown their personal teams and will be vacationing in Hawaii!**

Many more Park Laners are so close to earning their own trips. With five weeks left... there's still time to plan and earn this dream vacation.

Personal appointments, open houses, Fall Fashion get-togethers, Multi-Hostess (Ghostess?) Events, and Fundraisers are several business building ideas to help get you to the next level in your business and earn a well-deserved vacation in Hawaii.

## **YOU CAN DO THIS!**

## **YOU DESERVE THIS!**



## **WHO DO YOU KNOW?**

### **Win your Hawaiian Holiday vacation with 1 RECRUIT!**

Do you know someone in Direct Sales who could qualify for direct appointment to a leadership level in Park Lane?

Recommend an experienced leader, at your level or higher, who goes on to earn their Hawaiian Holiday vacation and you'll earn a trip too!

### **Recommend someone from the USA or anywhere in the world!**

Send your recommendation's complete contact information to [leadership@parklanejewelry.com](mailto:leadership@parklanejewelry.com). Begins with recommendations submitted on or after July 6, 2016 and who go on to qualify for their own trip by November 2, 2016.

Any offers for Direct Appointment must be approved by an authorized Home Office executive.



All personal (net / non) sales count.

**No limit...No maximum... No cap!**

All (net / non) sales of every personal recruit counts.

**No limit...No maximum... No cap!**

To count as a qualified recruit for the Hawaiian Holiday trip contest, a new recruit must submit minimum personal net + non-comm. sales of \$1,000 processed within their first 5 commission dates or by November 2, 2016, whichever comes first.

"See complete list of contest rules in the Contest Center of the Field Interface"

# RRich ewards

## C L U B

## JOIN the CLUB

Earn the rewards you so richly deserve with Park Lane's Rich Rewards Contest!

### LEVEL 1 - \$250 FREE JEWELRY

Your choice of \$250 in free jewelry includes regular line items at full price, Hostess Only Collection at retail price and 3 Booking Gifts at retail price. Qualify by submitting personal sales of \$1,000 (n+n) processed within the first 2 commission dates of a calendar month.

### LEVEL 2 - FREE CATALOGS

Park Lane will match the number of catalogs you purchase with the same number of FREE catalogs! For example, purchase 30 catalogs and you will receive a total of 60 catalogs. Qualify by submitting personal sales of \$1,500 (n+n) processed within the commission dates of an entire calendar month.

### LEVEL 3 - FREE NEW JEWELRY

Each month, Park Lane will introduce a new ensemble of gorgeous, on-trend jewelry for sale to your customers and hostesses. YOU can be among the first to receive it for FREE! Qualify by submitting personal sales of \$2,500 (n+n) processed within the commission dates of an entire calendar month.

### ALOHA necklace

is now available for sale to your hosts and clients! It's southwest inspired and city-chic at the same time. Say "Aloha" to being fashion forward! #12921 - \$162 measures 20"+ 3"



### PARADISE

**necklace** A beautiful blush color statement necklace embellished with champagne and mini clear crystals. \$124 #12929



Submit \$2,500 in personal (n+n) sales in October and NATALIE necklace will be yours!



Medallions of Aurora Borealis crystals on a midnight blue elastic ribbon fashion a choker-style necklace or a tres chic headband. Wear solo for a boho statement or make NATALIE necklace the first layer when you add golden Verona or Chic necklaces. (30" - 60" stretched, Retail \$50) With its dainty flower earrings (retail \$28)

**Check the Rich Rewards Contest brochure for even MORE levels of awards that you can earn!**



## CUSTOMER BUYING PLAN

BUY 2 @ FULL PRICE  
GET 4 @ HALF PRICE

Throughout October commission dates... Customers who place a minimum \$30 net order may purchase Park Lane's Customer Specials at the super discounted price of only \$14 each!

## SABRINA CHOKER



FOUR CHARMS  
1 CHOKER



The **TREE** is symbol of life and harmony. A **CROSS** has symbolized life, strength and faith. Originating from the Hebrew word **HAMESH**, this ancient icon symbolizes feminine power. The modern **PEACE** sign is recognized globally as an expression of acceptance and tranquility.

**Wear one charm or wear all at once!**

Customers may purchase Sabrina necklace (retail \$66) at the sale price of only **\$14!** #12930 13" + 3"

## ALIGN bracelet

Fashion meet function! Seated inside the channel of Align bracelet is a black elastic hair tie. Save your wrist and look stylish at the same time. Use different color hair ties to bring color to your outfit! Align bracelet is perfect for stacking and is available in gold tone or silver tone. For Just \$14 (#12805, retail \$72)



## INFINITY scarves

With a minimum \$30 purchase, Park Lane's INFINITY scarves are **only \$14 each!** Available in White, Olivine, Blue or Grey. #12676 (Cotton/Silk blend)



**We've created 4 essential accessory collections that you can buy now and wear forever!**  
 Each 7-piece collection will take you from day to night and work to weekend.  
 Scarves are amazing and can take almost any outfit up a notch – just like JEWELRY!

**park\*lane**  
JEWELRY SINCE 1955

OLIVINE scarf **\$14**



**FALL FAVS**

**BUY 2 @ FULL PRICE ONLY \$184**  
**GET 4 @ HALF PRICE**  
 ALL 7 PIECES  
 RETAIL \$300  
 SAVE OVER \$100

 DIMENSION ring <b>\$30</b>	 WILD CHILD ring <del>\$40</del> <b>\$20</b>
 MAPLE earrings <del>\$102</del> <b>\$51</b>	 FLAIR bracelet <b>\$24</b>
 KOHRS bracelet <b>\$44</b> <del>\$22</del>	 LIFESTYLE bracelet <del>\$46</del> <b>\$23</b>

**park\*lane**  
JEWELRY SINCE 1955

WHITE scarf **\$14**



**FALL FAVS**

**BUY 2 @ FULL PRICE ONLY \$178**  
**GET 4 @ HALF PRICE**  
 ALL 7 PIECES  
 RETAIL \$284  
 SAVE OVER \$100

 ZOE earrings <b>\$30</b>	 FOCUS bracelet <b>\$28</b>
 HIGH TECH bracelet <del>\$64</del> <b>\$32</b>	 LIVE IT UP ring <del>\$68</del> <b>\$34</b>
 Lifestyle bracelet <del>\$46</del> <b>\$23</b>	 SAVVY ring <del>\$34</del> <b>\$17</b>

**park\*lane**  
JEWELRY SINCE 1955

BLUE scarf **\$14**



**FALL FAVS**

**BUY 2 @ FULL PRICE ONLY \$174**  
**GET 4 @ HALF PRICE**  
 ALL 7 PIECES  
 RETAIL \$284  
 SAVE OVER \$100

 FLAIR bracelet <b>\$24</b>	 DEL SOL earrings <b>\$26</b>
 STERLING necklace <del>\$90</del> <b>\$45</b>	 Lifestyle bracelet <del>\$46</del> <b>\$23</b>
 Clarity bracelet <del>\$44</del> <b>\$22</b>	 MUSE ring <del>\$40</del> <b>\$20</b>

**park\*lane**  
JEWELRY SINCE 1955

GRAY scarf **\$14**



**FALL FAVS**

**BUY 2 @ FULL PRICE ONLY \$199**  
**GET 4 @ HALF PRICE**  
 ALL 7 PIECES  
 RETAIL \$332  
 SAVE OVER \$100

 BREEZE earrings <b>\$28</b>	 SIGNATURE earrings <b>\$24</b>
 RHEA necklace <del>\$98</del> <b>\$49</b>	 WICKED bracelet <del>\$76</del> <b>\$38</b>
 LUMINERE ring <del>\$48</del> <b>\$24</b>	 HAVEN ring <del>\$44</del> <b>\$22</b>



## Exclusively for hosts throughout October commission dates:

### MIXER ring



Hosts who say, "YES" to having their own Park Lane get-together can receive MIXER ring for only \$19! Retail \$80

Black & White is not a fashion trend... it's a fashion statement! When in doubt... choose B&W! It's classic, chic and always in style. (#12931, sz 6 - 10)

### DOUBLE HRCs

Above and beyond Park Lane's fabulous five-start host program, you may offer your hosts one or two Hostess Reward Certificates. Add sticky notes that have your desired open show dates to HRCs and display them on your table. Explain, "Having your Park Lane get-together on one of these dates will get you an additional \$50 in jewelry credit!"



1 HRC = \$50 in extra credit for only a \$10 fee  
2 HRCs = \$100 in extra credit for only a \$20 fee

### TORI watch

It's a watch, it's a bracelet, it's a Hostess FAV! Tori watch is extended through October WHILE QUANTITIES LAST. With a minimum \$250 net sales show, your hosts can purchase Tori watch at the discounted price of just \$19! #12813 (retail \$330)



### Special Host Offer during CEO Weeks: Commission Dates: October 19th - 26th

DOUBLE Thank You items TWO @ \$19 each  
FREE 3-Booking Ring @ \$300 net sales show! BOGO Hostess Only items @ \$500 net sales show! Buy one Hostess Only item and choose another Hostess Only item of equal or lesser value for FREE! Max buy 4 get 4!



Minimum \$250 net sales are required to qualify for any host credits or awards.



# NORTHERN LIGHTS

*Signature*



## Two Week Hostess Special... while quantities last!

**Northern Lights Signature bracelet is available to your hosts at the special Host Only price of only \$139!**

The rare dye-injected, deep aurora stones make this bracelet's retail value \$789. Limited quantities are available and offered on a first-come, first-served basis.

Call, post and email your Signature-loving clients... to get this rare Signature bracelet, they'll need to book a showing with you NOW!

This special offer is only valid through the commission date of October 12, 2016.





**October 10th – Angel Food Cake Day**

Invite all guests to wear white. Raffle Angel City ring.



**October 13th – Thirsty Thursday**

Must have 13 guests! Everyone shares their superstition. Use Three's a Charm earrings (3 individual pairs!) to entice future bookings.



**October 15th – Red Wine Day**

Wine Tasting & Jewelry Party! Coach your host to whine until at least three guests date their own showings!



**October 22nd – Make a Difference Day**

Host your own fundraiser show. Choose 1 item from Park Lane's Fundraiser Brochure to promote online and advertise that 50% of all sales will be donated to your (pre-approved) charity.



**October 28th – Chocolate Day**

Chocolate Fountains, Chocolate Martinis, Chocolate Cake, Hot Chocolate... the possibilities are endless!



**October 31st – Halloween**

**Exclusively for the US & Canadian markets...**  
**Park Lane swag and business builders!**

**View all products @**  
**Apparel.ParklaneJewelry.com**

**Take your advertising to the next level with professional looking, customized branding.**



Add YOUR PICTURE to your business card! Economical, professional and ships in under 5 days.



Advertise your business wherever you drive...  
**WITH YOUR NAME & INFO!**



Yard Signs: Lightweight, reusable plastic, double-sided WITH YOUR INFO! Also perfect for trade shows, restaurant shows and your own yard!



At this time, Park Lane will still offer Swag and Logo items in our own Supply Department. But in an effort to better serve our Field with business cards and other advertising materials, Park Lane has partnered with a marketing company that specializes in branding and advertising.

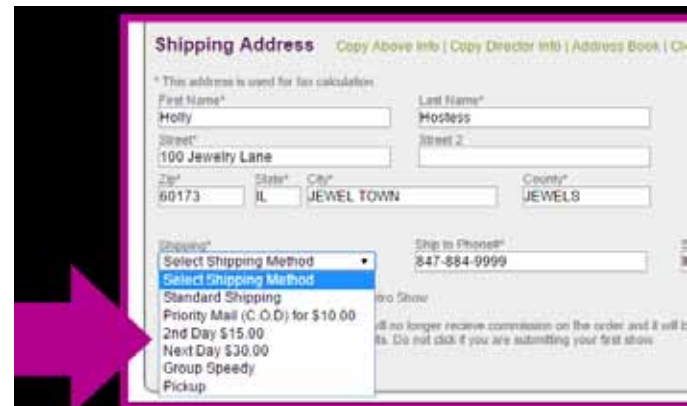
## EXPEDITE YOUR SHIPPING & BOOST YOUR BUSINESS

**\$15** 2nd DAY      **\$30** NEXT DAY

**GREAT WAY TO GET YOUR ORDERS BACK FAST**

**Next Day/Second Day Delivery Request for an INDIVIDUAL Show...**

When requesting "Second day" or "Next day" delivery for an individual show, please allow two to four business days for processing PRIOR TO SHIPMENT. **There is an additional shipping fee of \$15 for Second Day delivery and \$30 for Next Day delivery on individual shows.**





## INTERNATIONAL CONVENTION 2017

PARK LANE JEWELRY PRESENTS...

# HOLLYWOOD *Glam*

### Friday night theme

Dress as your favorite movie star, film character, or reality TV star for our Friday night Hollywood Glam party! Choose a Hollywood theme based on your team strengths:



Is your team filled with **GHOSTBUSTERS** and consistently **BOOOOOking**?



Is your team building an **EMPIRE**?



Does the team have great **STAR WARS** competition?



Are the team members **LORD OF THE** (3-Booking) **RINGS**?



Is your team filled with fashionistas that are **KEEPING UP WITH THE KARDASHIANS**?



Just don't let your team be the **WALKING DEAD!**



# PARK LANE CONVENTION LAS VEGAS 2017

# Success

**“The secret to achieve true success is found in your daily routine.”**

**SUCCESS** is the theme of February’s Convention. We have extraordinary, talented leaders already preparing training seminars that will rock your 2017 business.

You LOVED the show demo at last Convention so we’re offering another show demo with different Park Lane stars.

You LOVED the fashion segments at last Convention so we’re planning an entire seminar focusing on Image, Style & Fashion.

You LOVE Signature bracelets so attend Convention and you and your teammates can earn the Lavender Signature bracelet when your team meets their attendance goal.



LAVENDER  
*Signature*  
BRACELET

**Convention Overview:** *(Times are subject to change)*

**Thursday, February 9th**

**Leadership Seminar** for Division level through Franchise Owner level. (2:00 pm – 4:00 pm)

**Welcome & Attendee packet pick-up** (3:00 pm – 8:00 pm)

**Leader Meeting** for Senior Division level through Franchise Owner level (7:00 pm – 9:00 pm)

**Friday, February 10th**

**Seminars** for all levels (9:30 am – 4:30 pm with a 2-hour break for lunch)

**Hollywood Glam Night** (6:30 pm)

**Saturday, February 11th**

**Seminars** for all levels (9:30 am – 4:30 pm with a 2-hour break for lunch)

**Dinner & Awards Banquet** (6:30 pm)

Check the Convention Center in the Field Interface for more details.





Throughout OCTOBER commission dates, your new recruits have **THREE** kit options:



## STANDARD KIT

**Option #1:** Purchase a standard kit for only \$159! The standard kit contains \$1,000 worth of jewelry and supplies! The \$159 payment covers the \$39 registration plus a reduced kit cost of only \$120. Paying \$159 upfront means your newest recruits will earn commission on their very first sales!

**Option #2:** Pay only the \$39 registration fee with ZERO OUT OF POCKET COST FOR A KIT! Commission will be withheld on the first \$600 in net sales to pay for the standard kit. The standard kit contains \$1,000 worth of jewelry and supplies!



## PRESIDENTIAL KIT

**Option #3:** Purchase a Presidential Kit for \$500 and pay the \$39 registration fee. The Presidential Kit contains \$2,500 worth of jewelry and supplies! Paying \$539 upfront means your newest recruits will earn commission on their very first sales! PLUS contest credit will be earned on their \$500 investment.



In the 1950's, Shirley LeVin started selling jewelry directly to customers. Shirley was a talented salesperson who LOVED jewelry. **Does this sound like you?**

**Shirley loved making women feel pretty and at the same time Shirley loved making money. Does this sound like you?**

**Shirley was very content selling, selling and selling. Does this sound like you?**

Recently, Shirley was asked if she remembered her very first recruit. Without hesitation, she said, ***"My first recruit's name was Darlene Olsen. She lived on Armitage Avenue in Chicago. Her husband was a Chicago Policeman. Her husband used to help pack and deliver orders when Park Lane first started growing."***

For Shirley to remember all of these details from almost 60 years ago, tells us that Shirley didn't just recruit... she took an interest in the woman and the woman's family and developed a long-term business relationship with her. Had Shirley simply recruited without training and mentoring, Park Lane would not, could not have grown to become the largest Direct Sales Jewelry Company in the world.

At July's Convention in Chicago, we asked several leaders to share about THEIR very first recruit. **Do any of these sound like you?**

**Julyn Panicola**, CVP shared, *"I came into Park Lane with no Direct Sales experience and was happy to just do the BEST show I could. I would basically smile but not listen when "recruiting" was talked about. But in the end I begged my friend to join the business to help me... I could only schedule Friday nights & I was totally booked up. She decided to join me but SOON recognized that she could get a raise by bringing someone into the business with her right away. So I became a Branch with a Branch. I thought, 'Well this didn't benefit me much!' I was told to TRUST in the System, stay CONSISTENT and keep sharing the business. I did and here I am today 16 years later as a Company VP. My friend is no longer with me BUT her recruit IS!... I not only gained a team member but a dear friend."*

**Tanya Piggot**, SDV shared, *"My first recruit was from one of my very first shows I ever had. She was from a neighboring town and although I was still learning the ropes, she was enthusiastic and was lacking money and I thought I could help do her launch party. Even though she spoke to me at that show about signing up, it wasn't until about 3 weeks later that she actually did... as she wanted to get the presidential kit. She had a very successful launch party and went on to sell quite a bit of jewellery!"*

**Jackie Rigante**, SVP shared, *"My very first recruit, 10 years ago was Toni Ann Clouse. I had been in the business for a few months and was really enjoying getting out there and having shows and earning this additional income. I had gotten a taste of what the money could do for our family and I was excited to talk to anyone who would listen! Toni Ann contacted me through our corporate website and I responded to the email the moment that I received it. (Toni became very successful in this business!) Imagine if I had not paid attention to it! When I reached out to her I expressed how much fun I was having, how I loved the jewelry and the money I was making. I'm pretty sure she could hear my excitement over the phone. We scheduled her starter show right then and there."*

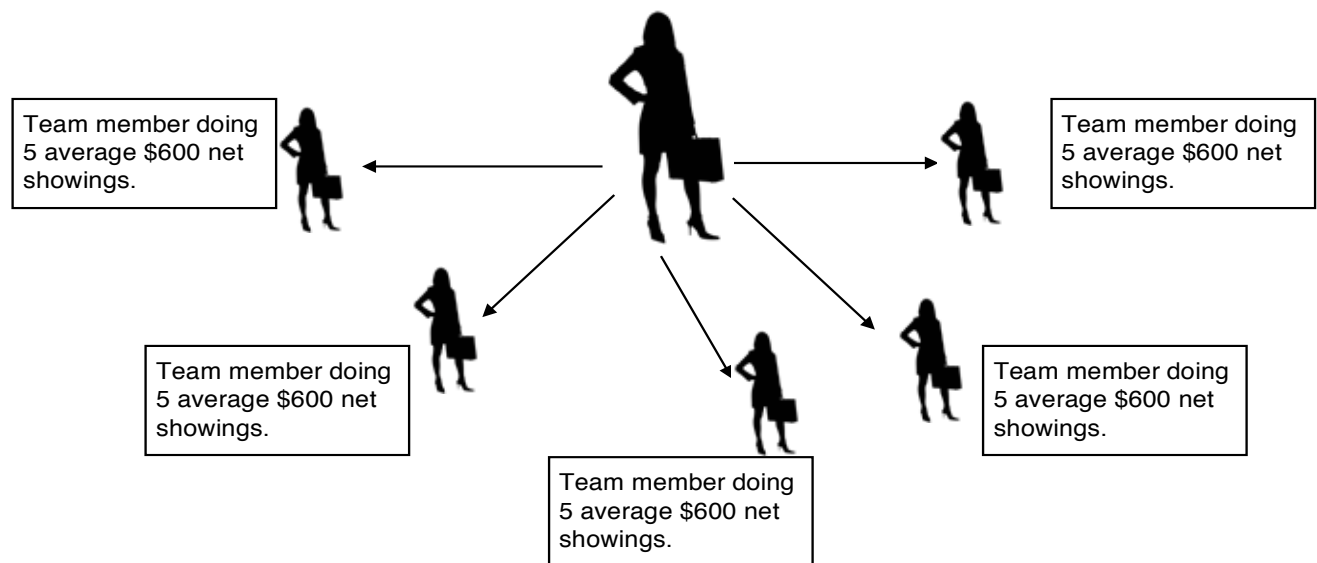
*I think working with her, a like-minded, serious person from the beginning helped both of us stay focused and on track and with a goal of building great businesses."*

**Jacinta Devlin**, SDV, shared, *“My very first new team member! I remember I had NO idea what I was doing! Or at least that is what it felt like! I was just like “Here is a kit – let’s open it up and you book some shows! If I can do it, why can’t you?” But I didn’t have a training program or process set up in place yet and neither did my upline. At the time I think we both felt as though we were floating around in the wind! I always love to share that my first 7 new team members didn’t do much. I didn’t start them off strong with a show line up or really teach them. I just told them to follow what I do! In the beginning it is NOT about you, it is 100% about helping your new team members get off to a strong start – the more you invest in them, the bigger your return.”*

**Mary Grace Lewandowski**, ECVP, shared, *“I would like to share how I was recruited into this business as it is a great story with several lessons. I went to a party and came home all excited telling my husband about how much I liked it and how I had checked ‘yes’ on the door prize slip to get more info. He said it sounded like a great fit for me. I received a packet of info from the Director and put it in a drawer. She DIDN’T CALL ME! Then I waited 6 years – SIX YEARS – and got invited to another party. I put the invitation on the refrigerator. I went to the show where there were 10 guests and I booked a show. I had my show which was barely \$200 and the gal packed up hurriedly – and I could tell that she was thinking ‘what a bust this was!’ She was on her way out the door when my husband came in. He said, ‘Did you ask her?’ The rep turned around and said, ‘Ask me what?’ My husband said, ‘Well, she was thinking about asking about the job.’ I was her very first recruit and she went onto make \$75,000 per year - just on MY team. Two very important points: 1) the first rep didn’t call me. 2) The rep I did go with almost left without me telling her I was interested.”*

**Focus: Building a Business**

5 Team Members averaging 5 - \$600 net showings = \$15,000 Group Volume  
 Branch Director Override = \$1,200  
 Branch Director Personal Commission = \$1,050  
 Total Monthly Income = \$2,250  
 Additional Benefits: RRC Rewards, Leadership, Team Growth, Promoting!



Examples are based on each person submitting 5 - \$600 avg. net showings during one commission month.

*“When turning a show into an Intro don’t even think about the money you could have made as that is fleeting. “Sales” is a checking account but “Sponsoring” is an Investment Account gaining interest every day.” - Mary Grace Lewandowski, ECVP*

# TWO BUSINESS BUILDING TOOLS FOR DIRECTORS!



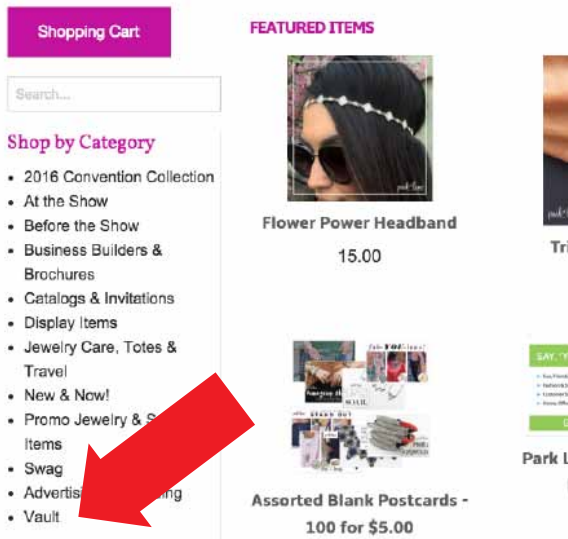
**1** While Park Lane's Five-Star Host Rewards are the BEST in the industry, there are times when you need just a little something EXTRA to seal the deal.

Retired jewelry, limited edition contest items and seasonal treasures are now available at DEEPLY DISCOUNTED prices for your INCENTIVE use!

- Need a tangible, NOW tool to secure that booking date?
- Want to offer spectacular drawing items at your vendor event?
- Need prizes for your top fundraiser sales?

Park Lane's got that covered! Directors can now CHOOSE the incentive items that best fits their use. The crystal incentive bracelets are still available and are the most economical choice but Home Office has received a multitude of field requests for incentive jewelry that has more of a "WOW"... more of a "YES" factor especially for BOOKINGS and EVENTS.

Look for the new VAULT in the Supply Cart section of the Field Interface. (Only \$6.50 for standard shipping!)



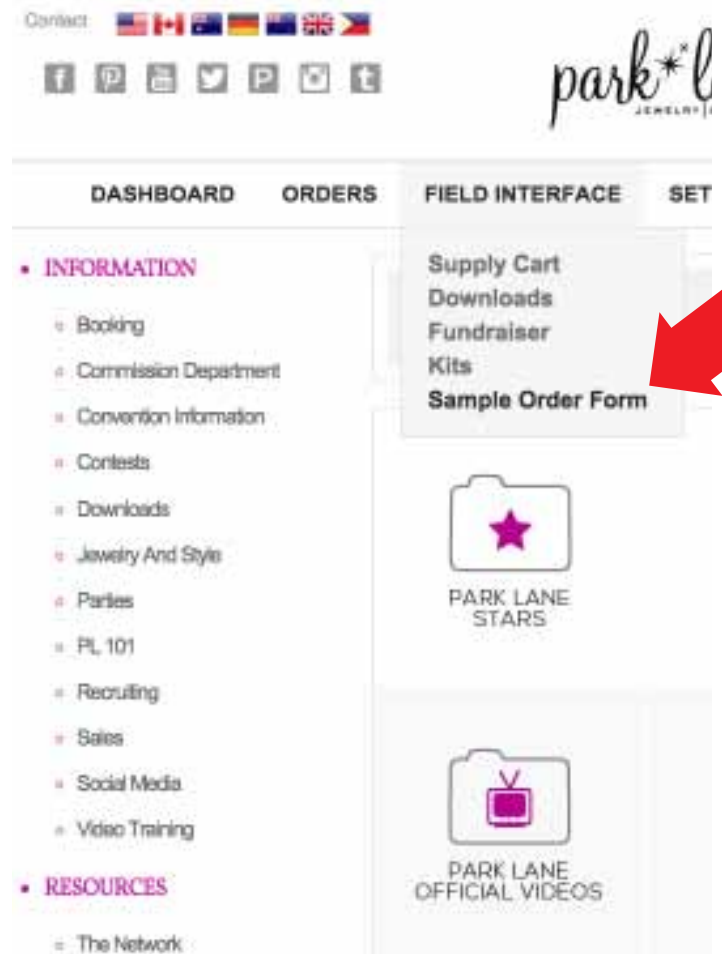
**2** For decades, Park Lane has offered current line jewelry items to active Directors at a 60% discount. We still have this option available but now, you'll be able to submit your sample order online.

Directors can select:

- Current line items @ 60% off
- Hostess Only items @ the Hostess discounted price
- 3-Booking rings at the sample price of only \$30 each

The very best way to obtain jewelry samples is to earn them for FREE with Park Lane's RRC Contest. Purchasing samples is simply an added offer for when you just gotta' have MORE and gotta' have it NOW!

## Field Interface...





## SPONSORING @SHOWS

Julie Tullis, SDV

The key to sponsoring is that you must BELIEVE what you are saying before anyone else will believe you! Once you determine WHAT you believe, you have to practice your word choices and become super confident in what you are saying.

### AT YOUR SHOWS, IT'S SO IMPORTANT THAT YOU SHARE YOUR STORY!

You may include a little about the company, what drew you to it, a hesitation you had as you considered whether to start, and what has caused you to stay. I encourage you to start with this, because you want your guests to connect with you as a relatable, genuine person and not just a salesperson standing up there trying to sell them something.

I share my story like this, *"I have been in the Direct Sales industry for 14 years. I began my business as a way to be able to stay home with my children as we were looking to start a family. I was terribly shy and this was the farthest thing from anything I ever thought would be a good fit for me, but because I wanted to have control of my schedule, I decided to give it a try. It has been the most amazing journey! Because of the flexibility Park Lane gives me, I've continued earning an income through 2 cross-country moves, my husband changing jobs 4 times, and the births of our 3 children."*

### END YOUR STORY BY PLANTING ANOTHER RECRUITING SEED!

I say something like, *"I'm pretty sure you didn't come here looking for a job, but I encourage you to watch how hard I 'work' today and to just think about whether it might be something fun for you or someone else you know. I will give you a chance to ask any questions you may have about what I do a little later."*

*"We also have a fantastic referral program, so if you know someone who would be good at this, would enjoy earning extra income or free jewelry or someone who currently works for another direct sales company, you can recommend them. If they join my team, Park Lane will award you \$50 in FREE jewelry. I will pass the slips around if you need one...oh, and you can refer yourself!"*

## \$50 REFERRAL REWARD

Do you know someone who:

- Loves jewelry and fashion?
- Is interested in a home-based business?
- Would like a part-time job where they decide when to work?
- Would like to earn money, jewelry, designer outfits and vacations?
- Does what I do?

Contact Me: \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

park lane  
JEWELRY PARTS 1000

No Experience Necessary • We recognize leadership in our industry

**My Park Lane Referral:**

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

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

This person:  Is a fashionista  Is in direct sales

Would like more \$

Other: \_\_\_\_\_

Submitted By: \_\_\_\_\_

FORM # 1000

SEP 10 2014

**Who do you know?  
 You can even refer yourself!**

**Park Lane's Mission**  
 We provide a flexible, home-based business opportunity whereby any person can enhance their lifestyle and achieve financial independence.

You may earn a \$50 jewelry credit for each qualified Park Lane referral that you refer!

Ask your Director for details.

PARKLANEJEWELRY.COM





## DURING YOUR SHOW, SPRINKLE LITTLE ONE-LINERS ABOUT HOW FUN YOUR JOB IS:

- *"The hardest part of my job now is untangling necklaces... it's super stressful!!!"*
- *"Isn't this crazy that I get paid to party with all of you?"*
- *"I love my job... I literally get paid to offer all of these amazing rewards to my hosts!"*

During Personal Shopping Time, you are going to invite everyone, but just vary the wording a bit from person to person to ensure that you are making it personal:

- *"I'm curious, have you ever thought of doing something like this?"*
- *"Was there anything I mentioned today that was intriguing to you?"*
- *"If I gave you a little information about our business, would you read it?"*

## INVITE EVERY HOST AT LEAST 4 DIFFERENT TIMES:

**1. During Host Coaching:** When your host books the party give a host packet and say something like, *"I've included a brochure about our business opportunity in your packet. I am just curious, at this point, have you ever thought of doing something like this? As we plan for your party, if you have any questions along the way, feel free to ask... and if you decide this is something you want to try, we can turn this into your launch party where you would be getting all the rewards, and you would also be the Director earning the commission. Just let me know."*



**2. While setting up at the party, ask:** *"While I'm setting up, do you have any questions you were curious about regarding what I do?"*

**3. Before you leave the party, share:** *"Based on the sales so far, you would have earned \$300 as a Director yourself this evening. As you watched me, what looks appealing about this business? Or, do you have any other questions you thought of? Do you want to give it a try?"*

**4. When you close the party, ask again:** *"Remember, you can turn this party into your launch if you decide you want to give this business a try. We already have 3 bookings and instead of going to those and spending more money, you could go out those evenings and earn money while hanging out with your friends! What do you think?"*

## Do you LOVE Park Lane's new online Bridal brochure?



The wedding business is a HUGE market that needs YOU! Are you advertising your Park Lane business to local bridal shops? Have you partnered with local salons to help accessorize with bridal jewelry? Have you considered participating in a local bridal fair?

Several Park Lane Leaders have done recent fairs and shared their expertise:

**TERRI SAWYER, CVP**, shared that she visited neighboring booths (non-jewelry vendors) and told the women, ***"You have a naked neck! Wearing jewelry makes you more approachable. So, I'll loan you a necklace to wear and when someone compliments you on your jewelry, you send them to me! I'll send my guests to your booth too!"*** This was a great cross-marketing strategy that even got the vendors interested in Park Lane jewelry.

Terri also uses great one-line conversation starters that gets attendee's attention. This question stops everyone and gets people to fill out drawing slips, ***"Would you like to get this for FREE?"***

## Have you seen the Bridal Poster in the Downloads section of the Field Interface?



Terri has had great success with, ***"Would you like to borrow this for your wedding?"*** as this offer always leads to a follow up personal appointment after the wedding!

**NANCY SUMMERS**, National Director, always approaches an event attendee with PERSON-ABLE questions! After all, brides love to share info about their wedding. Nancy asks, ***"What colors have you chosen for your wedding?"*** or ***"How many are in your bridal party?"*** The follow up comment and question is ***"We're giving away hundreds of dollars in free jewelry! Do you have your bridal jewelry yet?"***

**JULYN PANICOLA, CVP**, shared that she comes to an event prepared with "Vendor Goodie Bags" that she gifts to select vendors. She uses party treat bags and adds a Fold-over Invitation, an HRC, A Sharing the Opportunity brochure and a piece of individually wrapped candy (lifesaver, mint, etc.) After all, vendors are already salespeople, they just need to discover the many benefits of Park Lane Jewelry!



## Of course the most important part of participating in a vendor event is the FOLLOW UP!

- Use Drawing Slips to contact attendees within 48 hours.
- Add attendees to your client database for future emails.
- Invite attendees to your team's opportunity events.

# Bridal Fair



Name: \_\_\_\_\_  
 I am (circle one): THE BRIDE / FRIEND / FAMILY  
 Phone: \_\_\_\_\_  
 Best time to call: \_\_\_\_\_  
 Email: \_\_\_\_\_

I'm interested in earning FREE jewelry by getting a few friends together:  
 YES     NO     COULD BE BRIBED

I'd like more information about earning an extra \$800+/month by only working five hours/week:  
 YES     NO



# thanks

For stopping by our booth at the Expo on Sunday!

I'll be contacting you soon to share how you can get your bridal jewelry FREE! If you contact me before I call you, I'll have another gift for you!

Amy Kowalski, Division Manager  
 813.777.4466





# ASK CRYSTAL

*Dear Crystal,*

*My leader helped me with my first few shows but now I'm on my own. I follow the EZ Guide and even downloaded the Flip Chart to help me begin my shows and keep on track (and not forget anything!). But I need help with my jewelry presentation! I got into this business because I love the jewelry (and the added income too) but I'm not very fashion-minded or knowledgeable about style and trends. I feel that my shows could be more successful and interesting (like my leader's shows!) What can I do?*

*Signed, Plain Jane*

*Dear Jane,*

*Let's get rid of the "Plain" in your name! Try these tips:*

*1) In your kit, you received a full-color, two-sided Fashion Forecast*

*document. One side talks about this season's Pantone colors and the other side has style tips with Park Lane jewelry items. You can put this in a sheet protector and use at your shows to share fashion info OR pass this page around to guests and have THEM share their favorite fashion tip or color choice. This engages the guests and takes the pressure off of you! Plus, you can identify your next recruit(s) by who is having the most fun sharing! You can say something like, "Wow! Meghan, you're really good at this. I could use a person like you on my team!" This doc is also in the Downloads under Brochures & Flyers.*

*2) Visit the PL101 section of the Field Interface. Watch the jewelry presentation videos! Take notes and practice in front of a mirror or practice with family members. The more shows you do, the more comfortable you'll become with your presentation.*

*3) ATTEND CONVENTION! You'll see a show demo on stage by Park Lane stars AND there'll be an entire seminar focused on fashion, image and styling. The training at Convention is a game-changer for all who attend.*

**Do you have a question about anything Park Lane? Send an email to [Network@parklanejewelry.com](mailto:Network@parklanejewelry.com) and you may find your question in the Network, answered by one of our "Crystal" experts!**

## USA OPPORTUNITY CALL

Everyone knows someone who they would love to bring into Park Lane. Perhaps they've heard you rave about how great the Company is and how much you LOVE what you do. Maybe you've already suggested that they come on board and give it a try, but so far, they haven't joined you. Maybe, if they heard the Park Lane story from someone ELSE, that might be just what it takes.... HERE IS YOUR OPPORTUNITY!



Join us for our Monthly Opportunity Call. Invite your recruit prospects to call in and listen to an enthusiastic 17 minute explanation of the Park Lane opportunity. After the presentation, your prospects will be able to ask questions. They will be instructed on how to sign-up and follow through with the person (you) who invited them to participate in the call. (The Opportunity call is LIVE and is not recorded.)

**USA Opportunity Call/Webinar:  
Monday, October 3rd, 2016  
9 PM EST, 8 PM CST, 7 PM MST, 6 PM PST  
[arkadinoneplace-nh.adobeconnect.com/plnews](http://arkadinoneplace-nh.adobeconnect.com/plnews)**

**CONFERENCE CALL DIAL-IN Number(s):  
Toll free access number: 1-888-407-5039  
Participant pin code: 75555045#**