

“ALPHABET CARD” PREMIER SHOW FORMAT OR “THE PURSE GAME”

As the guests are finding their seats, ask them to have their purse handy as we will be using them. As you continue with introductions and introducing yourself, have the guests open their purse and pull out an item with the letter that you show them. Here are the letters that you need on colored index cards . . .

P G H F D S

(If a guest doesn't have a purse, she can “play” by pointing to objects in the room.) Give the first 2 or 3 guests \$100 when they pull out the different items that start with the letter on the card you hold up . . . no duplicates. Right before the shopping time – the 1 or 2 guests that have the most money will receive an appreciation gift. If there's a tie, have a “tie breaker.” (The first one to pull out something that starts with a “T.”) Number the cards so that you pull them out in the same order at each show.

1. **P** – After you have given the \$100 to the predetermined number of guests, then. . .
P is for PREMIER – In a couple of sentences tell about the company. Also describe Premier Jewelry as High Fashion. (The look of fine jewelry without the high price!) You could mention PEOPLE are the heart of Premier.
2. **G** – Again, give the first 2 or 3 guests their \$100 and then let your guests know. . .
G is for GUARANTEE – Describe our Golden Guarantee in detail. Give illustrations. Explain the cleaning of high fashion jewelry.
3. **H** – Have the guests get something out of their purse that starts with the letter H. Give \$200 to the first 2 or 3 that pull out original items.
H is for HOSTESS PLAN – Stop and explain our incredible Hostess Plan.
Note: Here is a great time to explain what the winner with the most \$\$\$ will receive.
4. **F** – Again, give the first 2 or 3 guests their \$100 and then describe what is in the folders.
F is for FOLDER and now for the **FASHION SHOW**.
5. **D** – Having the guests take items out of their purse gives a respite from your talking... a great balance between interaction and listening. This allows them time to take it in.
D is for the best DEAL in town! Explain the booking activity or what you have to offer to those who book, or the “deal” might be your sale for the night. Example: buy three items and choose a scarf.
6. **S** – **Is for SURVEY and SHOP**. Explain the guest survey and have them complete it. Have a drawing and give them either a prize or more money.