



CLUB JEWELLERY

C o n s u l t a n t M a n u a l

*NO long presentations - NO high pressure selling.
“We believe our products sell themselves. If you don’t love it,
we don’t expect you to buy it! It’s that simple.”*

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Become a CLUB Jewellery Consultant

If you are serious about finding a low start up profitable business then CLUB Jewellery is for you. Do you wish you could choose your own hours & achieve the ideal work-family balance? CLUB Jewellery is ideal for anyone who wishes to work when it suits them. CLUB Jewellery is lots of fun, easy to do and the products sell themselves. CLUB Jewellery is a great way to get out and meet new people while making money!

Owning your very own glamorous jewellery business costs less than you think. You own your business which allows you to fulfil your goals and ambitions, a business that is a pleasure to run and work that you will be enthusiastic about.

- * No Joining Fee
- * Product sells itself
- * No long presentations to learn
- * Extra income & financial freedom
- * Unlimited earning potential
- * Your own glamorous business
- * More spare time & freedom
- * Have fun & Meet new people

Why CLUB Jewellery?

There are many party plan business opportunities out there so what sets club jewellery apart from the rest? CLUB Jewellery has no long sales presentations to remember and no pressure selling. Our products really do sell themselves. All you need to do is display your jewellery and briefly explain the materials it is made from. The rest is easy the jewellery will sell itself. All you need to do it take orders and sizes.

CLUB Jewellery really does offer you your own business. As a CLUB Jewellery consultant 100% work for yourself, we are just there to help you maximise your businesses potential and help you succeed. You work for yourself but have the added benefit of company support. You have the freedom to market and promote you business as you please. You are not limited to selling CLUB Jewellery products via party plan you can market your business any way you please. CLUB Jewellery is also perfect for market stalls, websites, retail stores, catalogue and mail order.

What's In The FREE Starter Kit

Full Colour Catalogues

Product Information Booklet

Consultant Manual

Ring Sizing Chart

Access to Printable Invitations and E-Invitations

Access to Printable Ordering Stationery

Access to FREE Business Cards

Access to FREE Car Door Magnet

Access to credit card processing with no joining cost and no monthly fees

Visit www.clubjewellery.com and click the tools tab for downloads and access links

Buy as Much or as Little Stock as You Like

CLUB Jewellery allows you to purchase your stock a little at a time or purchase a full kit upfront. Keep in mind though, the more stock you display the more you are likely to sell.

How Much Money Can I Make

There is no limit to the amount of money you can make as a CLUB Jewellery consultant. The more parties you have and the more consultants you recruit the more money you will make.

How Much Money Can I Expect to Make From a Party

In our experience party sales seem to average at least \$70 per person with no pressure selling necessary. (This means when you add all sales and divide it by the amount of guests). Some guests will spend a lot, some will spend a little and some may not even buy. Therefore a small party of only 8 guest should sell around \$560 without much effort. These are based on real figures not over inflated models to entice you. These are the figures CLUB Jewellery parties have averaged. Not bad for 2 - 3 hours easy work!

RESELLER TYPE	SALES*	PERCENTAGE	PROFIT*
CONSULTANT	\$560	25%	\$140
PLATINUM RESELLER	\$560	40%	\$224

So imagine then you have a larger party with 15 guests buying an average of \$70 each. Here is how your profit would look.

RESELLER TYPE	SALES*	PERCENTAGE	PROFIT*
CONSULTANT	\$1050	25%	\$262
PLATINUM RESELLER	\$1050	40%	\$420

Therefore if you have one small party and a larger one a week this is how much you are likely to make. Not bad for about 4 - 6 hours work

RESELLER TYPE	SALES*	PERCENTAGE	PROFIT*
CONSULTANT	\$1610	25%	\$402
PLATINUM RESELLER	\$1610	40%	\$644

Hosting two parties a week is easily attainable and simple to manage. The more parties you hold the more parties you will get. Host as many parties a week as you like and enjoy a great income in a business you will love!

* Figures are approximate and based on estimates

Consultant Benefits

You can become a CLUB Jewellery consultant with no upfront costs and start on 25% of sales. This means when you purchase from CLUB Jewellery you receive a 25% discount on the retail price which becomes your profit when you resell at the recommended retail. You also have the opportunity to use the discount to purchase jewellery for yourself and for gifts. As a consultant there is no minimum to stock and no experience necessary.

As a consultant you purchase from a Platinum Reseller who will process your orders and provide the necessary support and motivation necessary to ensure the success of your business. As your knowledge and confidence grows consultants have the opportunity to become a Platinum Resellers to earn higher commissions on your own sales and also recruit consultants of your own for extra income.

Platinum Reseller Benefits

As a Platinum Reseller you receive a 40% discount on CLUB Jewellery purchases which means when you resell you receive 40% of sales.

Platinum Resellers also have the added benefit of being able to recruit consultants. As Platinum Resellers receive 40% of sales and consultants receive 25% of sales as a Platinum Reseller you will receive the 15% balance of consultants sales you process.

To become a Platinum Reseller you must demonstrate a full understanding of CLUB Jewellery products and procedures. Platinum Resellers must also purchase full kits in all ranges available at the time and any future subsequent kits brought out by CLUB Jewellery. An agreement outlining the full terms and conditions is available.

PLATINUM RESELLER EARNING POTENTIAL WEEKLY

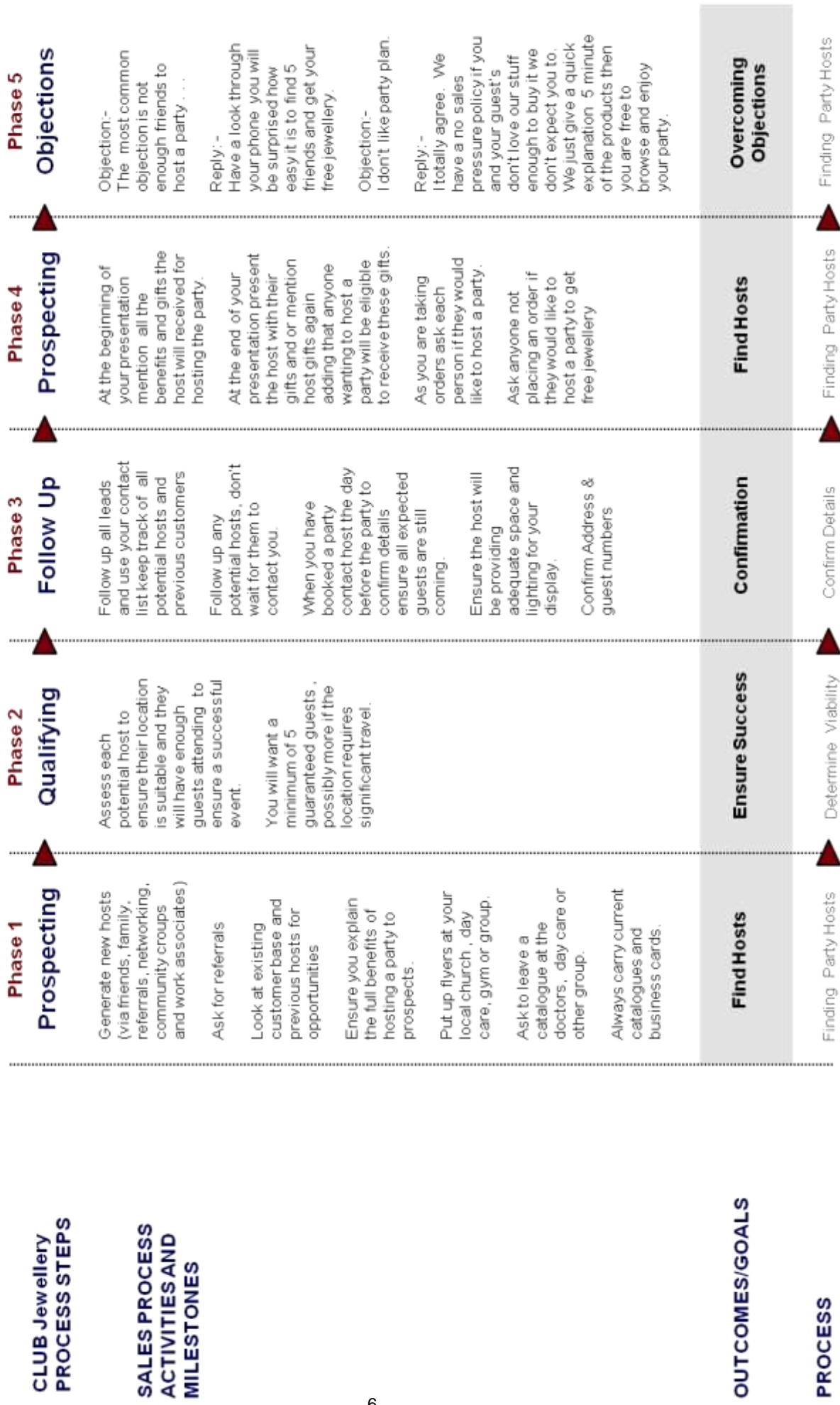
NO OF RECRUITS	PARTIES WEEKLY BASED ON AVERAGE*	SALES PER WEEK BASED ON AVERAGE*	PROFIT PERCENTAGE	TOTAL POTENTIAL PROFIT*
1	2	\$1610	15%	\$242
2	2	\$3220	15%	\$483
5	2	\$8050	15%	\$1210
10	2	\$16100	15%	\$2420

Recruiting Opportunities

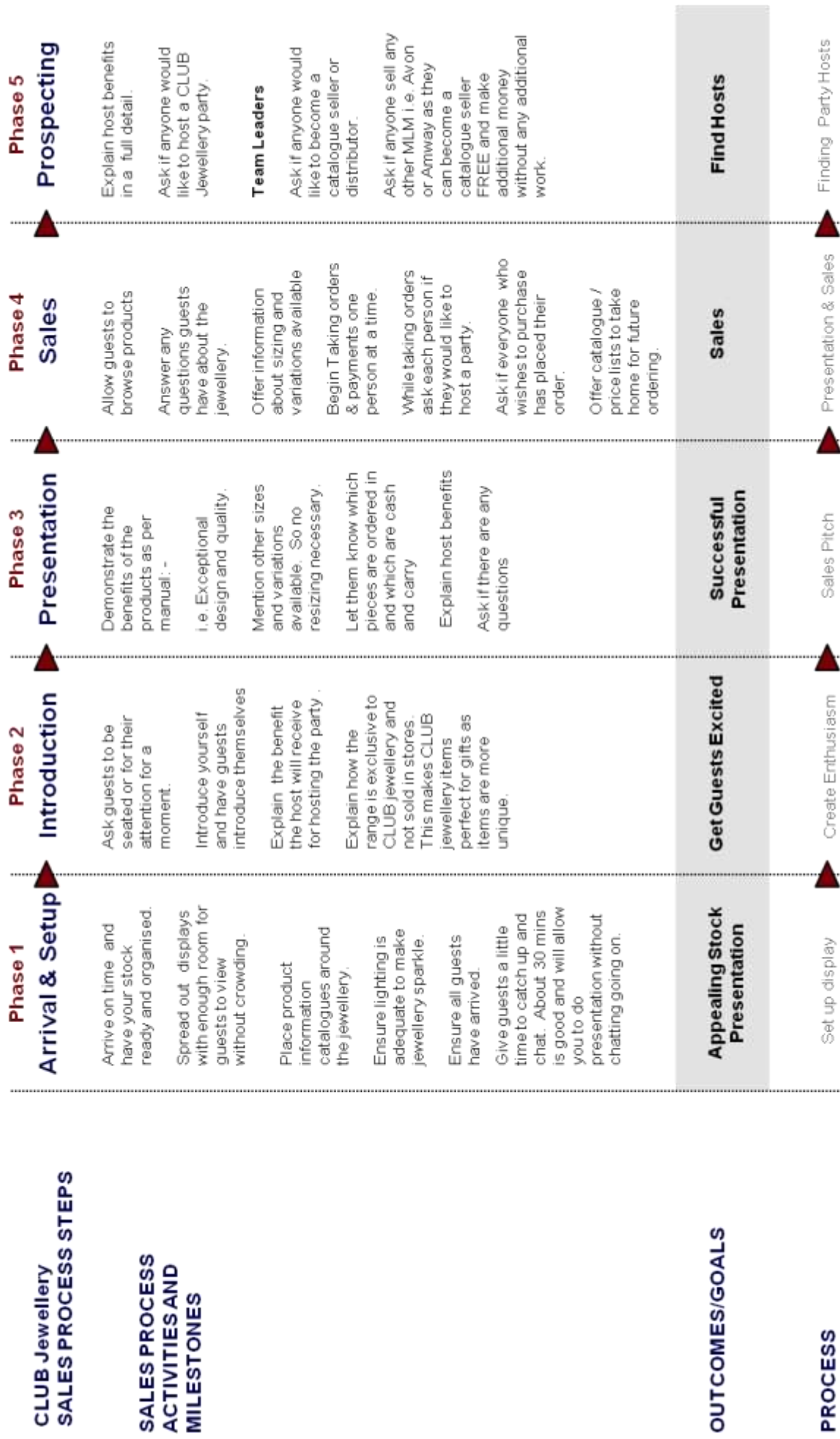
Platinum Resellers can recruit a CLUB Jewellery consultant with no upfront costs to themselves or the consultant. A consultant may become a Platinum Reseller at any time as long as they satisfy the terms and conditions of the agreement. When consultant becomes a Platinum Reseller, their Platinum Reseller processes the order for their full kits and receives 15% profit on the sale which will be the last time they deal with the former consultant. The new Platinum Reseller then deals direct with the company and no longer has a relationship with their initial Platinum Reseller.

* Figures are approximate and based on estimates

CLUB Jewellery - How to get parties



CLUB Jewellery - How to Host Parties



CLUB Jewellery Presentation Information

Stylish Design

The exclusive sterling silver jewellery available at CLUB Jewellery is created from the finest grade sterling silver. Each piece is selected for quality, value and stylish design. CLUB Jewellery offer exclusive unique sterling silver designs selected from jewellery manufacturers from around the world.

Exceptional Quality & Service

CLUB Jewellery products are usually heavier, higher quality and more unique in design than similarly priced items in stores. CLUB Jewellery takes sterling silver jewellery one step further and layers most pieces with luxurious rhodium for a gleaming finish that will keep your jewellery looking like new for longer and require less cleaning.

When you purchase a jewellery item from CLUB Jewellery each piece is ordered in specially for you in the correct size. In jewellery stores you will often need to pay resizing fees to obtain a size other than the one in stock.

Great Value

We ensure our customers are offered the lowest possible prices while still enjoying quality and exceptional design. CLUB Jewellery prices are around the same as you would expect to pay in a chain jewellery store, yet more exclusive in design.

Host Benefits

CLUB Jewellery party hosts receive fantastic rewards which are provided by the company and don't come out of your profit.

Host a CLUB Jewellery party and receive:-

10% of sales to spend on the CLUB Jewellery products of your choice.

PLUS!

FREE Jewellery gift for 5 guests or more

FREE Jewellery gift if at least 1 party is booked

FREE Gift if over \$1000 is spent

Guest Experience

A CLUB Jewellery party is a great way to shop while catching up with your friends and having fun. Just think how many jewellery stores allow you to shop in while enjoying champagne and canapés. You can select quality sterling silver jewellery and have your trusted friends help you decide on which pieces suit you best and advise you on gift purchases. CLUB Jewellery parties do not have long presentations or high pressure selling. We believe our products sell themselves. If you don't love it, we don't want you to buy it! It's that simple. Guests will also have the opportunity to host their own party for even more rewards. Your CLUB Jewellery consultant will be happy to leave you with a catalogue in the event you wish to make additional purchases after the party.

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What Makes a Good Party Great? Professional Tips and Techniques

Best times to have Jewellery Parties

Evening parties on a Tuesday, Wednesday or Thursday tend to be the highest in attendance. It seems the most convenient time for most people to attend is between 7.30 pm and 9.00 pm. Friday, Saturday and Sunday nights are usually busy for people already and attendance can be low.

Confirm your Party details

When a party has been arranged and a host appointed, follow up with a telephone call a few days before the event. Go over the arrangements and hosts' responsibilities. Ensure host will have adequate seating and lighting. Make a point of emphasising what incentives the host will be receiving. Ask the host to follow up guests and get back to you to confirm numbers.

Displaying your Jewellery

Displaying your goods properly and attractively can increase sales many times over. Products should be displayed on a sturdy table with good lighting. A plain black or coloured table cover is excellent for jewellery and increases the perceived value of what you display. Have your host organise a spotlight focussed on your jewellery display if lighting in the room is inadequate. Where possible, stage your display to add height at the back and make sure everything is easy to see. Keep 'like' goods together rings with rings pendant and earring sets together, and so on. Having mirrors available is essential.

Allow guests to have fun

Don't forget it's a social event too. Arrange chairs in a circle and place refreshments and nibbles close by. Allow guests 10 to 30 minutes to mingle and chat before beginning your presentation. You can usually gauge when there is a break in conversation.

Remove Distractions

Don't have television, radio, pets or children playing in the background. Keep all distractions to a minimum.

Work to a Plan

Work to a plan, including starting and finishing times and the order you want to accomplish your major tasks demonstrating, selling, taking orders, recruiting hosts, and so on. Allow only 5 to 10 minutes for your presentation and demonstrating the goods as guests will get restless. Hand out order forms and catalogues. Allow 15 to 30 minutes or so for guests to get a closer look or discuss their purchases with friends. Then approach each individual to assist with information, sizing and ordering.

Find Hosts

During party, make a big thing of the host benefits at least 3 times. Hand out leaflets and/or business cards to guests and discuss how they can benefit by hosting parties themselves.

Above all, be enthusiastic! If you show you are enjoying yourself, this will reveal itself in the way you demonstrate your goods and, in turn, will mean increased profits for you. Have a good time!

How do I Place a Wholesale Order?

Consultant

As a consultant you will place your orders via your Platinum Reseller. Your Platinum Reseller will provide you with ordering stationery and wholesale price lists. Once you have received orders from your customers on customer order forms you will need to complete a reseller purchase order form to lodge with your Platinum Reseller. You will need to include payment with this order. Order forms and customer purchase orders can be downloaded from www.clubjewellery.com under to 'Tools' tab.

If you have any questions about placing an order please contact your Platinum Reseller.

Platinum Reseller

Once you have received orders from your customers and consultants you will need to place your order via the CLUB Jewellery website. Depending on how many customers and consultants you have you may do this weekly or every few days. To begin placing orders via the website you will first need to create an account with us via the website. Once you are set up with an account and approved as a Platinum Reseller you will receive your coupon code to receive your 40% discount.

If you have any questions about placing an order please contact CLUB Jewellery on 07 55 76 2676 during business hours

Frequently Asked Questions

What is Sterling Silver?

Sterling silver is the standard by which silver jewellery is sold. It's 92.5% pure silver, mixed with alloys to add strength and durability. Sterling silver it won't flake or peel, as silver plating can. Sterling silver is easily defined from silver plated jewellery by a 92.5 silver on each piece.

What is Rhodium?

Rhodium a silver-white metallic element from the platinum family. More expensive than pure gold it is used to achieve a long lasting lustre to your sterling silver jewellery. Rhodium has long been used on white gold jewellery to create the polished finish we are used to seeing. The use of rhodium creates a luxury finish on sterling silver jewellery and protects it from tarnishing and discolouration.

What is Cubic Zirconia?

Cubic Zirconia is a high quality created stone that is very hard and mimics the appearance of diamonds. It is much more reflective than glass or crystal and therefore sparkles more brilliantly.

What is Marcasite?

One of our most popular ranges, Marcasite is classic, beautiful and elegant. With an Art deco or 1920's design, it is a timeless and vintage look. This type of jewellery has an appealing antique appearance, and many buy it for its estate jewellery look. Because Marcasite and Sterling Silver are such a stunning combination, this gem is most often set with silver or another white metal. It is rarely used with yellow gold, as they do not tend to blend well.

Marcasite is actually the white form of Iron Pyrite. The gem is usually cut into the shape of a pyramid when used in jewellery. Onyx is frequently teamed with Marcasite for an attractive design, as are Pearl and Mother of Pearl.

How to care for your Sterling Silver Jewellery

With proper care, your fine quality silver will last a lifetime. To minimize scratches and other damage, store your silver jewellery either in a cloth pouch or in a separate compartment in your jewellery box. Avoid exposing your silver to household chemicals when cleaning with bleach or ammonia, or when swimming in chlorinated water, as these chemicals can damage silver. Remove Jewellery when bathing, gardening or exercising to minimise wear.

Gold Layered Jewellery FAQ's

How is Gold Layered Jewellery Made?

Gold Layered is made by fusing a thick layer of Gold to Jewellers Brass using equipment that carefully controls pressure, heat and time. The bonding produced is a permanent one.

How long will Gold Layered Jewellery last?

With reasonable care your gold layered jewellery it will last a many years. It is essential to keep your gold layered jewellery away from perfume, perspiration, swimming pools and salt water as they will significantly reduce the life of your jewellery. To gain the maximum life from your gold layered jewellery remove before showering and bed.

Is Gold Layered the same as Gold Plated Jewellery?

NO! Do not mistake Layered jewellery for plated jewellery as there is no comparison. Gold plated jewellery chips, flakes, and wears off. Gold Layered jewellery is fine jewellery that is in fact many times thicker than plated jewellery and can therefore be worn on a daily basis.

What does mil stand for?

1 mil is equal to 1 millionth of an Inch which is a term for measuring the thickness of gold. CLUB Jewellery Gold only sells quality gold layered jewellery.

What is Gold Layered?

Gold Layered Jewellery is a solid layer of quality gold heat bonded onto Jewellers brass. It has all the great characteristics of solid gold jewellery without the price tag. Gold Layered jewellery is extremely long lasting and if taken care of will last a many years.

How do I care for my Gold Layered jewellery?

Just like any piece of fine jewellery, frequent cleaning is recommended to maintain its true beauty. Salt water, perfume, chlorine in swimming pools and perspiration take their toll on all jewellery including Gold Layered Jewellery and should be completely avoided. Just rinse with water and dry with a soft cloth regularly to keep your gold layered jewellery clean and free of elements which oxidize.

What are some of the advantages of Gold Layered?

Gold Layered offers all the same physical characteristics as solid gold such as beauty, durability and strength, but at a fraction of the cost. Since the gold is in the outer area it's impossible to tell the difference between Solid Gold and Gold Layered, aside from the difference in cost!

At a Glance Ideas for CLUB Jewellery Success

1. Host your own Party and invite your friends
2. Ask friends to host a party
3. Host an office party at lunch or after work
4. Advertise in your church/social group bulletin
5. Mention Hostess gifts and other benefits at least three times per party
6. Contact previous hosts when you have a new range to offer.
7. Encourage your hostesses and guests to refer potential hostesses to you
8. Use the contact details on your invoices to add to your contact list as soon as you get home
9. Follow through on every lead
10. Carry your diary always and write in follow up dates immediately
11. Spend time every day working on some aspect of your business
12. Leave your business cards /catalogues on bulletin boards in shopping centres or in local businesses.
13. Do a mail box drop of host invitations in your area
14. Give out catalogues to keep on hand or pass around work
15. Carry business cards and current catalogues with you everywhere
16. Advertise for party hosts in your local paper
17. Love what you do! Smile!

