



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

## Just Jewelry Consultant Manual





**Dear New Just Jewelry Consultant:**

**We are so excited to welcome you as a new Just Jewelry Consultant to our ever growing team! We believe in you and we are eager to support you as you begin your Just Jewelry career. Your upline will be a valuable source of information and encouragement as you begin your exciting career with Just Jewelry. Your upline will assist you with any questions you may have about ordering, customer service, recruiting, and the basics of your Just Jewelry business.**

**As a Just Jewelry Consultant, you have the ability to shop online via our website at [www.itsjustjewelry.com](http://www.itsjustjewelry.com) 24 hours a day, 7 days a week and your orders will be shipped directly to you. You also have access to a pre-recorded weekly update. Simply phone 1.646.222.0590 each week at your convenience to hear the latest Just Jewelry news and valuable information. Be sure to visit the Consultant Resources Section of our website for several marketing and educational resources that will help you operate a successful business. Our company's quarterly newsletter entitled the "Just Jewelry Flair" is filled with valuable business ideas, incentives to grow your business and Consultant recognitions, so make sure to print off a copy and read through it thoroughly. Past issues are also available online for your review.**

**Once a year you will have the chance to meet Just Jewelry Consultants from all over the United States when Just Jewelry holds its' annual seminar. This corporate event is held the last Saturday in February and is jam packed with valuable information for your business! Mark your calendar now to join us for this annual business building corporate event!**

**Your new Just Jewelry career will take you on a wonderful journey as you meet new people and share with them all the benefits of our products as well as the business opportunities that a career with Just Jewelry offers. This Consultant Manual will be a valuable tool to you not only today, as you begin your career, but as a reference for years to come. Please read through it carefully and share any questions you may have with your upline, who will be happy to assist you. Check out the Team Meetings page online to find out when your next meeting is scheduled. Taking part in these monthly meetings is a great way to ensure the success of your business and will allow you the opportunity to connect with other Consultants from your team. Pay special attention to the Appendix materials on the Just Jewelry Jump Start Program. This program is designed to reward you as you work to grow your business during the first 90 days.**

**Thank you again for choosing to become part of the Just Jewelry Family. As a Christian business, we believe that the Lord has sent each of our Consultant's to Just Jewelry for a specific reason. Our desire is that Just Jewelry will fulfill its purpose for you by blessing your friendships, your character, your talents and abilities and your income. By providing incredible income and advancement opportunities, we are confident that you can reach your career dreams with Just Jewelry!**

**Sincerely,**

**Virginia Depp & Nicole Nelson  
Co-Founders, Just Jewelry**

*Because who you are is more important than what you wear!*

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# Just Jewelry Consultant Manual

## I. Business Philosophy

### A. *How Just Jewelry Was Created*

Close friends Virginia Depp and Nicole Nelson discovered that they shared a desire to own their own business. After researching many different options, they quickly realized that they shared an interest in fashion jewelry due to its inexpensive nature and its creative style. They strongly believed that they could market a quality, fashionable product at an exceptional price.

After attending other “home party” businesses, Virginia and Nicole desired to create a company that offered so much more for its customers than what was typical! They wanted to create a company that offered an affordable, quality product that customers could hand select and take home at the time of the event. They wanted to offer merchandise with no additional fees “tacked on” to the customer’s purchases. They wanted to hold events in an open house format with no high pressure sales presentation for the customer. With all this in mind, Just Jewelry was created in June of 2002. With the support of their husbands and their 7 children, Virginia and Nicole experienced overwhelming success in just a few short months. They were hosting over 5 events a week and selling more jewelry than they ever dreamed possible! They began receiving requests from customers desiring to join this exciting and unique business. Virginia and Nicole felt that this was a great opportunity to assist others looking for a way to earn unlimited income, while allowing them the flexibility of working for themselves. Thus, in November of 2002, the first Just Jewelry Consultants were recruited.

### B. *Why Just Jewelry Was Created*

“Who You Are Is More Important Than What You Wear” is the philosophy behind the creation of Just Jewelry. The founders believe in the importance of maintaining a proper perspective on what jewelry truly is. It is an outward adornment and not an indication of the value of the person wearing it. That is why Virginia and Nicole strive to maintain such exceptionally low prices and they see each encounter with a customer as an opportunity to share their philosophy.

Just Jewelry is eager to help you succeed! Your success is dependent upon your effort, your commitment and the amount of time you devote to developing your business. At Just Jewelry we believe that God has a purpose for each of our lives and that we are uniquely designed with special gifts and abilities. Just Jewelry works hard to provide opportunities for those interested in fulfilling their personal or financial goals. We believe that the sky truly is the limit for what our Consultants can achieve with the ground floor opportunities available through this exciting business!

There are many benefits to becoming a Just Jewelry Consultant such as:

1. **The Flexibility of Being Your Own Boss** – Work as little or as much as you desire.
2. **Unlimited Income Potential** – Consultants have the potential to receive up to 10% for an unlimited number of downlines up to 4 levels (see diagram for guidelines). In addition, at certain leadership levels Consultants can earn monthly cash bonuses up to \$500 as well as company car bonuses.

3. **Low Up-Front Investment and No Minimum Order Requirements** – After your initial order requirement is met, there are no minimum jewelry purchases to remain active.
4. **24 Hour Online Ordering** – View and purchase inventory on your own schedule.
5. **Extensive Support and Training** – Receive Consultant publications, attend seminars and monthly meetings, and receive training and support from your upline Consultant(s).
6. **Advancement Opportunities to Increase Earning Potential** – You determine how high you climb the Just Jewelry Ladder of Dreams. From Senior Consultant to National Sales Director, Just Jewelry offers 7 Leadership Levels where bonuses increase with each advancement.
7. **Tax Deductions** - The money you put into your Just Jewelry business can be tax deductible.
8. **Customer Friendly Open House Format** – Customers shop at their leisure without pressure from a sales presentation.
9. **Sales Flexibility** – Ability to sell from catalogs updated twice per year as well as a website offering new items monthly. You always have new items to offer your customers.

## **II. Inventory**

### **A. Our Product**

In order to maintain an inventory of unique fashionable jewelry, Just Jewelry is constantly adjusting to fashion trends by introducing new jewelry items to our collections. Each of these items comes in a variety of colors and styles. Just Jewelry offers silver, gold and two-tone pieces, in styles ranging from classic to trendy in order to appeal to all age groups. The majority of the jewelry items are made from base metals with a silver and/or gold overlay as well as natural stones and synthetic beads (exceptions are our sterling silver rings, toe rings and ankle bracelets and our stainless steel bracelets). Our fashion jewelry meets lead guidelines, but is not intended for children. It is the responsibility of each independent Consultant to be aware of and abide by the lead laws in their state. Customers should be advised not to submerge their jewelry (other than sterling or stainless steel items) in water or a cleaning solution. Also, customers should not apply perfume, hairspray or lotion while wearing their jewelry. As with all costume jewelry, over time the alcohol and oils contained in these products may cause the jewelry to discolor. This is not a manufacturer's defect. Jewelry should only be cleaned with a jewelry polishing cloth and jewelry cleaner available from Just Jewelry as needed to restore its original shine. When storing sterling silver items, place them in an airtight container, such as a Ziploc bag, with an anti-tarnish square.

### **B. Wholesale/Retail Cost**

The wholesale and retail pricing of Just Jewelry items are listed at the end of this manual. By selling through independent Consultants, Just Jewelry is able to cut out expensive advertising and store overheads. This gives our customers exceptional pricing and creates an easy and profitable business opportunity for our Consultants by allowing them to make 50% profit on all their jewelry sales. Unlike most direct sales businesses, Just Jewelry Consultants receive a 50% discount beginning with their very first order and continue to do so with all future orders regardless of the dollar amount of their order or their leadership level.

Just Jewelry also offers Consultants the opportunity to purchase select items at an additional 50% off the wholesale pricing. These specially priced items make great hostess and customer incentives or gifts. Consultants may also sell these items for an increased profit margin.

### **C. Pricing**

Although a Consultant is required to sell Just Jewelry items no higher than the retail pricing, it is the Consultant's discretion as to whether he/she reduces these prices as a special promotion or incentive. Following are some examples:

- Buy one get one free special on bracelets
- Percentage off special
- Gift with purchase
- Percentage discount based on sales total
- Free gift when booking an event

The opportunities for increasing your sales and event bookings are limitless! By offering special incentives and being creative, Consultants have experienced even greater success.

## **III. Additional Business Items**

### **A. Just Jewelry Logo Items**

The Just Jewelry logo and tag line are trademarked and cannot be reproduced without prior written consent from Just Jewelry. Consultants must submit a proof to Just Jewelry of the artwork, text, and item they desire to have the Just Jewelry logo applied to. All proofs must be reviewed and approved by Just Jewelry prior to printing or distribution.

In order to project a professional image in the marketplace, Just Jewelry requires that all business materials distributed by a Consultant are those offered by Just Jewelry. Generic earring cards, business cards, receipt books, customer shopping bags, flyers and postcards are strictly prohibited. These items must be purchased directly from Just Jewelry or through Just Jewelry's printer, Cori Graphics. Catalogs are copyright protected and cannot be reproduced in any form.

### **B. Start-Up Kit**

In addition to the minimum start-up jewelry purchase, all Consultants are required to begin their initial inventory purchase with a business start-up kit. This kit includes all of the basic supplies needed to start your Just Jewelry business. Start-up kit options are listed under section V (Orders) below.

Just Jewelry offers additional business enhancers that will give your business a professional touch. These items are available for purchase online under the business supply section of the ordering pages.

### **C. Business Supplies**

Just Jewelry offers many business supplies that will help your business succeed. Some of these items are included in the various start-up kits, however there are several additional items available for purchase on our website under the supply section. Replenishments for your start-up kit items can also be reordered under the business supply section of the Just Jewelry website.

Just Jewelry business cards, labels and stamps are an excellent way to advertise and promote your business to the general public as well as to your customer base. If you decide to use business cards, labels and/or stamps, you must purchase those pre-approved by Just Jewelry from CoriGraphics. Business card, label, stamp, personalized banners and personalized postcard orders can be placed directly from CoriGraphics by following a link under the Consultant Resources section of our website. Please note that there is a shipping charge added to each order and orders will ship directly from CoriGraphics. If you have any questions about these products or an order you place, please contact CoriGraphics directly.

## **D. Technology**

### **1. Computer**

Although it is not required that Just Jewelry Consultants have a computer in order to operate a successful business, it is definitely a valuable resource. If you do not own a computer, nor have a friend/relative that can allow you to use theirs, many libraries have computers with internet access that they allow patrons to use free of charge.

### **2. E-mail**

You will need to set up an e-mail account for your Just Jewelry business. This can be a valuable tool for you and your customer and it is required in order to set up your online ordering account. Just Jewelry provides active Consultants with a FREE personal Just Jewelry e-mail account at their request. An [itsjustjewelry.com](http://itsjustjewelry.com) e-mail account is required in order for Consultants to be included in the Just Jewelry Website Consultant Locator. Your Just Jewelry e-mail will automatically forwarded to the existing e-mail account that you list in your request. To request your FREE account, simply complete the form at [www.itsjustjewelry.com](http://www.itsjustjewelry.com) under Consultant Resources. You will receive an e-mail from us once your account is activated. Your account will be set up using the first initial of your first name combined with your last name. For example Jane Doe would be [jdoe@itsjustjewelry.com](mailto:jdoe@itsjustjewelry.com). The only exception would be if your first initial and last name have already been used. Please allow up to 7 days for your account activation.

It is crucial that Consultants notify Just Jewelry of any changes to their e-mail address. Failure to notify corporate in a timely manner may result in a Consultant missing important notifications from Just Jewelry and correspondence from those on your e-mail list.

Communicating through e-mail is an excellent way to keep in contact with your customers as well as other Just Jewelry Consultants. However, **use of Just Jewelry Consultant or customer e-mail addresses for anything other than business purposes is strictly prohibited.**

### **3. Consultant Locator**

Consultant Locator allows those visiting our website interested in purchasing Just Jewelry, hosting a Just Jewelry event or becoming a Just Jewelry Consultant to be able to e-mail a Consultant that lives in their area. A visitor to the website will type in their zip code and a search engine will automatically bring up a list of all Just Jewelry Consultants located within 200 miles of their zip code that are participating in Consultant Locator. The list will indicate the Consultant's name and e-mail address. Names will be listed in order of distance from nearest to furthest. In the event the distance is equal,

the Consultant names will be listed in alphabetical order. If the visitors' zip code is over 200 miles from any listed Just Jewelry Consultant, a default list of top performing Just Jewelry Consultants will appear. The default list will be updated quarterly and will include the names of the top 3 recruiters and the top 3 salespersons from the previous quarter. Should there be a tie, both names will appear.

Consultant Locator is completely FREE to those Consultants who participate. However, in order for a Consultant to be listed under Consultant Locator during a given quarter you must meet the following 3 criteria:

1. Have jewelry purchases of at least \$750 during the previous quarter
2. Have an itsjustjewelry.com e-mail address that is listed under your consultant profile on the website
3. Have the desire, knowledge and responsibility to be an upline for a Just Jewelry recruit

Having your name listed in Consultant Locator means that you are committing to respond to any e-mails you receive within 48 hours, whether they are interested in purchasing jewelry, hosting an event, or becoming a Consultant. If you qualify for Consultant Locator, but DO NOT want your name and e-mail address listed, you must notify Just Jewelry by e-mailing corporate@itsjustjewelry.com. When responding to an internet request, please verify that the interested party has not already been contacted by another Just Jewelry Consultant.

#### **4. Webpage**

Just Jewelry offers Consultant web pages to those who have achieved Sr. Team Leader or higher as well as to Just Jewelry's Yearly Top Salespersons and Top Recruiters. The webpage set up fee is \$45.00 for the development of the Consultant's personal Just Jewelry webpage. The \$45.00 fee is due prior to the development of the page. An annual fee of \$25.00 covers maintenance of the webpage and allows Consultants to make changes to their personal webpage up to two times per year. This \$25.00 fee will be due January 1 of each year. Failure to pay the annual fee will result in the loss of the Consultant's webpage. To re-establish a webpage, the Consultant will need to pay the \$45.00 set-up fee.

Consultants can create their own web pages to solicit contacts, but must adhere to the following guidelines:

- No use of the Just Jewelry logo or tag line except those displayed on official Just Jewelry marketing materials
- No references to Just Jewelry Employees, Consultants or Customers
- No links or references to other businesses or websites
- No selling of Just Jewelry merchandise via the website
- No selling of any other merchandise via the website
- No photographs of Just Jewelry employees, Consultants or Customers without signed consent
- All web pages must contain text clearly indicating that it is not the official Just Jewelry website
- A link to the Just Jewelry website is acceptable
- Official Just Jewelry marketing material images can be displayed (e-flyer, catalog cover, postcard, etc)

Just Jewelry reserves the right to monitor all Consultant web pages and can insist that any page be modified or removed at any time. Failure to comply within 48 hours of a request from Just Jewelry will result in immediate termination of the Just Jewelry Consultant Contract.

## **IV. The Shows**

### **A. Personal Open House**

As a new Consultant you will want to schedule periodic Open Houses in your home. Use this opportunity to invite your friends/co-workers/family to come into your home for a private viewing. After you have established a mailing list, you can also use this as a means of attracting repeat business. Be creative and remember to make your Just Jewelry Open Houses fun, but inexpensive for you. Don't feel obligated to prepare a great deal of food. Your customers will be too busy shopping!

### **B. Customer Open House**

As a way to increase your customer base, you will want to encourage others to host an open house for you. Once you have set a date for the open house, you will need to provide your hostesses with postcards and flyers to distribute to possible guests. Customers enjoy the open house format so their friends can come and go when it is convenient. To encourage others to host events for you, Just Jewelry offers a Hostess Incentive Plan. Review this plan as well as the helpful tips with your hostess prior to the date of their event (see attachment). The Just Jewelry Hostess Incentive Plan is the minimum mandatory incentive you must offer a hostess. You may also want to offer additional incentives to increase bookings.

Remember to have signs posted at your events encouraging others to host their own event. Ask each customer at check out if they would like to help their hostess earn additional discounts by hosting their own event. Also remind them that this is a great way to earn FREE jewelry for themselves too! Keep your calendar ready!!

Don't forget the importance of "coaching" your Hostess. Follow these five steps to effective Hostess coaching to insure a successful open house:

1. **Set the date** – Help your hostess select a date and a time range of approximately 2 hours that will be convenient for her guests. Get your hostess excited by explaining the format of the open house and the benefits she will receive for hosting an open house. Provide your hostess with postcards and flyers to use as invitations. Discuss the invitation list stressing the importance of "over inviting" (One of four invited guests will typically attend the open house). Help your hostess develop a list of people to invite such as friends, neighbors, relatives, co-workers, spouses co-workers, and church or other organization members. (See the Just Jewelry Guest List Memory Joggers from Appendix II) Ask that she send out the postcard invitations at least 10-14 days ahead of time and that she keep flyers in her purse to distribute. Make sure your hostess has plenty of Just Jewelry catalogs to distribute to create excitement about her open house. This will also enable her to take outside orders prior to her event.
2. **Discuss the Details** – Discuss where the jewelry will be displayed. Pay special attention to lighting, table size, accessibility to shop, and the availability of mirrors. Encourage the hostess to wear a solid color which will enhance the

- beauty of our jewelry and demonstrate the incredible change it makes to a basic wardrobe. She will be the most important model at the open house.
3. **Discuss Refreshments** – Again, stress to your hostess to keep it simple. Generally, the more food that is served, the more guests will concentrate on the food rather than the jewelry. Also, it may discourage someone who may want to host their own open house because it looks too time consuming and difficult.
  4. **Discuss the Benefits of Becoming a Just Jewelry Consultant** – Your hostess may decide to become a Consultant or she may share the information with a friend who is interested.
  5. **Call Your Hostess 2-3 Days Prior to Her Open House** – Discuss show attendance. Encourage your hostess to make reminder calls and to encourage her guests to bring a friend to increase attendance. Remind her of the additional exclusive hostess incentive gifts she can earn by having 10+ in attendance at her event, \$100 in outside orders or at least 2 of her guests book a future event with you. Encourage her to keep the conversation on jewelry, remaining excited and staying at the display table during the open house. The guests will catch on to her excitement about the jewelry and the guests will go where the hostess goes.

Not only is “hostess coaching” important, but “hostess follow-up” is equally as important. Here are some simple hostess follow-up steps:

1. Be considerate of your hostesses’ time by wrapping things up on time.
2. Help your hostess select her incentive jewelry at the end of her open house.
3. While enthusiasm is high, ask your hostess if she would enjoy hosting another open house in the future.
4. Show appreciation by sending a thank you note a day or two after the open house. Include a gift certificate towards a future purchase.
5. Make sure to add your hostess and all attendees to your mailing list and touch base with these customers periodically.
6. Don’t forget to present the Just Jewelry career opportunity to your hostess. Hostesses make excellent recruits! This is a great time to offer her a portion of your profits from her event to help with her start-up kit.

### **C. *Trunk Shows, Craft Shows, Fairs and Bazaars***

Some local businesses such as salons, banks, doctor’s offices and schools may allow you to have a trunk show at their establishment to introduce Just Jewelry to their customers. This again is an excellent source of additional sales for you and is also a great way to let the community know your products are available at a local retailer. Just Jewelry allows our Consultants to market our items at bazaars, fairs and various other open public venues. It is the responsibility of each Just Jewelry Consultant to verify before participation that they will be the only Just Jewelry representative at the event. It is ultimately up to the discretion of the event coordinator as to the allowance of more than one Just Jewelry Consultant at their event.

### **D. *Fundraisers***

Just Jewelry fundraisers are a great way to earn additional income while helping others earn money to support their cause. Just Jewelry offers a fundraiser packet which includes collection envelopes, a fundraiser flyer and an informational letter to approach prospective organizations or schools. This packet is available to order online under Consultant Resources and equips Consultants with everything you need to offer a successful fundraising program to sports teams, school districts, churches and any

group wanting to earn additional funds to support their organization. Each Consultant has the flexibility to choose what percentage of sales to offer back to the organization having the fundraiser. Fundraisers are a great way to market your business to people that you might otherwise never have contact with. It is also very rewarding to know that your Just Jewelry business can help support worthy causes in your community!

### ***E. Catalog Sales***

The Just Jewelry Catalog is a great resource for additional sales outside of the typical home show. Hostesses who are unable to host an event in their home or office can simply distribute catalogs and collect orders to earn free jewelry. See Appendix II for the Just Jewelry Catalog Party Hostess Information Sheet.

You should have Just Jewelry Catalogs with you at all times. It is a great resource to give to prospects who may comment on your jewelry or ask you about your business while you are out and about. Catalogs should also be left in public places such as doctor's offices, beauty salons, coffee shops and anywhere else that will allow you to do so. Catalogs can be conveniently mailed to your customers in standard 6X9 envelopes. Many Consultants have found it beneficial to mail a catalog to each of their customers at the beginning of each season.

### ***F. Internet Sales***

Consultants are NOT permitted to sell Just Jewelry via the internet. This includes through E-bay, Craig's List, personal web pages, or any other online venue.

## **V. Orders**

### ***A. How To Place Orders***

Once an online log-in and password have been set up by Just Jewelry, Consultants have the ability to view and order current inventory via our Just Jewelry website at [www.itsjustjewelry.com](http://www.itsjustjewelry.com). For a detailed explanation of the online ordering process please see Appendix II. Once an order has been submitted, it cannot be altered. We cannot add or remove items once the order has been submitted to Just Jewelry. Should you find the need to purchase additional items once your order is placed, you will need to place a separate order online. Orders cannot be combined. Payment can be made by MC, Visa or Discover card. Just Jewelry does not accept debit cards or American Express. When placing your order you must note your form of payment and verify the last 4 digits and the security code of the credit card you wish to use. Once your order is placed, you are giving permission for Just Jewelry to run your credit card. Payment must be received prior to Just Jewelry orders being shipped.

When your shipment arrives, promptly open and inspect each item to insure that no damage occurred during the shipping process. Just Jewelry items are never to be sold to customers in their original plastic packaging. All earrings must be on Just Jewelry logo earring cards.

### ***B. Minimum First Order***

Just Jewelry Consultants enjoy an immediate 50% discount off all jewelry orders. The minimum first time order requirement is only \$250.00 wholesale jewelry (exclusive of tax). Consultants have the flexibility of choosing every piece of jewelry that will go towards your jewelry start-up kit or you can choose one of the 3 start-up kit options with

a variety of pre-selected top selling jewelry pieces. You can also choose a pre-selected kit and then add additional jewelry items to your online order. The jewelry kits are:

### Pre-Selected Just Jewelry Startup-Kit Options

#### **BASIC JEWELRY START-UP KIT: \$250**

- 10 necklaces
- 9 pairs of earrings
- 9 bracelets
- 1 watch
- 1 fashion ring

#### **ADVANCED JEWELRY START-UP KIT\*: \$501**

- 19 necklaces
- 19 pairs of earrings
- 15 bracelets
- 3 watches
- 1 sterling ring
- 1 fashion ring

#### **ULTIMATE JEWELRY START-UP KIT: \$1000**

- 38 necklaces
- 38 pair of earrings
- 28 bracelets
- 7 watches
- 2 sterling rings
- 2 fashion rings

\* The ADVANCED JEWELRY START-UP KIT is our most popular start-up level

In addition to your jewelry start-up kit, you must choose from 1 of the following 3 levels of business enhancer kits.

### Just Jewelry Business Enhancers Kit Selection

#### **BASIC BUSINESS ENHANCERS: \$78**

- Registration
- Just Jewelry Manual
- Signage
- 1 pk postcards
- 1 pk invitation flyers
- 1 pk catalogs
- 1 pk bags & tissue
- 1 receipt book

#### **ADVANCED BUSINESS ENHANCERS: \$118**

- Registration
- Just Jewelry Manual
- Signage
- 1 pk postcards
- 1 pk invitation flyers
- 1 pk 1-2-3 flyers
- 1pk catalogs
- 1 pk bags & tissue
- 1 receipt book
- 1 logo polishing cloth
- 1 logo neck display
- 1 watch/bracelet bar
- 1 mini ring display tray
- 1 window decal
- 1 logo money bag

#### **ULTIMATE BUSINESS ENHANCERS: \$169**

- Registration
- Just Jewelry Manual
- Signage
- 1 pk postcards
- 1 pk invitation flyers
- 1 pk 1-2-3 flyers
- 1 pk catalogs
- 1 pk gift certificates
- 1 pk bags & tissue
- 1 receipt books
- 1 logo polishing cloth
- 3 logo neck displays
- 1 watch/bracelet bars
- 1 mini ring display tray
- 1 window decal
- 1 name badge
- 1 logo tote bag
- 1 logo money bag
- 1 pk note cards
- 1 pk ink pens
- 1 pk logo folders
- 1 bottle jewelry cleaner
- 1 pk watch batteries
- 1 pk earring backs

### **C. *Subsequent Minimum Order***

After your initial purchase, subsequent jewelry orders must total at least \$20.00 wholesale in jewelry and/or supplies (exclusive of tax and shipping). You will continue to receive a 50% discount on all orders.

## ***D. Consultant Order Requirements & Yearly Renewal Fee***

Once a Just Jewelry Consultant has signed a Just Jewelry Consultant Contract and placed their initial qualifying order, there are no other purchase requirements to remain an active Just Jewelry Consultant. Each January Consultants wishing to remain active will be required to pay a \$35.00 yearly renewal fee. In order to continue to receive all the benefits associated with being a Just Jewelry Consultant, this fee is due no later than January 15<sup>th</sup> of each year. Any Consultant who does not pay the annual renewal fee by January 15<sup>th</sup> of each year will be automatically deactivated. In order to reactivate, a Consultant will need to submit a Just Jewelry Consultant Contract and place an initial order for a business start-up kit and a minimum of \$250 in jewelry.

## ***E. Just Jewelry Jump Start Program***

The Just Jewelry Jump Start Program is designed to help encourage and reward those new recruits, and their uplines, that want to get their business off to a great start. Guidelines for participation are as follows:

1. The date of the Consultant's initial order is the start date of the Just Jewelry Jump Start Program.
2. This program applies to new recruits and their direct upline only.
3. Qualifying purchases include jewelry only after any applicable credits and does not include supplies or taxes.
4. Jewelry credit earned will be applied to an order placed the month following the time period in which it was earned.
5. There are 3 time periods defined for each participant:
  - a. Period 1 – Start date (month 1) through the last day of the following month (month 2)
  - b. Period 2 – Month 3
  - c. Period 3 – Month 4

### New Consultant's Just Jewelry Jump Start Program Rewards:

Reward # 1 - When a new Consultant's combined total wholesale jewelry purchases total \$1200 or more within Period 1, they will earn \$25 jewelry credit.

Reward #2 - When a new Consultant's combined total jewelry purchases total \$1200 or more within period 2 and has recruited at least 1 active Consultant since their program start date, they will earn \$50 jewelry credit.

Reward #3 - When a new Consultant's combined total jewelry purchases total \$1200 or more within period 3 and has recruited at least 2 active Consultants since their program start date, they will earn \$75 jewelry credit.

When the new Consultant has achieved each goal within the allotted time frame, they will need to complete the Just Jewelry Jump Start Reward Certificate (found online under Consultant Resources) and fax or mail the form to Just Jewelry in order to receive their associated reward. The certificate must be received by Just Jewelry within the month following the completion. Just Jewelry will apply the jewelry credit towards a future order placed by the Consultant. Should the new recruit fail to submit the Just Jewelry Jump Start Reward Certificate within the month following the completion, no reward will be given to the new recruit or their upline.

## New Consultant's Uplines' Just Jewelry Jump Start Program Rewards:

1. When a new Consultant achieves reward #1, their upline will receive a \$25.00 jewelry credit.
2. When a new Consultant achieves reward #2, their upline will receive a \$25.00 jewelry credit.
3. When a new Consultant achieves reward #3, their upline will receive a \$25.00 jewelry credit.

The new recruit must complete and submit the Just Jewelry Jump Start Reward Certificate (available online under Consultant Resources) in order for the Upline to receive their reward. The jewelry credit will be applied towards a future order placed by the upline. Should the new recruit fail to submit the certificate within the month following their completion of each goal, no reward will be given to the new recruit or the upline.

### ***F. Item Availability***

Our website is continually updated to reflect changes in our inventory. If you are able to order an item online that is actually sold out when your order is pulled, your sales order will be adjusted and you will NOT be charge for that item. We do not place items on backorder. If a chain/choker photographed with a set is no longer available, Just Jewelry will substitute with another appropriate chain/choker. Make sure to indicate on your order if you do not want your jewelry order total to fall below a certain dollar amount. Visit the Inventory Update section to view restock information on sold out catalog items. Be sure to mark your catalogs with sold out stickers (available under the business supply section) on any items that cannot be restocked.

### ***G. Shipping***

Your order will be shipped via UPS Ground insured based on the shipping schedule below, except during peak times as indicated on our website. The UPS shipping charge will be a flat rate of \$12.00 for all orders under \$1,000.00 and \$15.00 for orders over \$1,000.00 shipped within the US (except those orders shipped to Alaska, Hawaii and Puerto Rico). This amount is subject to change depending on any changes in UPS shipping rates. You may choose rush shipping for an additional \$15.00. Rush shipping allows your order to be processed ahead of schedule and shipped from Just Jewelry before the guaranteed shipping schedule. Selecting rush shipping moves your order to the top of all unprocessed non-rush orders received internally at the Just Jewelry office. Should you need your order shipped faster than UPS ground, please contact the Just Jewelry office for information on additional UPS charges. UPS does not deliver packages on Saturdays or Sundays. Also, please be advised that Just Jewelry is not responsible for delays in shipping related to the UPS schedule or inclement weather conditions.

### **Just Jewelry Shipping Schedule**

<b>ORDER SUBMITTED BY</b>	<b>ORDER SHIPPED BY</b>
Monday by 5PM EST	Wednesday
Tuesday by 5PM EST	Thursday
Wednesday by 5PM EST	Friday
Thursday by 5PM EST	Monday
Friday by 5PM EST	Tuesday
Saturday	Wednesday
Sunday	Wednesday

## **H. Sales Tax**

As a service to our Consultants and to the states in which we do business, Just Jewelry collects and remits sales tax for its Consultants. Taxes are calculated on the suggested retail price of the items purchased (because that is what the Consultant will be collecting from the customer), not on the cost to the Consultant and are based on the rate of the ship-to address. The tax collected from the Consultant is then remitted to the appropriate state. Consultants should collect taxes from customers based on the rate of the township the sale is made in or the location the purchase is shipped to. Because Consultants have pre-paid these taxes to Just Jewelry, the Consultant keeps the taxes collected from the customer. If a Consultant sells to customers at a lower sales tax rate than he/she pre-paid to Just Jewelry, you may be able to deduct this non-recovered portion of sales tax on your Federal Income Tax return, Schedule C. See your accountant for further details or visit [www.irs.gov](http://www.irs.gov) for further information.

Example: Consultant purchases a necklace from Just Jewelry

- Retail Price \$22.00
- Consultant Cost \$11.00
- Tax Rate for the ship to address 7.0%
- Total Tax Just Jewelry collects from Consultant \$1.54
- Total Tax Just Jewelry remits to the “ship to” State \$1.54
- Consultant sells necklace to customer and collects tax of \$1.54 from the customer.
- Consultant keeps the \$1.54 because he/she has already paid the \$1.54 in taxes to Just Jewelry.

## **VI. Transporting & Displaying Jewelry**

### **A. Transporting**

Just Jewelry offers specially designed carrying cases with pull out handles and wheels for easy transportation of your jewelry. These cases can be ordered online.

### **B. Displaying**

Just Jewelry is best displayed by style, color and/or matching pieces. By placing complete 3 piece sets together, the customer can easily coordinate a complete accessory ensemble. To make a dynamic presentation as well as meet the needs of your various customers, offer a complete size selection of rings, display several watch varieties in one location, and group themed items together. Highlight popular items on display necks and bracelet bars. This draws attention to particular pieces and adds another dimension to your display. The ring tray, earring display case, and watch/bracelet display case are also excellent ways to transport and highlight particular items. The toe ring display helps to distinguish toe rings from finger rings. These, as well as other display items, are available for purchase from Just Jewelry. It is also helpful to have additional lighting and tabletop mirrors available for customers at Just Jewelry events. Ask your upline for help on creating an attractive display.

### **C. Signage**

It is very important to prepare signage to display at your Open Houses as well as Just Jewelry literature available for your customers. Consultants should have a sign-in sheet

at each event encouraging guests to give their contact information. This will enable Consultants to contact them about future events and promotions via mailers, e-mails, and telephone. Maintaining a Just Jewelry customer e-mail list is extremely beneficial as corporate periodically sends out e-mail flyers that can be easily forwarded to your customers encouraging repeat purchases and event bookings.

Consultants must also have signage that clearly indicates to the customer the price of each Just Jewelry item. This makes shopping easy for the Just Jewelry customer. Pricing signs are included in all start-up kits. Make sure to also have signage for any incentive specials or promotions you are having. Additional signage encouraging future bookings or becoming a Just Jewelry Consultant are also very important.

## **VII. Sales**

As a Just Jewelry Consultant, your customer will look to you for insight and advice on the latest fashion trends. Just Jewelry offers a corporate seminar event each February to help educate you in this area as well as periodic corporate training sessions and monthly leadership meetings for Consultants who qualify.

Each Consultant's inventory should be reflective of what is currently popular in the fashion industry. Consultants should have a wide variety of styles that appeal to a diverse market. Remember, the larger your inventory, the greater your sales have the potential to be.

### **A. *Initiating the Sale***

- Greet each customer upon arrival with a friendly introduction to you and Just Jewelry.
- Be easily identified at all events by wearing a Just Jewelry logo shirt and/or a Just Jewelry name badge (available for purchase from Just Jewelry).
- Explain the simple pricing structure and that products are available to take home that day.
- Encourage customers to try their selections on. It is a proven fact that people are much more likely to purchase a product that they have had the opportunity to first try on.
- Help customers choose items that best reflect their personal style and ask others in attendance for their positive feedback.
- Suggestive sell additional items. If a customer is interested in a necklace, encourage that customer to purchase matching earrings and bracelet.

By creating a fun and friendly environment at each event, Consultants will not only encourage sales, but future event bookings as well.

### **B. *Closing the Sale***

- Reaffirm the purchases your customers have made.
- Remind those in attendance to join your mailing list so you can inform them of upcoming specials and events.
- Ask each customer if they would be interested in earning a FREE gift and FREE jewelry by hosting their own Just Jewelry event.
  - Have your calendar open, with available dates clearly marked.
  - Offer the Just Jewelry Hostess Exclusive Incentive to those willing to set the date for their own event before leaving.

- Provide each customer with a Just Jewelry sales receipt that clearly indicates the price paid, tax collected and the Consultants name and contact information. The Just Jewelry return address label or stamp is an excellent way to easily provide this information on each sales receipt.
- Include a customer replacement policy slip with the jewelry carefully wrapped in tissue. Place these items inside a Just Jewelry logo sales bag.
- Include any Just Jewelry marketing materials that you feel will be helpful, such as the Just Jewelry 1•2•3 flyer, an additional catalog and your business card.
- Share the Just Jewelry Opportunity with those in attendance and encourage them to tell their friends/relatives about the incredible opportunities available with Just Jewelry.
- Thank each customer for their business and encourage them to contact you for their future jewelry needs.

## **VIII. Jewelry Replacement Policies**

### **A. Consultant Purchases**

#### **1. Within 30 days of purchase- Repair or Replacement**

If within 30 days of placing your order for your Just Jewelry inventory purchases any item is found to be defective due to a manufacturer defect or broken due to improper shipping, it may be returned to Just Jewelry for repair or exchange. Please check your orders carefully! It is the Consultant's responsibility to inform us within the allotted time frame of any problems. If it appears that a significant portion of the order was damaged in shipping, please immediately notify Just Jewelry via e-mail, so that a claim can be filed with UPS for the damaged items. In this case, please retain all packaging for up to 30 days. For damages unrelated to shipping, no e-mail is necessary.

To receive repair or exchange from Just Jewelry for an item with a manufacturer's defect the following criteria must be met:

1. Item is received at the Just Jewelry office no longer than 30 days from the original Consultant purchase date as indicated on the sales invoice.
2. Whenever possible, items should be returned in their original packaging.
3. Just Jewelry Product Replacement Form must be completed in full and submitted along with the item(s). The form must include the item number, date of original purchase, and reason for return for each item included in the return shipment.

#### **2. After 30 days of purchase- No Replacement**

After 30 days of the original purchase date from Just Jewelry, a Consultant cannot return an item to Just Jewelry for repair or replacement.

**Only those items purchased directly from Just Jewelry are covered under our return policy. Items purchased from other Consultants are not exchangeable.**

#### **EXAMPLES:**

- Example #1: A Consultant notices upon opening her shipment from Just Jewelry and examining the inventory, that a magnetic clasp on a bracelet has fallen out and the bracelet will not close properly. The Consultant can return the product within 30 days of the sales invoice date and Just Jewelry will attempt to repair the item. If the item cannot be repaired, it will be replaced with a new bracelet

exactly like the one returned. If that bracelet is no longer available, it will be substituted for a like item as indicated by the Consultant on the Just Jewelry Product Exchange Form. The repaired or exchanged item will either be shipped back to the Consultant or shipped in the Consultant's next order as indicated by the Consultant on the Just Jewelry Product Exchange Form. If the Consultant chooses to have the item shipped in their next order, a \$3.00 credit will be applied to that order. If the Consultant chooses to have the item shipped separately, the \$3.00 credit will not be applied.

- **Example #2:** A Consultant purchases a watch. She examines the watch and finds it to be in perfect working order. While at an open house 2 days later, a customer picks up the watch, drops it and breaks the face of the watch. This is a cost of business for the Consultant and not a manufacturer's defect. Therefore, the watch will not be replaced by Just Jewelry.
- **Example #3:** A Consultant purchases a necklace. She examines the necklace upon receipt and finds it to be in perfect condition. 2 months later she notices that a stone has fallen out of the center of the necklace. 30 days have now passed since the sales invoice date, therefore Just Jewelry will not repair or replace the necklace. The necklace will need to either be repaired by the Consultant, or written off as a loss.

It is solely Just Jewelry's discretion as to whether any returned item falls within the manufacturer's defect criteria. Manufacturer's defect does not include breakage or damage due to normal wear and tear or improper storing or transporting by the Consultant. Returns can be mailed via your local post office. The Consultant is responsible for any return shipping charges incurred.

Returns should be shipped to:

Just Jewelry  
Consultant Replacement Dept.  
36 N Pioneer Blvd.  
Springboro, OH 45066

**Please allow 2 weeks for the processing of a repair/replacement.** Replacements will be either mailed back to the Consultant or automatically included in a Consultants future purchase (depending on the Consultant's choice). All replacements are subject to approval by Just Jewelry. Items damaged due to anything outside of a manufacturer's defect will not be exchanged. Just Jewelry reserves the right to determine if damage to an item is due to a manufacturing defect.

Just Jewelry offers Consultants product repair or replacement only. The only exception to this policy is if upon receipt of your initial jewelry order you decide that you no longer want to continue as a Just Jewelry Consultant. In that situation you may return any unopened items for a full refund minus shipping charges and a 10% restocking fee. The returned items must be received by Just Jewelry within 7 calendar days from that date you received your initial Just Jewelry order. Again, this is for the initial order only.

## ***B. Customer Purchases***

Because we believe in the quality of our products, Just Jewelry offers an incredible customer replacement policy. This is a tremendous benefit to Just Jewelry Consultants

as it allows the customer to deal directly with Just Jewelry and does not impact the Consultant's 50% profit margin. By absorbing the entire cost of the jewelry replacement or repair, Consultants are able to offer a replacement policy that you can feel proud of, without raising our prices to either you or the customer or adding additional fees to the customer's purchase.

Just Jewelry strives to provide beautiful, quality products at exceptional prices. However, on occasion manufacturer defects do occur and therefore, Just Jewelry offers a 90 day customer replacement policy. Be certain that every customer receives a Just Jewelry receipt along with a Just Jewelry Customer Replacement Policy form with each purchase. This form will provide the customer with the appropriate steps necessary to receive a replacement should a manufacturer defect occur within 90 days of purchase from you. Under this policy a customer can return any item found to have a manufacturer's defect directly to Just Jewelry for repair/replacement. **If the item is returned to Just Jewelry within 30 days of purchase, the shipping/handling fee will be waived.** Any item returned after 30 days and up to 90 days will be assessed a \$5.00 shipping/handling fee. All customer returns must be accompanied by the damaged item, a completed Just Jewelry Customer Replacement form and a copy of the original dated Just Jewelry Sales Receipt. Customer replacements will not be processed without these items. Upon receipt, Just Jewelry will repair or replace the item and mail it directly to the customer. Customers should allow up to 2 weeks for processing.

## **IX. Recruiting**

### ***A. Presenting the Just Jewelry Opportunity***

Just Jewelry provides incredible career opportunities for those who dare to dream big! Always be thinking of creative ways to present the opportunity to others. Carry Just Jewelry folders containing a 1-2-3 flyer, manual, contract, catalog, your business card and any other information you believe would be helpful with you at all times. Post signs at your events encouraging others to ask you about the Just Jewelry Opportunity and how it has enriched your life. Invite interested persons to meet one on one with you over coffee or dessert to further discuss the Just Jewelry Opportunity. Schedule monthly meetings that are open to anyone interested in hearing about the many opportunities available with Just Jewelry. As a professional, you should be marketing your Just Jewelry business by wearing the product and demonstrating to those around you how fun, profitable and rewarding a Just Jewelry career can be. Your one on one personal approach and willingness to boldly share the ground floor opportunities with Just Jewelry will enable you to continue to build a successful team of Consultants.

You may also wish to approach local businesses about signing on as a Consultant to sell our products in their store. Just Jewelry is an excellent extra source of income for hair and tanning salons, galleries, boutiques, and craft stores. A business recruit is defined as a retail establishment with a "store front" operating under a valid state resale license. Business recruits are required to sign a Just Jewelry Consultant Agreement and abide by its guidelines, with the exception of the business enhancer kit requirement. Although business recruits are required to purchase a minimum of \$250 in jewelry, they are not required to purchase a business enhancer kit. However, a business must pay a \$35 registration fee. It is required that they display their earrings on Just Jewelry earring cards and they must sell Just Jewelry products at Just Jewelry retail pricing or

less. Businesses are tax exempt provided they submit to Just Jewelry a copy of a valid vendor's license.

Find creative ways to encourage those who do not have funds available for their initial start-up kit. Encourage your hostess to turn her open house with you into her own Just Jewelry career debut. You can do this by selling your inventory at their event and allowing her to use the profits toward her initial Just Jewelry inventory order. Your hostess should also receive all future bookings from her career debut, which will get her career off to a successful start. You may also encourage a prospective recruit to solicit outside orders by referring customers to the Just Jewelry website and placing orders through you. In return, you give her the profits to go toward her initial start-up kit.

## ***B. Responsibilities***

As an upline earning a commission check, your management position requires you to be personally involved with the people you recruit. It will be your responsibility to train your new recruit as well as answer any questions they may have about Just Jewelry. Early training of each new recruit is essential in starting them off to a successful Just Jewelry career. You should assist your new recruit in the following ways:

1. Review the Consultant Manual and Contract with your recruit to assure their understanding of the philosophy, policies and procedures necessary to run a successful Just Jewelry business.
2. Make sure your new recruit faxes or mails her signed contract to the Just Jewelry Office.
3. Purchase and present a silver shoe pin to your new recruit and explain how this now identifies her/him as a Just Jewelry Consultant. Explain how the shoe pin will continue to identify the level they have achieved as they climb the Just Jewelry Ladder of Dreams.
4. Explain the ordering process and website navigation with your recruit.
5. Help your recruit create displays.
6. Invite your recruit to attend one of your open houses.
7. Help your recruit inventory their supplies and merchandise and explain how they should safely transport their inventory.
8. Help your recruit conduct their first open house.
9. Be available to answer questions, offer encouragement, and to share ideas with your recruit.
10. Contact your recruit at least once every two weeks, preferably once per week.
11. Make your recruit aware of your team meetings and all Just Jewelry corporate events. Pass along important information from any meetings your recruit misses.
12. Offer your recruit incentives to encourage them to reach their Just Jewelry career goals. By finding out what your recruit's goals are, you can reward them and challenge them to achieve their dreams and more!
13. Monitor your recruit's progress by reviewing your monthly Just Jewelry Downline Bonus Report. Verify that your recruit is meeting their minimum sales requirements and remind them as deadlines approach. If your recruit is in leadership, verify they are also meeting their monthly sales requirements for applicable commission checks. As your recruit climbs the Ladder of Dreams, you will continue to purchase the shoe pin appropriate for each promotion. Pin these on her/him at team meetings if at all possible.

Communication is one of the most important responsibilities of an uplines position. As an upline, you are always your downlines FIRST line of communication. In the event you are unable to answer your downlines questions, contact your upline for further assistance. As a Just Jewelry Leader, your positive attitude and support of Just Jewelry and its policies and procedures are a must.

### **C. Commission**

Recruiting others to become Just Jewelry Consultants is another excellent way to increase your earning potential. To sign on a new recruit, follow the steps as outlined in Appendix II. When a Consultant recruits an applicant to become a Just Jewelry Consultant and their minimum first order is received by Just Jewelry, you will be eligible for commission on their jewelry orders. A business may also qualify as a recruit. Just Jewelry will track your downlines' jewelry orders. You will receive 4%-10% (depending on your leadership level) of their total monthly jewelry purchases (excluding supplies, specials, taxes and any applicable discounts) back in a check issued from Just Jewelry provided the downline is active as of the last date of the applicable month. Just Jewelry checks will be issued to the upline on the 15<sup>th</sup> of the month following qualified purchases made by your recruit(s) and provided that you are an active Consultant as of that date. Downline commission is only given to those Consultants that have met their monthly leadership sales requirements and their team sales requirements. Checks will be mailed directly to the Consultant by an independent check writing service. Checks will be issued each month for commissions of \$10.00 or greater. In the event the commission amount is less than \$10.00, no check will be issued nor will the amount be carried over to subsequent commission checks. A Just Jewelry Downline Incentive Report will be e-mailed to you by Just Jewelry no later than the 10<sup>th</sup> of each month, so that you can see how your commission amount was calculated. All active Consultants are eligible to receive commission from an unlimited number of first line recruits. However, should a Consultant surpass their recruiters leadership level on the Just Jewelry Ladder of Dreams, the recruiter would no longer be eligible for commission on their recruit or their recruits downlines, until they once again surpass the leadership level of their recruit. Commissions on additional tiers are available once a Consultant reaches certain Just Jewelry leadership levels (See the Just Jewelry Ladder of Dreams).

Commissions and bonuses are viewed by Just Jewelry as compensation for time and resources invested in a leaders' downlines. Therefore, for Consultants holding the Team Leader title or above, monthly team meetings and team incentives are mandatory. A monthly team meeting schedule must be submitted to Just Jewelry Corporate prior to the start of each quarter. Just Jewelry will maintain this schedule online under Consultant Resources. If a Team Leader or above fails to host monthly team meetings and provide monthly team incentives, Just Jewelry reserves the right to withhold commissions and/or bonuses from that Consultant holding the title of Team Leader or above.

### **D. Ladder of Dreams**

In addition to the benefits of being a jewelry Consultant, Just Jewelry offers you an achievement plan. This achievement plan, known as the Just Jewelry Ladder of Dreams, provides you the opportunity to grow your business to a higher level. You are able to earn commission on up to four tiers and on an unlimited number of recruits within each tier. You can also earn monthly cash bonuses, rewards and recognition as well as a company car bonus! You have the opportunity to build your own team of

consultants and encourage others you know to achieve their dreams as well. This achievement plan will enable you to set goals for yourself, make plans for your future, and make your dreams come true!

The diagram below illustrates the various opportunities available as you ascend up the Just Jewelry Ladder of Dreams:



- ★ **NATIONAL SALES DIRECTOR - Multi-Stones Level**  
★ \$500 Auto Bonus, 4-Tier Commission & \$500/mo Cash
- ★ **AREA SALES COORDINATOR - Diamond Level**  
★ \$350 Auto Bonus, 4-Tier Down-line Commission & \$400/mo Cash
- ★ **REGIONAL SALES COORDINATOR - Ruby Level**  
★ \$350 Auto Bonus, 4-Tier Down-line Commission & \$250/mo Cash
- ★ **DISTRICT COORDINATOR - Topaz Level**  
★ 4-Tier Down-line Commission & \$250/mo Cash
- ★ **SENIOR TEAM LEADER - Peridot Level**  
★ 4-Tier Down-line Commission & \$100/mo Cash
- ★ **TEAM LEADER - Amethyst Level**  
★ 3-Tier Down-line Commission & \$50/mo Cash
- ★ **SENIOR CONSULTANT - Two-tone Level**  
★ 2-Tier Down-line Commission
- ★ **CONSULTANT - Silver Level**  
★ Direct Down-line Commission

You must be an active Just Jewelry Consultant (based on Just Jewelry guidelines) to qualify for this achievement plan. Your recruits must be active Just Jewelry Consultants and be no higher than you on the Just Jewelry Ladder of Dreams to count towards the requirements of each level. In addition to maintaining active status, one must obtain and maintain specific criteria to fulfill the various leadership levels and to gain the benefits associated with each. Awards at each level will only be given one time per Consultant; however commissions and monthly bonuses associated with each level can be obtained an unlimited number of times. Just Jewelry reserves the right to change any awards, cash bonuses, vehicle bonuses and commission percentages at our discretion.

Tier 1 Recruit Minimums and Personal and Team Sales Requirements are evaluated by Just Jewelry on a monthly basis. At the end of each calendar month, Just Jewelry will verify that Tier 1 Recruit Minimums have been maintained for the leadership title achieved by a Consultant. Should the Tier 1 Recruit Minimums fall below those required at their particular level, the Consultant will then move to the level where they did fulfill the Tier 1 Recruit Minimums.

Just Jewelry will also verify that the minimum personal and team sales volumes are met in order for a Consultant to receive the commission check associated with that month's totals. If the minimum monthly personal sales requirements are not met, the Consultant forfeits all downline commission, leadership and car bonuses for that month. No check will be issued. If the minimum team sales requirements have not been met, the Consultant will not be eligible for the downline commission associated with their current

leadership level, nor the leadership bonuses and/or their vehicle bonus check that month. The Consultant will receive a flat 4% commission on their direct downlines for that particular month. The Consultant will not receive any additional tier commission, leadership or car bonuses. A check will be issued only for 4% of their direct downlines jewelry sales for that month.

This type of monthly leadership evaluation allows Consultants a chance to re-establish their requirements without losing their leadership level or its associated benefits for any longer than 1 month, as long as they re-establish the requirements by the end of the following month.

Again, understand the importance of investing in your downlines. By reviewing your monthly Just Jewelry Downline Incentive Report, you are able to identify areas where your recruits may need encouragement or additional training. Also, make sure to carefully monitor your own personal and team sales volumes and the status of your recruits as of January 31<sup>st</sup> each year, to ensure your receipt of monthly commission checks and vehicle bonus checks.

### **1. Re-Alignment**

Once a Consultant has surpassed the level of their upline they are no longer considered a downline for that upline. For example, Consultant A recruits Consultant B and Consultant A is a Team Leader. If Consultant B becomes a Senior Team Leader, Consultant B nor their team are considered in the evaluation of Consultant A since he/she has surpassed that Consultant in leadership levels. If however, Consultant A regains a title equal to or higher to Consultant B on the Just Jewelry Ladder of Dreams, Consultant B and their team will again be considered in the evaluation of Consultant A.

Once you have signed on a new recruit, they will remain your direct downline as long as you are active and purchase a minimum of \$50 in jewelry each quarter. Should you fail to meet the \$50 quarterly minimum, your direct downline(s) will be automatically and permanently realigned directly under your upline.

### **2. Activation/De-Activation**

Should your downline deactivate, they will be realigned under you if they reactivate at a later date. Should you choose to deactivate, your downlines will be realigned and will not be reassigned to you should you reactivate at a later date. In the event you choose to deactivate, your direct downlines will become your uplines direct downlines. Your 2<sup>nd</sup> tier downlines will become your uplines 2<sup>nd</sup> tier downlines, and so on. In the event a Consultant deactivates and upon reactivating, their upline is no longer an active Consultant, it is up to Just Jewelry to place that Consultant where they feel appropriate.

The opportunities with Just Jewelry are limitless. The following chart outlines the various Just Jewelry Leadership Levels, the requirements for each level, and all commission and bonuses associated with each. Whether you aspire to be a Consultant or a National Sales Director, we want you to enjoy achieving your dreams!

JUST JEWELRY LEADERSHIP LEVEL	Tier I Recruit Minimums	Monthly Sales Minimums	Down-line Sales Commission				Bonus
			Tier I	Tier II	Tier III	Tier IV	
National Sales Director (NSD)	50 recruits w/ 1 RSC 1 DC 2 STL 6 TL 10 SC	\$500 Personal \$81,000 Team	10%	2.0%	1.0%	0.5%	\$500/mo+ \$500 Car BONUS*+ Multi-stones in Shoe Pin
Area Sales Coordinator (ASC)	40 recruits w/ 1 DC 1 STL 4 TL 8 SC	\$500 Personal \$44,000 Team	9.0%	2.0%	1.0%		\$400/mo+ \$350 Car BONUS*+ Diamond stone in Shoe Pin
Regional Sales Coordinator (RSC)	30 recruits w/ 1 STL 2 TL 6 SC	\$500 Personal \$24,000 Team	8.0%	2.0%	1.0%		\$250/mo+ \$350 Car BONUS*+ Ruby stone in Shoe Pin
District Coordinator (DC)	20 recruits w/ 1 TL 5 SC	\$500 Personal \$12,250 Team	8.0%	2.0%	1.0%		\$250/mo+ Topaz stone in Shoe Pin
SENIOR TEAM LEADER (STL)	10 recruits w/ 4 SC	\$400 Personal \$6,000 Team	7.0%	2.0%	1.0%		\$100/mo+ Peridot stone in Shoe Pin
TEAM LEADER (TL)	6 recruits w/ 1 SC	\$250 Personal \$1,500 Team	7.0%	2.0%	1.0%		\$50/mo+ Amethyst stone in Shoe Pin
SENIOR CONSULTANT (SC)	3 Recruits	\$250 Personal \$625 Team	5.0%	2.0%			Two-Tone Shoe Pin
CONSULTANT	1-2 Recruits	\$250 Personal	4.0%				Silver Shoe Pin

## X. Corporate Annual Events and Awards

### A. *Just Jewelry Spring Seminar*

The Spring Seminar is the largest Just Jewelry corporate event of the year and is held the last Saturday of February in Springboro, Ohio. Consultants come together from across the nation for this incredible one day event. Various motivational speakers, professionals in their field and the founders share their insight and inspiration. Attendees have the opportunity to preview the new Just Jewelry Spring Line as well as join their fellow Consultants as they receive awards and recognition. All Just Jewelry Consultants are encouraged to take part in this business building opportunity as it is

critical to the success of your Just Jewelry business. The following annual awards are presented:

### **1. Rising Star**

This annual award is given to the new Consultant who demonstrates that he/she is indeed a rising star! One point is given for each \$500 in jewelry sales during the 1<sup>st</sup> 90 days a Consultant is active. One point is also given for each recruit a Consultant acquires and retains during his/her 1<sup>st</sup> 90 days as an active Consultant. In order to qualify in a given year, the Consultant must have completed his/her 1<sup>st</sup> 90 days by December 31<sup>st</sup> of that year. Points will be tallied and the Consultant with the most points will be awarded the Rising Star!

### **2. Top Sales**

This annual award is given to the Consultant with the highest personal jewelry sales volume during a given year. These purchases must have been made directly from Just Jewelry between Jan. 1 and Dec. 31 of the given year.

### **3. Top Recruiter**

This annual award is given to the Consultant with the highest number of first line recruits during a given year. Only first line recruits will qualify and they must have signed on and must have placed their initial order between Jan. 1 and Dec. 31 of the given year. Any tie will be broken by the Consultant whose new first line recruits from that year have signed on the most active recruits in that given year.

## ***B. Additional Events and Incentives***

Just Jewelry offers additional corporate event opportunities throughout the year. Watch the Flair and the online calendar for upcoming events. Just Jewelry also offers periodic gifts and prizes for meeting sales and recruiting quotas or other goals as indicated at the time of the incentive. Incentives are based on jewelry sales only and exclude tax, credits, supplies, specials and hostess incentive items.

In the event your photograph is taken by Just Jewelry, a Just Jewelry representative or by anyone at a Just Jewelry event, we may use you or your likeness or your testimony in print, online or electronically.

## **XI. Founders Clubs**

The Just Jewelry Founders Clubs are 3 exclusive clubs honoring those who saw the incredible opportunity of getting in on the ground floor of the incredible Just Jewelry business.

### ***A. Just Jewelry First Founders Club***

This club consists of the first 25 Consultants who joined Just Jewelry. These Consultants' names are listed on the Just Jewelry First Founders Club plaque located at the Just Jewelry Corporate Showroom.

### ***B. Just Jewelry \$1000 Founders Club***

This club consists of the first 2 Consultants who reach the District Coordinator level on the Just Jewelry Ladder of Dreams. Dona Smith and Gretchen Bornhorst were each awarded \$1,000 CASH as the first 2 Consultants ever to obtain the District Coordinator title.

### **C. *Just Jewelry Silver Founders Club***

This club consists of the first 3 Consultants who reach the National Sales Director level on the Just Jewelry Ladder of Dreams. These Consultants will have a specially designed metallic silver Just Jewelry logo to affix to their vehicle indicating their membership in this very special club.

## **XII. Personal Taxes**

The best way to ensure that you have the information needed at the end of the year to prepare for filing your federal income tax return is to keep all of your receipts and expenses throughout the year, including such items as mileage, business supplies, free giveaway items, etc. We suggest that you track and total these monthly in order to make year end procedures easier. Just Jewelry does not currently have the ability to provide individual year end tax or sales summary reports. Just Jewelry's payroll service will provide a 1099 for downline commission and bonuses earned. You will also need to count your inventory on or about December 31 each year (before selling any product in the new year). This inventory figure is used on your Schedule C to show the value of your inventory on hand and offset the cost of the product purchased. At the end of the year, give all of this information to your accountant or you can contact the "Tax Professional Center" at 1-800-829-1040 to request the Sole Proprietorship-Small Business Tax Kit for free. This kit includes copies of, and instructions for, all of the federal tax forms you need to fill out at the end of the year. If your state has income tax, you will also need to file state tax forms at the end of the year.

As part of the Just Jewelry team, you are an independent consultant that is entitled to claim operating expenses to offset the cost of selling jewelry. Below are some suggestions of expenses you might claim when considering your year end taxes. Keeping good records of these expenses is important and can greatly increase the overall profitability of your Just Jewelry sales efforts.

Valid Expenses	Examples	What do I need
Vehicle Mileage	Vehicle Mileage to and from: <ul style="list-style-type: none"> <li>• Jewelry shows &amp; parties</li> <li>• Just Jewelry sponsored events</li> <li>• Meetings with up-lines and other consultants</li> <li>• Trips to the post office or store for Just Jewelry related activities</li> </ul>	See the IRS website link below for automobile expense substantiation requirements See: <a href="http://www.irs.gov">http://www.irs.gov</a> for more details
Display Supplies	<ul style="list-style-type: none"> <li>• Jewelry tubs/carrying cases</li> <li>• Fabric for displays</li> <li>• Neck displays, watch bars, etc.</li> <li>• Just Jewelry banners, yard signs</li> <li>• Display tables</li> </ul>	Keep store receipts for any of these items that you purchase. Keep a folder or envelope for all Just Jewelry related receipts.
Fees	<ul style="list-style-type: none"> <li>• Show entrance fees</li> <li>• Booth rental fees</li> <li>• Highway tolls</li> <li>• Just Jewelry event registration fees</li> </ul>	Keep a paper copy of receipts for any fees you have to pay. Ticket stubs with the entry price will suffice for receipts. Keep a folder or envelope for all Just Jewelry related fees.
Marketing Materials	<ul style="list-style-type: none"> <li>• Flyers, Photocopies &amp; Brochures</li> <li>• Just Jewelry Clothing such as shirts, hats, bags (not resold to the public)</li> <li>• Window/Car decals &amp; other logo items</li> <li>• Business cards</li> </ul>	Keep a paper copy of receipts for any marketing materials you buy. Just Jewelry sales receipts should be kept to provide record of marketing materials purchased from Just Jewelry.
Meals and Lodging	<ul style="list-style-type: none"> <li>• Hotel expenses</li> <li>• Restaurant meals</li> <li>• Open-house snacks</li> <li>• Food for team meetings</li> </ul>	Keep receipts for overnight stays or restaurant meals when attending out of town Just Jewelry related functions. Save receipts for open house or team meeting snacks that you provide.
Home office deduction	<ul style="list-style-type: none"> <li>• Finished office space in the home dedicated toward Just Jewelry usage</li> </ul>	Please see a tax advisor for qualifications. Eligibility depends on your personal situation.

Just Jewelry, LLC, is not providing specific income tax advice. Please consult a qualified income tax professional to determine what is appropriate for you.

### **XIII. Insurance**

As an independent Just Jewelry Consultant, you should talk to your insurance agent about insurance options for small and/or home-based businesses. You may also want to adjust your car insurance coverage if you previously used your car only for family use.

# Appendix I – Consultant Price List

<b>Inventory Items</b>	<b>Consultant Price</b>	<b>Retail Price</b>
Necklace	\$11.00	\$22.00
Earrings	\$6.00	\$12.00
Bracelet	\$7.50	\$15.00
Watch (Lady's)	\$13.00	\$26.00
Watch (Men's)	\$14.00	\$28.00
Scarf	\$7.50	\$15.00
Fashion Stretch Ring	\$7.50	\$15.00
Sterling Silver Ring (Lady's)	\$19.00	\$38.00
Sterling Silver Ring (Men's)	\$19.00	\$38.00
Sterling Silver Toe Ring	\$6.00	\$12.00
Sterling Silver Ankle Bracelet	\$13.00	\$26.00
Sunglasses	\$7.50	\$15.00
Individual Chain/Choker	\$6.00	\$12.00
Key Chain	\$6.00	\$12.00
Stainless Steel Bracelet	\$16.00	\$32.00

# Appendix II – Consultant Forms

Useful Just Jewelry forms are attached in this section. Visit the Consultant Resources section of our website for these as well as other valuable resources.

- Steps to Signing on a New Just Jewelry Consultant
- Steps to Signing on a Canadian Consultant
- Just Jewelry Upline New Recruit Checklist
- Just Jewelry Open House Checklist
- Just Jewelry Guest List Memory Joggers
- Just Jewelry Hostess Open House Information Sheet
- Just Jewelry Hostess Incentive Plan
- Just Jewelry Catalog Party Hostess Information Sheet
- Just Jewelry Hostess Order Form
- Just Jewelry Customer Care & Product Replacement Form
- Just Jewelry Consultant Product Replacement Form
- Just Jewelry Home Show & Event Summary Form
- Just Jewelry Monthly Income and Expenses Form

## Steps to Signing on a New Just Jewelry Recruit

1. Review the Contract and Manual thoroughly with your prospective recruit and clarify any questions they may have before signing them on. Make sure your new recruit has your phone number(s) and e-mail and let them know when it is best to reach you. Explain to your new recruit that you will be their first line of communication. If you are unable to help them, they will be referred to your upline for additional help. Give them your uplines name and e-mail address.
2. Fax a copy to 937-748-8081 and then mail the original signed contract to:  
Just Jewelry  
Attn. Jenny Gary  
38 N. Pioneer Blvd.  
Springboro, OH 45066  
Just Jewelry will sign and return the bottom copy to the new Consultant with their initial order.
3. E-mail our New Consultant Specialist Jenny at [jgary@itsjustjewelry.com](mailto:jgary@itsjustjewelry.com) or call her at 937-748-4001 and leave the personal information for the new recruit including name, address, telephone number, e-mail address, county and tax rate.
4. Upon receiving the information, Just Jewelry will set up an online account for your new recruit so they can gain access to the Consultant Resources section of our website and place their initial order.
5. Remind your new recruit to choose one of the 3 business supply kits outlined in the Just Jewelry Manual along with their jewelry selections totaling \$250 or more.
6. After the initial order is placed and the signed contract is received by Just Jewelry, your recruits order will be processed and shipped. Please remind your new recruit of the shipping schedule as outlined in the Just Jewelry Manual.
7. Once their order is received remind them to remove the items from the plastic packaging for displaying.
8. Discuss with your recruit ways to transport and care for her jewelry.
9. Remember that exceptional training and leadership is key to the success of each Consultant. Continue to provide education, motivation and support for your new recruit. Make sure they mark their calendars for your upcoming Team Meetings and Just Jewelry Seminars.

## Steps to Signing on a Just Jewelry Recruit in Canada

1. Review the Contract and Manual thoroughly with your prospective recruit and clarify any questions they may have. Make sure your new recruit has your phone number(s) and e-mail and let them know when it is best to reach you.
2. Fax a copy of the contract to 937-748-8081, E-mail our New Consultant Specialist Jenny at [jgary@itsjustjewelry.com](mailto:jgary@itsjustjewelry.com) or her at 937-748-4001 and leave the personal information for the new recruit including name, address, telephone number, and e-mail address. Upon receiving the information, Just Jewelry will set up an online account for your new recruit so they can gain access to the Consultant Resources section of our website and place their initial order.

3. Have the recruit mail both original copies of the signed contract to:

Just Jewelry  
38 N. Pioneer Blvd.  
Springboro, OH 45066

(Just Jewelry will sign and return the bottom copy to the new Consultant with their initial order.)

4. Have your new recruit set up an account with UPS by following these simple steps:

- Consultant calls UPS Canada at 1-800-742-5877
- Select Option 3 or UPS Brokerage in Canada
- Request to set-up a free “**brokerage – import**” account
  - Takes ~ 5 business days to complete
  - UPS sales representative will contact the Consultant within 24-48 hours after initial request to complete the account set-up process.
- Once the brokerage account is set-up, UPS will deliver imported shipments and invoice duties/taxes to consultant’s brokerage account after delivery.

There are several advantages to setting up this account with UPS prior to their first shipment being sent by Just Jewelry. This brokerage account will eliminate COD collection at time of delivery. Instead, the duty/tax fees(5%-6% of the wholesale value) will be invoiced to the consultants brokerage account and then billed to the Consultant after the shipment is delivered. If the Consultant chooses to set-up EFT/Automatic payment, the Consultant will also eliminate the \$5.85 UPS disbursement fee. If no account is set up with UPS prior to delivery, the Consultant will be required to pay taxes directly to the UPS driver upon delivery of order.

5. Remind your new recruit to choose one of the 3 business supply kits along with their jewelry selections totaling \$250 or more.
6. Just Jewelry will NOT charge Canadian Consultants tax on their orders. Just Jewelry will charge Canadian Consultants for the merchandise and shipping charges only. Taxes are accessed and paid to Canada by UPS either through the UPS brokerage account or at the time of delivery by the driver, if Consultant

does not set up a UPS brokerage account prior to delivery. Consultants in Canada should contact the Canada Revenue Agency for questions regarding reporting of income from sales as an Independent Consultant for Just Jewelry.

7. After the initial order is placed and the signed contract is received by Just Jewelry, your recruits order will be processed and shipped. Please remind your new recruit of the shipping schedule as outlined in the Just Jewelry Manual.

## **Shipping Charges**

**Packages will be sent Expedited (2-3 day delivery)**

<b>Wholesale Order Total</b>	<b>Shipping Charge</b>
<b>\$0-\$500</b>	<b>\$35</b>
<b>\$500-\$1,000</b>	<b>\$45</b>
<b>Over \$1,000</b>	<b>\$55</b>

### **UPS Canada Support Contacts**

#### **UPS Canada – General Customer Support**

(Set-up UPS account, General service inquiries)

**800-742-5877**

#### **UPS Brokerage Dept. – Canada**

(Brokerage invoices, Duty/Tax inquiries)

**506-447-3726**

### **Canada Revenue Agency**

**1-800-959-8287**

## Just Jewelry Upline New Recruit Check List

Once a new recruit has decided to join Just Jewelry .....

- \_\_\_\_\_ 1. Make sure that all the “Steps to Signing on a New Recruit” have been completed by you as outlined on the Just Jewelry Website.
- \_\_\_\_\_ 2. Send your new recruit a card and a 5 Minute Weekly Call Reminder magnet. Present your new recruit with a silver Just Jewelry shoe pin.
- \_\_\_\_\_ 3. Aid your Recruit in making sure that they have already begun booking events on their calendar even before their first order arrives.
- \_\_\_\_\_ 4. By now you should have already reviewed the Manual with your Recruit. Make sure you have answered any questions they may have.
- \_\_\_\_\_ 5. Notify your upline with your new recruit’s information.
- \_\_\_\_\_ 6. Discuss the Just Jewelry Jump-Start Program and find out what their goals are for their business.
- \_\_\_\_\_ 7. Direct them to the resources section of the website and review with them the materials found there. Be sure to point out the Building Your Inventory program.
- \_\_\_\_\_ 8. Share any incentive you will be offering to them as they begin their business as well as any incentives you are currently offering your team.
- \_\_\_\_\_ 9. Share any special promotions or incentives that the Just Jewelry Corporate office may be offering.
- \_\_\_\_\_ 10. Remind them to be watching the website for the latest edition of our quarterly Just Jewelry Flair newsletter.
- \_\_\_\_\_ 11. Explain how to transport and care for their product.
- \_\_\_\_\_ 12. Inform your Downline of how to request their free Just Jewelry e-mail address. Make sure your Downline knows how to view and make any changes to their online profile should their information need updated in the future.
- \_\_\_\_\_ 13. Discuss the importance of setting up their own business checking account and business credit card. Have them visit [www.Propay.com](http://www.Propay.com) to register to begin accepting credit cards from customers.
- \_\_\_\_\_ 14. Remind them to order their business cards, stamps and/or labels for their receipts and other business materials.
- \_\_\_\_\_ 15. Assist them with the Just Jewelry Website and help them place their first order. Encourage them to choose a nice variety of

styles for their customers. Remind them to also select one of the 3 business kits available.

\_\_\_\_\_ 16. Show them merchandising techniques. Matching sets displayed together as well as the need for display necks, bracelet bars and display trays. Encourage them to be creative.

\_\_\_\_\_ 17. Make sure your recruit understands the importance as well as the benefits of recruiting. Have a plan to get your recruits referrals if she is not interested in becoming an Upline at this time.

\_\_\_\_\_ 18. Explain the Just Jewelry Customer Replacement Policy. Inform her she will need to include the policy slips with every receipt for all customer purchases.

\_\_\_\_\_ 19. Let your new recruit know the dates of your team meetings. Inform them of the dates of the annual Spring Seminar and Fall Retreat and explain the importance of making these a priority!

\_\_\_\_\_ 20. Find out when the best time to contact your Downline is and let her know you will be contacting her on a regular basis to assist her.

\_\_\_\_\_ 21. Make sure your new recruit knows how to contact you and that you are her first line of communication.

\_\_\_\_\_ 22. Do a mock sales presentation and talk through various scenarios that may present themselves.

\_\_\_\_\_ 23. Attend her first Event/Open House or invite her to attend one of yours.

\_\_\_\_\_ 24. Encourage her and let her know how well you believe she can do with a career with Just Jewelry!

\_\_\_\_\_ 25. Be a positive leader and role model to your new recruit by always being professional and using integrity in all that you do and say. Have fun.....and let your enthusiasm for Just Jewelry shine!

## Just Jewelry Open House Checklist

- \_\_\_ 1. Jewelry neatly arranged in carrying case
- \_\_\_ 2. Jewelry displays – Necklace displays, bracelet/watch bars, earring tray, bracelet tray, toe ring and ring displays
- \_\_\_ 3. Framed or tent card pricing signs
- \_\_\_ 4. Booking incentive item for display with tent card
- \_\_\_ 5. 1•2•3 Flyers and recruiting signage
- \_\_\_ 6. Mailing list sign in sheet
- \_\_\_ 7. Two or more table top mirrors
- \_\_\_ 8. Two or more black tablecloths, color cloth, seasonal display accents
- \_\_\_ 9. Additional lighting or tables if necessary
- \_\_\_ 10. JJ event yard sign
- \_\_\_ 11. Money bag with 20 one dollar bills, 4 five dollar bills and change
- \_\_\_ 12. Pens, calculator, name badge, business cards, receipt book, customer jewelry care and return policy slips, catalogs & gift certificates
- \_\_\_ 13. Polishing cloths, jewelry cleaner, necklace extenders and any other misc customer supply items
- \_\_\_ 14. Just Jewelry bags and tissue paper
- \_\_\_ 15. Calendar
- \_\_\_ 16. 3 gift bags for Open House bookings containing:
  - a. Hostess incentive sheet
  - b. 15 flyer invites and 15 postcards invites
  - c. 1•2•3 Flyer
  - d. Catalog with order form
  - e. Business card
  - f. Free hostess incentive gift
- \_\_\_ 17. Extra copies of the hostess incentive sheet with your name and contact info
- \_\_\_ 18. Three Just Jewelry Folders for recruiting containing:
  - a. Your business card
  - b. Catalog
  - c. 1•2•3 Flyer
  - d. Hostess Incentive Sheet
  - e. Just Jewelry Contract with your name/phone # listed as upline
  - f. Manual
  - g. Recent copy of Flair
  - h. Newspaper Release and Advertisement (available online)

# Just Jewelry Guest List Memory Joggers

Parents	Club Members	Pen Pal
Grandparents	Coach	Personal Trainer
Sisters - Brothers	Country Club Members	Pet Groomer
Aunts – Uncles	Co-workers	Physician
Nieces – Nephews	Daycare Moms	Piano Teacher
Daughter	Daycare Teachers	Pool Members
Mother/Daughter 'Duo'	Dentist	Postal Carrier
Coach	Dietician	Prof. Women's Assoc.
Cousins	Dog Walker	PTA Members
Bridesmaids	Exercise Class	Real Estate Agent
In-laws	Financial Planner	Recruiter
Accountant	Flight Attendant	Sales Reps (Avon, Mary Kay, Pampered Chef, etc)
Aerobics Instructor	Florist	Salon
Antique Dealer	God Daughter	School Moms
Appraiser	Golf Course	School Staff
Architect	Grocery Store Clerk	School Teachers
Assistant	Gym	Sorority Friends
Attorney	Hairstylist	Sports Teammates
Auctioneer	Holiday Card List	Spouse's Friends
Auditor	Hospital	Spouse's Work
Babysitter	Hotel	Store Owners & Employees where you do Business
Banker	Housekeeper	Students
Baker	Interior Decorator	Sun. School Teacher
Barber	Insurance Agent	Tanning Salon
Beautician	Kennel	Team Parents
Bible Study	Kid's Friend's Parents	Tennis Team
Book Club	Kid's Sports Parents	Veterinarian
Bookkeeper	Librarian	Volunteer Group
Boss	Military Friends	Women's Club
Bunko Partners	Mom's Group	Work Associates
Bus Driver	Nail Technician	
Butcher	Neighbors	
Caterer	Nurses	
Charities	Nutritionist	
Chiropractor	Orthodontist	
Chamber of Commerce	Past Classmates	
Chat Buddies	Pharmacist	
Church Directory	Photographer	
	Physical Therapist	

\*\*Always encourage guests to 'bring a friend' too.



## HOSTESS OPEN HOUSE INFORMATION SHEET



OPEN HOUSE DATE & TIME: \_\_\_\_\_

CONSULTANT NAME \_\_\_\_\_

E-MAIL/PHONE NUMBER: \_\_\_\_\_

**Thank you for agreeing to host a Just Jewelry Open House. Please don't hesitate to call me if you need anything. As you prepare for your Open House, here are a few things to keep in mind:**

\*Over invite! One in four invited guests typically attends the open house! Invite friends, neighbors, relatives, co-workers, spouse's co-workers, hair stylist, manicurist, babysitter, church or other organization members, moms from children's school, teachers or any other woman you can think of!

\*Send postcard invitations at least 10-14 days ahead of time. Post flyers at work and keep flyers in your purse to distribute.

\*Be sure to tell your friends how exceptional the prices are and how nice it is to get to take their purchases home the day of the party.

\*Make reminder calls, especially from those people who you have not heard from. Remind them that it is an open house format and they can come anytime during the allotted time. There is no "presentation" to sit through so they can come and go without feeling like they are interrupting. Encourage them to bring friends!

\* Be sure to wear your favorite piece of Just Jewelry! Wear a solid color shirt to your party to enhance the beauty of the jewelry and to demonstrate to your guests the incredible change it makes to a basic wardrobe. You will be the most important model at the open house!

\*Stay near the jewelry table(s) at your open house and encourage your guests to try the jewelry on!

\*Keep the refreshments light! Show your friends how easy it is to host a Just Jewelry Open House!

\*Encourage your guests to host an Open House.

\*Provide Just Jewelry catalogs to those guests who are unable to attend your party. By collecting outside orders, you are able to earn even more FREE jewelry!

**Remember, by meeting 2 out of the 3 goals (10+ in attendance, 2+ bookings, or \$100 in outside sales) you will earn another FREE gift!**



## Just Jewelry Hostess Incentive Plan

GUEST SALES	10% FREE JEWELRY	½ PRICE ITEMS
\$1000+	\$100+	5
\$800 to \$999	\$80 to \$99	4
\$600 to \$799	\$70 to \$79	3
\$500 to \$599	\$50 to \$59	2
\$300 to \$499	\$30 to \$49	2
\$200 to \$299	\$20 to \$29	1
\$100 to \$199	\$10 to \$19	1

### EARN AN ADDITIONAL FREE GIFT

- ✓ Have 10+ in attendance at the event
- ✓ Get 2+ bookings
- ✓ Gain \$100+ in outside sales prior to your event

**Reach 2 of the above 3 goals and receive a FREE Just Jewelry Hostess Exclusive Gift!**

**Earn an additional gift for hosting an event with sales of \$1000+**

## Just Jewelry Catalog Party Hostess Information Sheet

Thank you for agreeing to host your own Just Jewelry Catalog Party! Catalog parties are a great way for you to earn FREE jewelry and gifts and introduce your friends and family to fun, fashionable jewelry. Your party will begin TODAY and end on \_\_\_\_\_, so don't waste any time getting the word out about your Just Jewelry Catalog Event!

Be sure to distribute your Just Jewelry catalogs and order forms to your friends and family. Don't forget about people in your neighborhood, church, and work place. Have your husband take a catalog to his office to pass around as well. You can also mail catalogs to those who live out of town. You want to collect as many orders as possible so that you can earn as much free jewelry as possible! Please do not hesitate to contact me if you need more order forms or catalogs.

Make sure all order forms are filled out correctly and that the appropriate sales tax for your area is added to the total. Collect cash or checks made out to **you** for the total. At the close of your catalog event, you will give me one check for the party total and I will place the order for your guests. You should receive everyone's order within 10-15 days to distribute.

Here's what you can earn:

GUEST SALES	10% FREE JEWELRY	½ PRICE ITEMS
\$1000+	\$100+	5
\$800 to \$999	\$80 to \$99	4
\$600 to \$799	\$60 to \$79	3
\$300 to \$599	\$30 to \$59	2
\$200 to \$299	\$20 to \$29	1
\$100 to \$199	\$10 to \$19	1

\*As a special incentive for Catalog-Only Hostesses, you can also earn a free key chain if one of your friends host their own Just Jewelry event or catalog show. Just Jewelry makes a fun and rewarding career! If you or someone you know would like to wear beautiful jewelry everyday while making 50% profit, please have them contact me. If they sign on as a Just Jewelry Consultant, I'll give YOU a FREE pair of Just Jewelry sunglasses!

Please contact me if you have any questions. I can't wait to see how much FREE jewelry you earn!

# Just Jewelry Hostess Order Form

Consultant: \_\_\_\_\_ Tel: \_\_\_\_\_

Hostess: \_\_\_\_\_ Date: \_\_\_\_\_

Address: \_\_\_\_\_

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

Total Show Sales: \_\_\_\_\_ x 10% = \_\_\_\_\_ (d) Hostess Credit

Earned Hostess Bonus  yes  no    \$1000 show  yes  no

	Page #	Item #	Description / (Ring Size)	Price
Hostess Order				
<b>Total (a)</b>				

	Earned	Page #	Item #	Description / (Ring size)	Reg Price
Half Price Items	<input type="checkbox"/>	1			
	<input type="checkbox"/>	2			
	<input type="checkbox"/>	3			
	<input type="checkbox"/>	4			
	<input type="checkbox"/>	5			
<b>Reg Price Total (b)</b>					



Total (a) + Total (b) \_\_\_\_\_ (c)

Tax \_\_\_\_\_% x (c) + \_\_\_\_\_

Hostess Credit (d) - \_\_\_\_\_

1/2 of (b) Total - \_\_\_\_\_

Total Hostess Pays \$ \_\_\_\_\_

# Just Jewelry Customer Jewelry Care & Product Replacement Form

## Care of Your Jewelry

Just Jewelry items are made from base metals with a silver or gold overlay and should not be submerged in water. Do not apply chemicals such as perfume or hairspray when wearing your jewelry. Your jewelry items should only be cleaned with a polishing cloth and/or cleaner available from Just Jewelry.

## Just Jewelry 90 Day Guarantee

In order to maintain our exceptionally low prices, Just Jewelry does not give cash refunds. In the event that your Just Jewelry purchase should have a manufacturer's defect, your purchase can be returned to the Just Jewelry Corporate Office for repair or replacement up to 90 days from purchase. Just Jewelry will cover all handling fees as well as the expense of shipping the repaired item back to the customer on all items returned to Just Jewelry within **30 days** of purchase. For items returned past 30 days, but before **90 days**, please include a \$5.00 check payable to JUST JEWELRY to cover the shipping and handling fees. To receive your replacement item, simply complete the form provided below and return it along with your dated sales receipt and defective item to:

Just Jewelry  
Customer Replacement Dept.  
36 N. Pioneer Blvd.  
Springboro, Oh 45066

In the event that your jewelry item can not be repaired or replaced, please indicate the item number of two similar items from our current inventory at [www.itsjustjewelry.com](http://www.itsjustjewelry.com) that we may exchange in its place.

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

Address: \_\_\_\_\_

Telephone number: \_\_\_\_\_

Date of purchase: \_\_\_\_\_

If the enclosed item is no longer available, please substitute with: \_\_\_\_\_

1<sup>st</sup> Choice: \_\_\_\_\_ 2<sup>nd</sup> Choice: \_\_\_\_\_

Name of your Just Jewelry Consultant: \_\_\_\_\_

A dated Just Jewelry Sales Receipt must accompany all returns. Just Jewelry covers items having a manufacturer's defect and not damage caused by normal wear and tear or misuse of the product. Watch batteries are available for purchase from your Consultant.

# JUST JEWELRY CONSULTANT PRODUCT REPLACEMENT FORM



Name: \_\_\_\_\_ Date (Today): \_\_\_\_\_

## BEFORE RETURNING PRODUCT, PLEASE CAREFULLY READ THE INSTRUCTIONS

**Instructions:** All returns must be received by Just Jewelry within 30 days of the original invoice date and must be accompanied by this completed form. Items will be repaired or replaced with the same item whenever possible. Please indicate in the space provided the item number of a suitable replacement in the event the item you are returning is not repairable or is no longer available. Please allow two weeks for your replacement to be processed. Based on your selection below, the repaired or replaced item(s) will automatically be added to your next order or shipped directly to you after processing is complete.

Add replacement to my next order and credit me \$3.00  Please ship replacement directly to me

## LIST PRODUCT(S) BEING REPLACED

Sales Invoice Date	Invoice Number	Item Number	Explain Manufacturer Defect	Suitable Replacement* Item Number

### Send Returns To:

Just Jewelry  
 Consultant Replacement Department  
 36 N Pioneer Blvd.  
 Springboro, OH 45066

This form is available at [www.ItsJustJewelry.com](http://www.ItsJustJewelry.com) under Consultant Resources.

\*Suitable replacement items must be of the same class and price range (e.g. bracelet for bracelet) and will only be substituted if defective item is no longer available.

### Just Jewelry Office Use Only

( ) Repaired ( ) Replaced ( ) Exchanged

Processed By \_\_\_\_\_ Date Processed \_\_\_\_\_ Date Shipped \_\_\_\_\_

Updated  
02/09/2009



# JUST JEWELRY HOME SHOW & EVENT SUMMARY

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## SHOW SUMMARY

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Date: \_\_\_\_\_ Hostess / Event Name \_\_\_\_\_  
Address \_\_\_\_\_ Phone \_\_\_\_\_ Email \_\_\_\_\_  
\_\_\_\_\_

## SHOW INCOME & EXPENSES

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Sales Receipt Items	Amount	Special Instructions
1. Product Sales	\$ _____	Total of all sales before taxes and discounts
2. Sales Tax Collected	\$ _____	
3. Hostess & Other Discounts	\$ _____	
<b>Expenses</b>		
4. Event Fees	\$ _____	Any event entry fees, booth rental, etc
5. Refreshments / Food	\$ _____	List a category & keep receipts Amt to Save    Amt to Reinvest  _____% x Line 7    ____% x Line 7
6. Other _____	\$ _____	
7. Total (Add lines 1+2, Sub 3 through 6):	\$ _____	\$ _____    \$ _____
8. Mileage	_____ miles	Round trip # of miles to/from the event

## BUSINESS GROWTH

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Future Events Booked	Name	Phone # / Contact Info
Event Date: _____	_____	_____
Event Date: _____	_____	_____
Event Date: _____	_____	_____
Event Date: _____	_____	_____

Potential Recruits	Name	Phone # / Contact Info
Recruit 1:	_____	_____
Recruit 2:	_____	_____
Recruit 3:	_____	_____



## Monthly Income & Expense 1st Half

Description	JAN	FEB	MAR	APR	MAY	JUN
<b>Income</b>						
Product Sales <small>(event summary line 1)</small>						
Sales Tax Collected <small>(event summary line 2)</small>						
Commissions, Bonuses & Incentives						
Miscellaneous Income						

### **Expenses**

#### **Product & Event**

Hostess & Other Discounts <small>(event summary line 3)</small>						
Event Fees <small>(event summary line 4)</small>						
Refreshments / Food <small>(event summary line 5)</small>						
Refunds						
Damages						
Personal Use / Gifts						
Non recoverable Sales Tax						
Donations						

#### **Office**

Postage / Shipping Fees						
Utilities (Telephone / Internet)						
Office & Sales Supplies						
Advertising						
Business Enhancers						
Copying / Printing Expenses						
Insurance						

#### **Banking**

Bank Service Charges						
Credit Card Fees & Charges						
Credit Card Processing Fees						

#### **Events / Entertainment**

Travel Expenses (Air, Hotel, Transportation)						
Meals / Entertainment						
Seminar Fees						

#### **Miscellaneous**

Mileage (#Miles x 0.405 = \$Amt) Note: 2005 Rates						
Other						
Other						
Other						



## Monthly Income & Expense 2nd Half

Description	JUL	AUG	SEP	OCT	NOV	DEC
<b>Income</b>						
Product Sales <small>(event summary line 1)</small>						
Sales Tax Collected <small>(event summary line 2)</small>						
Commissions, Bonuses & Incentives						
Miscellaneous Income						
<b>Expenses</b>						
<b>Product &amp; Event</b>						
Hostess & Other Discounts <small>(event summary line 3)</small>						
Event Fees <small>(event summary line 4)</small>						
Refreshments / Food <small>(event summary line 5)</small>						
Refunds						
Damages						
Personal Use / Gifts						
Non recoverable Sales Tax						
Donations						
<b>Office</b>						
Postage / Shipping Fees						
Utilities (Telephone / Internet)						
Office & Sales Supplies						
Advertising						
Business Enhancers						
Copying / Printing Expenses						
Insurance						
<b>Banking</b>						
Bank Service Charges						
Credit Card Fees & Charges						
Credit Card Processing Fees						
<b>Events / Entertainment</b>						
Travel Expenses (Air, Hotel, Transportation)						
Meals / Entertainment						
Seminar Fees						
<b>Miscellaneous</b>						
Mileage <small>(#Miles x 0.405 = \$Amt) Note: 2005 Rates</small>						
Other						
Other						
Other						

