



## SAMPLE SCRIPT

### HEARTS ON FIRE

We've established that the Cut is by far the most important factor that impacts the beauty of a diamond, and you've all agreed with me that sparkle and brilliance is what you value most. So I know you'll agree that the diamond I am about to introduce to you just makes sense.

Open your seminar packet and take this flyer out. Let's talk about a name that I'm sure you've all heard plenty about: Hearts On Fire.

Hearts On Fire is quite literally the world's most perfectly cut diamond. It's easy to assume that this is just an advertising tagline, but in the case of Hearts on Fire, it's the absolute truth. It is the world's most perfectly cut diamond. And it's the only global diamond brand sold in the Caribbean.

Let me tell you a few facts about Hearts On Fire and what makes them so incredibly rare and special.

- 1) They are incredibly rare. Less than one percent of the world's rough diamonds—or one in a million diamonds—meet the quality standards to be cut into a Hearts On Fire diamond. Only 400 expert diamond cutters around the world have the skills necessary to cut a Hearts On Fire diamond.
- 2) On top of that, only Hearts On Fire is able to cut diamonds this perfectly. The industry standard is 10x magnification for diamond cutting and evaluation, but Hearts On Fire takes perfection so seriously, they created proprietary technology that allows them to cut and evaluate the diamonds under 100x magnification.

So to summarize, Hearts On Fire uses only the top one percent of rough diamonds, the top one percent of skilled diamond cutters, and Hearts On Fire cutting-edge technology allows them to work with more precision than any other diamond manufacturers are capable of.

What does it all mean?

It means that a Hearts On Fire diamond is by far the world's most perfectly cut diamond.

It means that Hearts On Fire diamonds can appear two full color grades higher because of the cut's perfection.

It means that Hearts on Fire diamonds can appear 15 percent larger than they actually are.

And best of all, it means that Hearts On Fire diamonds simply get noticed more. This is a diamond that people will comment on from 10 table-lengths away.

I love TALKING about Hearts On Fire, but seeing the diamonds tells the story better than anything I can say. When you look at a Hearts on Fire Diamond through a Proportion scope, you'll see the phenomenon of a perfectly formed fire burst from the top of the diamond and ring of eight perfectly formed hearts when you view the bottom of the diamond, all verifying the perfection of the cut.

Take out your pencils and circle Hearts On Fire on your Port Shopping Map. Be sure to see me after the seminar for a VIP Card and make a point to see Hearts On Fire for yourself at Levine Jewelers in St. Maarten.