

## 101 Booking Ideas!

1. **15 minutes "On the GO"** – Schedule Time Wise demo on hands & sell sets – also satin hands, nail care & fragrances!
2. **Referral Cards** - Drawing at class using referral cards (4 guests x 5 names = 20 leads)
3. **Bank Tellers** - Image Clinic with staff.
4. **Welcome Newcomers** - In your community use local directory.
5. **Church Directory** - Welcome New Members.
6. **Sororities** - Contact college sororities, book classes.
7. **Book Clubs - Garden Clubs** - Offer Pampering Sessions.
8. **Brides** - Bridal shows, bridal shops, contact listings in newspapers.
9. **Graduates** - High school, college, alumni.
10. **Warm Chatter** - During all errands, shopping, dry cleaners, grocery stores etc.
11. **Lip Punch on Cards** - Place demo lip color on your business cards & give out 5 per day.
12. **Portfolio** - Build a before & after portfolio, nurses, moms, etc.
13. **Lips & Tips Class** - Book color class on lips.
14. **Glamour Shows** - Introduce new spring & fall preview looks.
15. **Scavenger Hunt** - With a monthly theme.
16. **School Lists of Parents** - Call all of them & offer 10% with make over.
17. **Opinion of Product** -Ask to get opinion of products using skin care survey forms or profiles.
18. **Office Employees** - Professional Image Seminars for Staff & Office help..
19. **Restaurants** - Basket drawing acknowledging all working women - Breast cancer awareness, purchase lunch certificate/have drawing.
20. **Health Clubs** - Promote sunscreens, vitamins, breast cancer awareness, set up a table, give out literature & have a drawing.
21. **Weight Loss Clinics** - New You Make Overs, pampering sessions.
22. **Card in Apartment Buildings** -Facial box or card on bulletin boards.
23. **Retirement Communities** - Flyers, offer service, set up program.
24. **Mother/Daughter** - Spend quality time doing make overs with before & after photos.
25. **Kid=s Teachers** – National Teacher=s Week, Holidays etc.
26. **Holiday Glamour** - use special holiday Alooks@.
27. **Nail Care Class** - Satin Hands & Manicures
28. **Ad** - Newspaper - Use Mary Kay approved advertisement
29. **Facial Box/Fish Bowl in Businesses** - Be sure to give the manager or owner a complimentary facial.
30. **Team Up with Photographer** - Hand out your cards - you do makeup for clients before their photo session.!
31. **Birthday Parties** - For customers do an @age@ discount or 15%.
32. **Facials with Look Cards** - Warm chatter with Alook@ cards.
33. **Craft Fairs** - Gift service, collect names.
34. **5K & 10K Runs** - Set up table and give out sun care info & Breast Cancer Awareness.
35. **Women=s Bible Study Groups** - Offer Pamper Sessions & teach on Inner Beauty.
36. **Civic Groups** - Theater, ice rinks, bowling clubs!
37. **New Mothers** - Hospitals, pampering new mom sessions with Gift Certificates.
38. **Non-Profit Organizations** - Offer services, samples, etc. (Donate a percentage to cause)
39. **Hobbies** - Softball, ceramics, cooking, clubs, etc. give out certificates.
40. **Neighborhood** – “Hello neighbor” door hangars, library criss-cross directory listing.
41. **Community Swimming Pools** - Set up table & promote sunscreen & skin wellness - have drawing for Spa or Sun Essentials.
42. **Makeover Contest** – Use Company contest or create your own.
43. **Husbands Coworkers & Acquaintances** - Great way to meet new people.
44. **Cards with Your Husband!** - He takes your card with him to lunch and leaves it with the check.
45. **Holiday & Gift Giving Service** - Call on all service businesses, real estate, cleaning, remodeling.
46. **Open House** - Send invitations, make private appointments.
47. **Open House for Men** - During holiday season - i.e., Mother=s Day. Valentines Day, etc.
48. **Reorders** - Book a class and get a reorder for FREE.
49. **College dorms** - Set up clinics before big events.
50. **High Schools** - Clubs, business clubs, etc.
51. **Modeling Agencies** - Offer to teach a class.
52. **Hairdressers** - Facial boxes - offer your services to clients.
53. **Doctor=s & Dentist=s Office** - Gift certificates to staff.
54. **Beauty Schools** -Offer to teach skin care or glamour to students.
55. **Country Clubs** - Program for women=s clubs that meet there, or program for the women who are members.
56. **Single=s Organizations** -Promote make-over, do makeup for videos, offer certificates at functions.
57. **Anniversaries** - Offer a make over before special dinner.
58. **Athletic Clubs - Recreation Centers – YMCA/YWCA** – pass out literature (Cancer awareness – Women/Children Abuse) collect names & have a drawing
59. **Gift Shows** - Christmas, Valentines Day, Mothers Day, Fathers Day.
60. **Sun Care Awareness Shows** - Update for summer months.
61. **Day Care Centers** - Basket drawing, collect names of working moms.
62. **Gift Certificates** – Every month a theme: “It’s Your Lucky Day”, “Your Egg=stra Special Day” etc.
63. **Hostess Contests** - Hold 10 classes take \$10 from profit at each class and have \$100 drawing!
64. **Phone-A-Thon or Phone Lottery** - Do certain number of calls in 2 hours then draw from pink tickets for one free reorder.
65. **Preferred Customer Program** - Enroll customers to receive mailing with up-to-date product information and gifts with purchase.
66. **Table Display for Gift Service** - Hospitals, big companies, etc. donate to a cause for the organization i.e., new children=s ward, etc. 15-20% of sales, and collect names.
67. **Call all Profiles** - No shows at classes - guest list.
68. **Mechanics & Construction Workers** - Gifts for wives, girlfriends, etc.
69. **Realtors** - Home closing gift baskets, AAll In The Family@
70. **Speaking Groups** Toastmasters, Leads Groups etc., offer your service.
71. **Chamber of Commerce** - All networking events meet local business people.
72. **Satin Hands on Everyone!** - Everywhere you go do Satin Hands.
73. **Show & Sell Baskets** - Holidays, valentines, Mothers Day, AJust Because@!
74. **Glamour Glitz** - Photo shoot with photographer customer receives professional photos.
75. **Fashion Shows** - Do models makeup for show offer a percentage discount to all women or have a drawing.
76. **Model of the Month** - Before and after photos.
77. **Penny Shows** - Penny on the back of your business card receives one glamour item for a penny.
78. **Fragrance Clinic** - Show the layering of fragrances & Video
79. **Brush Clinic** – Hold a Glamour Night, Pre-sell brushes @ \$14 to customers, then teach them how to use them.
80. **Beauty on Call** - Pick a look in our book and promote it for a month with all your customers.
81. **Eye Clinic** - Do eye looks on half face only!
82. **Glamour Clinic** - For women who wear glasses.
83. **Oily Skin Clinic** -Teach the Ahow to@ for oily skin customers, skin supplements.
84. **MOPS** - Mothers of PreSchoolers - offer make overs.
85. **Hospitals** - National Nurses Day, Breast Cancer Awareness, Skin Wellness.
86. **Recreation Centers/YMCA** - Sun Awareness months - cancer prevention, pass out samples of sun screen.
87. **Business Expo=s** -Booths, convention centers, etc.
88. **Job Fairs** - Community colleges, check newspapers.
89. **Office Buildings** - Canvas offices giving out gift certificates celebrating working women.
90. **Proms, Homecoming** - Other events at local high schools.
91. **Book Stores** - Promote AWomen & Success@ magazine or any other Mary Kay book.
92. **Women=s Organizations** - Contact them and ask to speak or attend a networking event.
93. **Charity Functions** - Drawing for leads, favors, etc.
94. **Photo Tote** -Products, business cards, photos (before/after).
95. **Women=s Clothing Stores** - Dress Barn, Casual Corner, etc. set up display and collect names for leads, do drawing.
96. **Beauty Pageants** - Offer to do make up and color awareness.
97. **Ski Slopes** - Offer sun protection to all employees with special ski packages.
98. **Girl Scouts** - Conduct a skin care class - girls earn a personal hygiene badge!
99. **Fish Bowls** - Business establishments like bagel/donut shops, video rental, etc. do a drawing for a make over.
100. **Buddy System** - challenge each other over lunch to get 10 names each!

***101. JUST ASK - Open your mouth and Share Everywhere, Everyday!***

Did I miss anything? ( Share your thoughts!