



Let's go fishing for great customers

HOW? Using a MK "Fish Bowl" of course!

1. Did you know that a Director in our Future National Area was originally a Fish Bowl customer?
2. I LOVE FISH BOWLS!!! Some of my best customers are from my Fish Bowls.
3. When you have a Fish Bowl, you are never thinking, "Who should I call?"

HOW TO DO A FISH BOWL? Easy. There are a few options. You can take the Spa or Heart Gift Box available on Section 2 and cut a hole at the top for the names. Then make a sign that tells what you are giving away. Or, you could get a traditional fish bowl at Wal-Mart and attach your sign and ribbon to it. You could give away a Gift Basket or even better, Free Product. \$10—25 to the Grand Prize Winner. All others win a free facial with a gift. Maybe an assortment of the little lotions, small satin hands, etc. Of course, everyone wins! It's important to draw frequently, either weekly or at the latest, monthly so that you have the urgency to call them and they will remember putting their name in the bowl.

WHERE DO I PUT MY FISH BOWL? Well, think about people you know that work or own establishments that women frequent. Some good places would be a Beauty Salon, Florist, Dry Cleaners, Gift Shop, Restaurant, Clothing Store, etc. If you don't have anyone you know, you can just go to some of these place with your fish bowl and ASK if they would allow you to have it in their place of business. You could offer to have the drawing for a Gift Certificate to their establishment too. And....don't forget to offer a facial to every woman who works there! On the next page are some Entry Slips to have with your fish bowl that help you pre-profile your future customers. I've also included a script for calling your future customers. All of this is available at www.branchbeauties.com under BB Training and soon will also be available at www.charlyneschette.com under Training / Booking.

FISH BOWL SCRIPT: *"Hello, may I speak to Sara, please? Hi, Sara, this is _____ with Mary Kay. You recently entered a drawing at ABC Cleaners and I am so excited to tell you that YOU were one of the LUCKY WINNERS! Congratulations, Sara!!! You have won a complimentary facial, glamour makeover & a free gift! Sara, I can't wait to get together so I can get you your gift. For your facial is a weekday or weekend better for you? Great! Well, I have Tuesday at 11:00 a.m. or Thursday at 1:00 p.m. available this week. Which works better for you?"*

You could also invite her to our meeting to do the facial if she is nervous about a stranger coming to her home. Of course at her facial, book a class! You're on your way! Remember, everyone you call is one of the LUCKY WINNERS! And then there is one Grand Prize Winner weekly, monthly, etc.!

I challenge all of you to take your business to the next level!

This will increase your sales, bookings, and your business so—Happy Fishing!