

## **GOAL: 40 Profiles per month – Only 10 per week!**

### ***How to use the Profile Cards***

When you are out and about and meet someone, ask them if they would like to be on your Preferred Mailing List. (This is less intimidating than asking them for a facial) They will be getting full colored Look Book every 3 months from MK. Then offer them a \$5 coupon (on the back of your business card) and have them fill out a profile card.



Pay close attention to what they put down in #6 on that card! Look to see what they checked as of special interest. Call them the next day and say,

“We met the other day at \_\_\_\_\_.

When I got home I looked at your profile card and noticed that you were interested in removing eye makeup successfully. Normally I would just put you on my mailing list but when I saw your interest in that I just had to call you. Every month MK offers a Free product bonus when you have a facial. The free product bonus in March is that eye makeup remover!!! (or whatever they checked) WOW!!! But there is also a bonus gift this month when you share your facial with 2-3 friends. Would you prefer to have a facial alone for the eye makeup remover bonus or share it with friends for the added bonus?”

Go back and LOOK AT ALL PROFILE CARDS to see what your customers wrote down. Call them and offer them FREE what they are interested in and watch your bookings soar!!!!!!!

OR if you have profile cards from way back say, "I was updating my profile cards and couldn't believe what I saw. You checked that you were interested in \_\_\_\_\_ and that is the free product bonus this month when.....(add in facial or class)

**AN OUNCE OF PROFILES IS WORTH MORE THAN  
AN OUNCE OF GOLD!**

by *NSD Sherill Steinman*