

# Build Your Business by Booking!

Here are some ways to get leads!

1. Skincare surveys! These can be used in several ways:

- a. You can use them while warm chattering. Warm chatter is what we call it when you talk to strangers while out and about. An easy way to use them while warm chattering is to walk up to the woman you want to talk to and say "Hey, I know this is totally random, but I have been challenged to get 10 of these surveys filled out today, would you mind giving me your opinion?" If she says yes, I recommend you just asking her the questions aloud and filling it in for her. This will also give you an opportunity to talk to her and start to build a relationship. If she says at the end that she would be willing to try the products and give you her opinion let her know you will send her an invitation to an event or contact her to set up a free session.
- b. You can have your friends help you get leads with surveys. Make a few Ziploc bags with 10 surveys and pens in it. Give the bag to your friend and ask her if she would be willing to help you out in exchange for a free gift. You can give her a free product, a 50% off item, whatever you would like to offer her. Give her a time limit, a few days at most. Tell her if she gets all 10 filled out, she will get her gift! Imagine if you had 10 friends helping you, that is 100 leads!
- c. Surveys are great in your temptation basket, explained below.



2. Promotions! I personally have built my business doing promotions. There are many types of places you can do promotions:

- a. Rose promotions. These are great for dinner type restaurants, such as steakhouses. You will want to take a small table (like the kind you eat from in front of the TV), tablecloth, 2 vases (one for the leads and one for your roses), a small clipboard, 2 dozen roses, and your information slips.
- b. Lunch promotions. These are great for places like Chicfila, Panera, etc... You will take your small table, tablecloth, clipboard, info forms, and a vase.



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- c. Store promotions. There are many types of stores you can do these at, just be sure it is a store that gets good traffic. Some examples are Loft, Dress Barn, etc... You will take your small table, vase, clipboard, info forms, and chocolates (I have tried many different handouts for store promotions, and chocolates have by far gotten the best results).
- d. No matter which type of promotion you choose, how you set it up will be the same. This is best done in person, not over the phone. Visit the business during a time that will not be too busy and ask to speak to the manager. This is what you will want to say: "Hello, my name is Wendy (shake hand). I am a Beauty Consultant with Mary Kay and one of the services I offer to many of the local businesses are free customer appreciation events, do you already have someone taking care of yours? (pause) No, well what I do is come in for an hour or two, be the happy face that greets your customers and give them a (rose, chocolate, etc...). They also have an opportunity to enter a drawing for free products from me and a free gift card from your business, which I will purchase. This gets them back into your business, as I do not give it away immediately. There is no setup required by you and I bring everything needed. I have worked with other local businesses and received a great response from them and their customers. Is there any reason why we couldn't give this a try here?" Once the manager agrees, you will set the date right away.

You want to do it soon, and on a busy day/night.

3. Festivals! Festivals are a great way to get a lot of leads in a short amount of time. There are many types of festivals,

from local and small to huge yearly events. A good way to find festivals is to Google your local city's festivals. Once you find a festival you would like to participate in, it is VERY important that you call who is in charge and ask him or her if there's already a Mary Kay Consultant registered. It is our



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KEEP  
CALM  
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PARTY



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7. Office of the Week! Office of the Week is a great way to brighten ladies' days while also getting leads! You can do this a couple of ways  
– but the first step is to pick an office to go to. Doctor offices, dentists, admissions offices, etc... are all good places. Next, find out how many ladies work there. You can call or walk in and ask. Either way, be sure to get the person's name that you ask, because she will get a gift for helping you. Next, you will leave them with that many enter to win forms and that many small goodies bags (I did fragrance sachets and Hershey Kisses for Christmas one year). Tell the lady you talk to that every woman there can enter to win a \$25 shopping spree and all runner ups will get a \$10 gift certificate. Tell her when you come if at least half the forms are filled out, she will get an extra special gift from you. This can be a small tube of hand cream, a Mary Kay at Play item, eye shadow, etc... This is a good way to get leads on your lunch break, while you are out and about, etc... I like to go back the very same day and always ask the lady what time she gets off so I can be sure to find her again when I go back. Let her know when you will be back.
8. Facial Boxes! These can be great lead generators! They are easily made with items from the Dollar Tree. I generally go into the place I would like to leave the box, scope out a good place for it to sit, and ask whoever I see if it would be okay for me to leave it there. Very simple, very straightforward. I go check on my boxes every week or so to get the leads and make sure it still looks good.

OFFICE OF THE WEEK

It all starts with leads!!

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