

## **BOOKING IDEAS**

### **Booking is an attitude**

If you think you can - you can. If you think you can't - you won't.

#### Booking approaches

1. Friends, relatives, neighbors, people you work with, people you once worked with, former classmates, people from your husband's job or organizations, recreation contacts. This is a way to get started.
2. Portfolio. One of the most successful ways to book appointments. All women love to be a model.
3. Second facials. To everyone who buys the basic set.
4. To win. For those customers who couldn't afford all the products they wanted.
5. Selective approach. People you just like.
6. Hostess contest. Re-book hostesses, having a contest and just thought about you.
7. Tentative date approach. Use when a hostess is unsure of the date.
8. Facial boxes. Put in businesses, doctor's offices, restaurants, florists, cleaners, dress shops, etc.
9. People in your neighborhood or apartment complexes. Send a flyer or use the introduce yourself letter from the Company.
10. Welcome Wagon, New Comers to church or neighborhood.
11. Beauty Books. Leave everywhere; doctors, dentists offices, beauty shops, laundry mats, store bulleting boards, reception areas, bathrooms located in large buildings, mall bathrooms, restaurants, etc.
12. Warm chatter. Use a survey or portfolio booking approach.
13. Book to look. Have a basket in the center of a table and when they book, they draw for an extra hostess gift.
14. Glamour classes. Invite preferred customers to your home where they can learn a new glamour look. Great to do when we have new glamour items in the fall and spring.
15. People who have postponed or cancelled.
16. Mother's Day classes. Contact all of your customers for a Mother's Day gift from you.
17. Birthday class. For all of your customers who have a birthday in the same month.
18. Clubs, organizations, drill teams, cosmetology classes, home economics classes, physical education classes. Offer to do a special talk, do two models, get names of everyone attending and follow up for individual consultations.
19. One half price sale for anyone who didn't buy the basic set. Call and offer the basic set at half price if they share a facial with three ladies you haven't given a facial to.
20. Offer a special gift for having 6 people at a skin care class.
21. Mini class. Use these words when someone says they don't want to invite friends over for a skin care class. Have them only invite 2 friends for a mini class.
22. Business cards. Spray them with cologne and insert them when mailing a bill, making a bank deposit, giving a check, paying with cash or credit card.
23. Wear your Mary Kay pin upside down. People will tell you that it is upside down. Thank them for telling you and offer to give them a free facial for being so nice.
24. Give your hostess an extra special gift if she has three bookings before you arrive to do her class.
25. Wedding parties. Look in the local newspaper and call the brides from engagement announcements and offer to do their wedding party.
26. New mothers. Look in the local newspaper and call the new mothers and offer to do a free makeover.
27. Contact bridal shops, photography studios, catering services and offer to be a part of their wedding or advertising package.
28. Fun packages. Make up packages of product or use a Beauty Book and have special customers sell a certain product for you. Example: sell 6 lip glosses, get one free. This approach is great for teenagers.
29. Surveys. Everyone loves to give their opinion. Use your neighborhood directory, or go to the library and use the criss-cross directory that has a list of all the people living on each street in the city.
30. Nail care, boutique, or gift classes. Have special classes with your customers of your potential customers where you just show nail care, body care, hair care, or fragrance items.