



BOOKING IDEAS

by National Sales Director SuzAnne Brothers



1. Suggestive booking approach - "I'd love to have you as my model for my portfolio."
2. Referrals - gift at class.
3. \$1 in product credit/customers.
4. Welcome newcomers - town.
5. Welcome newcomers - church.
6. Sororities - contact college sororities.
7. Fraternities - contact college fraternities.
8. Brides - bridal shows, contact listings in newspaper.
9. Graduates - schools, back to school.
10. Warm chatter - errands, clothes shopping, dry cleaners, grocery store.
11. Lip on card - place a demo lip color on your business card.
12. Portfolio - before and after pictures.
13. Shampoo shows.
14. Hot lip parties - model class at meeting.
15. Glamour shows - introduce new spring and fall colors.
16. Scavenger hunt.
17. Farm system
18. Opinion on product - ask to get an opinion of our products
19. Offices - employees, professional image seminars
20. Restaurant
21. Health clubs
22. Weight loss
23. Card in apartment building - facial box or card on bulletin board
24. Retirement plazas
25. Mother/daughter - mother/daughter before and after photos
26. Kid's teachers
27. Holiday glamour - using special holiday looks
28. Nail care classes
29. Facial box - be sure to give the manager or owner a facial
30. Season's Best - one product highlighted
31. Birthday parties for customers
32. Facials with eye look cards or warm chattering with the eye look cards with eye colors attached
33. Color logic - using Color logic wheel to book second facials
34. Fairs - booths
35. Networking - referral cards
36. Civic groups - theater, ice rinks, always have your business cards with you
37. New mothers - hospitals
38. Promotions - monthly basis
39. Hobbies - softball, ceramics
40. Neighborhood - hello neighbor door hangers
41. Pool party - summer looks around a child's pool
42. Businesses - employees - professional image seminar
43. Husband acquaintances

44. Cards with husbands - when husband goes out for lunch, he leaves your business card with his tip
45. Gift giving service
46. Open house - send invitations, make appointments
47. Open house for men during holiday season
48. Reorders - offer discounts
49. Colleges - dorms
50. High schools - clubs, business clubs
51. Modeling agencies - facial boxes
52. Doctor's office
53. Dentist office
54. Country clubs - programs for women's clubs that meet there, or a program for the women who are members
55. Laundromats - put out a facial box, business cards or brochure with name
56. Anniversaries - offer a make over before dinner
57. Husband's birthday
58. Gift shows - Christmas, Valentines Day, Mothers Day, Fathers Day
59. Sun care shows - Skin Wellness program with slides and commentary
60. Cold weather shows - time to re-profile for winter
61. Day care centers
62. Lunchtime facials
63. Hostess contests
64. Phone-a-thons
65. Preferred Customer program - enroll your customers to receive mailings with up to date product information
66. Paper clip on profile - 6 month facial, nail care, body care, foot clinic, new colors
67. Call profiles - no show at classes
68. Mechanics - gifts for wives, girlfriends, etc.
69. Realtors
70. Speaking groups
71. Town social - chamber of commerce
72. Satin Hands
73. Show and sell baskets
74. Glamour glitz
75. A gift for you
76. Model of the month - before and after pictures taken with own camera (one chosen to receive a gift)
77. Penny shows - penny on back of business cards receives one glamour item for a penny
78. Fragrance clinic - show the layering of fragrances
79. Brush clinic - how to use brushes
80. Inside Beauty - pick one look out of book and promote it for one month
81. Eye clinic - do eye looks on half of face only
82. Glamour clinic for women who wear glasses
83. Oily skin clinic to teach customers with oily skin the how to, skin supplements
84. Dry skin clinic to teach customers with dry skin the how to, skin supplements,
85. Open your mouth - just ASK!

