

100 Ways to Work Your Business

Via Paper and the Web	Face-To-Face	Samplers/Product Promos	Potpourri
Give a Look book to the receptionist at Dr., Dentist, CPA, etc office	Mother-Daughter Class	Give business card and sample with tip to server	Join the Chamber of Commerce
Advertise in your alumni newsletter, church, temple, club bulletin	Offer staff/employees/volunteers quick makeovers at break time	Bring a goodie bag of samples/certificate to bank tellers, cashiers, etc	Sign up for a website and advertise it
Ask friends/family to post a Look in the break room	Appreciation Day Makeovers at a business	Conduct a skin care survey using the samplers	State your business on your voicemail
Ask to post a Look book in the employee break room or teacher's lounge	Church/Temple/Girl Scout/Drama/Dance/Cheerleading group - teach skin care, color	Give neighbors, club members, relatives, friends/coworkers samples and get opinion	Use a marykay.com e-mail forwarding address
Use the Preferred Customer Program	Hold an Open House/Product Preview	Fragrance /lipstick product survey	Have your website in e-mail signature
Hold a web party	Trash or Treat Party, Brush Set Party	Give products as gifts	Use MK checks
Silent Hostess with a long-distance friend/customer	Oily Skin/Dry Skin/for Eyes Only Party	Give business cards/samples to your hairdresser/manicurist	Join Welcome Wagon
Advertise in the local paper/PTA newsletter	Joint Open House with other home-based businesses	Pamper a friend in the hospital, new mom with Satin Hands	Ask for referrals from all customers and follow up
Give/send Look book to those with whom you do business	Birthday party - customers with birthdays that month	Offer a gift-buying/wrapping service to local businesses	Offer telephone solicitors a makeover
Preschools - mom makeovers, High Schools - prom makeovers	Rent a booth at a Bridal Fair, Health Fair, School Fair	Ask realtor to present home-owners with goodie bag and certificate	Go to motivational seminars and workshops
Mail Look books, samples, Wish Lists; then follow up	Offer a Bridal registry; hold a bridal party class	Offer half-price item for inviting a friend to share facial, 1 item free with 2	Have a referral club
Offer a Back-to-School special to teachers	Ask to set up display in a gym, bridal shop or spa	Loan Satin Hands set to a customer to take to work for all to try at a break	Listen to Mary Kay CDs
Advertise at dance/theater schools	Speak/demonstrate at a women's club	Gifts flier to fire station, body shops,	Do online lessons at marykay.com
New moms/Brides makeovers	Split Personality Class	Send samples/instructions in mail, call	Have a Frequent Hostess program
Ask to post business card in other businesses	Update Your Look makeover class	Donate product for a silent auction and credit for free product at a makeover	Wear a Mary Kay T-shirt or pin
Send e-mail to customers with a special offer	Holiday, Valentine's, or Mother's Day open house for men	Give hostess extra gift for a booking before you arrive for class	Select the class date, give two choices
Give your business card to anyone who helps you	Host a Grand Opening or Re-Opening	Give hostess extra gift for \$100 in outside sales before you arrive for class	Ask your husband to promote your business at work
Ask to leave Look book in Dr. office, nail salon, etc	Ask to place facial boxes at a cleaners, boutique, etc	Free product to customer when she sells ten of same product	Have a booking goal, book in close, keep booking list
Flyer for bridal shops, photographers to enclose with customer's purchases	Book to Look envelopes - hostess bonuses when they book a class	As bonus, free Miracle Set if hostess will have three classes in three months	Try each idea at least 3 times
Post flier in Apt. or Condo Laundry/ Recreation Room	Set up booth at Job Fair, School Fair	Offer your services at a nursing home, modeling school, fashion show, pageant, conventions	Share your favorite idea with a sister consultant, and get one of hers
Advertise in high school paper for prom makeovers	Before/After portfolio makeovers	Penny - 1 item for a penny w/ purchase of Miracle Set OR class booked	Use the Tentative Date booking approach
Include business card with bill payment	College dorm/Sorority house party	Have lit/samples when out of town	Thank-you notes to hostesses
Gift certificates - promote to customers	Lunchtime makeovers	"Facial" on hand with samples - 5 min	Be enthusiastic and positive
Have 10 hostess packets, 10 recruiting packets ready at all times and keep one of each in your car	Reprofiling party (for winter/summer skin needs)	Mini Class - only 2-3 people - use this term for those who can't do a regular class with 5-6 guests	Look sharp - Ask yourself: Would I want ME to be my beauty consultant?
Your card to client at office delivery. Her name on back & when you get it back (from referral), she gets free gift.	Look - promote one or two looks from it and promote them	Send/give samples and PDF info sheet (from Product Central) on new item	Think of your customers' interest first; make your hostesses feel special