If you don't have bookings then you are on your way out of business...do what you can to get 5 classes booked then use this method of staying on the books with referrals and getting bookings from bookings!!! This is a great way to get them thinking who...or you can always use the contest method of the first one to fill in all the names and phone numbers get a prize from you! Julie Potts

On the back of the customer profile in the #4 spot- there is a place for referrals.

One idea to make sure you get 5 new names from each guest at your skin care class is to ask the following questions. When your guest has filled in 5 names with 5 phone numbers, she gets $5 to spend with you that night.

(I did this at my last class, and ladies were fighting over the phone book to fill in the blanks of the numbers they didn't know. I gave a small prize to the person who filled out her names the fastest.)

In the 1st blank, ask them to write down a **person that they care about**. (like, really really care about, near and dear to their heart)

In the 2nd blank, ask them to write down someone they know **who needs to be pampered**. (going through divorce, just had a baby, lost family member etc..)

In the 3rd blank, ask them to write down someone they know who **likes to try new things.** (the cute trendy girl who always has the latest fashion, loves to shop)

In the 4th blank, ask them to write down someone **who's never tried Mary Kay before**. (has a friend, doubt she's ever tried Mary Kay or any for that matter)

In the 5th blank, ask them to write down someone who **may enjoy learning about the Mary Kay business** opportunity. (Could be the housewife who keeps it all together, or could be the woman with the MBA works 60 hours a week, corporate job and income but never sees her family).

(Don't forget to refer to your list of questions when calling your referrals. Let them know why their name was written down.) This also gives them their ready made list to invite when they have they schedule their second appointment with you for their check up.