

101 Booking Ideas!

1. IS minutes "On the GO" - Schedule Time Wise demo on hands & sell sets - also satin hands, nail care & fragrances!
2. Referral Cards - Drawing at class using referral cards (4 guests x 5 names = 20 leads)
3. Bank Tellers - Image Clinic with staff.
4. Welcome Newcomers - In your community use local directory.
5. Church Directory - Welcome New Members.
6. Sororities - Contact college sororities, book classes.
7. Book Clubs - Garden Clubs - Offer Pampering Sessions.
8. Brides - Bridal shows, bridal shops, contact listings in newspapers.
9. Graduates - High school, college, alumni.
10. Warm Chatter - During all errands, shopping, dry cleaners, grocery stores etc.
11. Lip Punch on Cards - Place demo lip color on your business cards & give out 5 per day.
12. Portfolio - Build a before & after portfolio, nurses, moms, etc.
13. Lips & Tips Class - Book color class on lips.
14. Glamour Shows - Introduce new spring & fall preview looks. /
15. Scavenger Hunt - With a monthly theme.
16. School Lists of Parents - Call all of them & offer 10% with make over.
17. Opinion of Product - Ask to get opinion of products using skin care survey forms or profiles.
18. Office Employees - Professional Image Seminars for Staff & Office help.
19. Restaurants - Basket drawing acknowledging all working women - Breast cancer awareness, purchase lunch certificate/have drawing.
20. Health Clubs - Promote sunscreens, vitamins, breast cancer awareness, set up a table, give out literature & have a drawing.
21. Weight Loss Clinics - New You Make Overs, pampering sessions.
22. Card in Apartment Buildings - Facial box or card on bulletin boards.
23. Retirement Communities - Flyers, offer service, set up program.
24. Mother/Daughter - Spend quality time doing make overs with before & after photos.
25. Kid=s Teachers - National Teacher-s Week, Holidays etc.
26. Holiday Glamour - use special holiday looks.
27. Nail Care Class - Satin Hands & Manicures
28. Ad - Newspaper - Use Mary Kay approved advertisement
29. Facial Box/Fish Bowl in Businesses - Be sure to give the manager or owner a complimentary facial
30. Team Up with Photographer - Hand out your cards - you do makeup for clients before their photo session.!
31. Birthday Parties - For customers do an @age@ discount or 15%.
32. Facials with Look Cards - Warm chatter with Look cards.
33. Craft Fairs - Gift service, collect names.
34. 5K & 10K Runs - Set up table and give out sun care info & Breast Cancer Awareness.
35. Women=s Bible Study Groups - Offer Pamper Sessions & teach on Inner Beauty.
36. Civic Groups - Theater, ice rinks, bowling clubs!
37. New Mothers - Hospitals, pampering new mom sessions with Gift Certificates.
38. Non-Profit Organizations - Offer services, samples, etc. (Donate a percentage to cause)
39. Hobbies - Softball, ceramics, cooking, clubs, etc. give out certificates.
40. Neighborhood - "Hello neighbor" door hangars, library crisscross directory listing.
41. Community Swimming Pools - Setup table & promote sunscreen & skin wellness - have drawing for Spa or Sun Essentials.
42. Makeover Contest - Use Company contest or create your own.
43. Husbands Coworkers & Acquaintances - Great way to meet new people.
44. Cards with Your Husband! - He takes your card with him to lunch and leaves it with the check.
45. Holiday & Gift Giving Service - Call on all service businesses, real estate, cleaning, remodeling.
46. Open House - Send invitations, make private appointments.
47. Open House for Men - During holiday season - i.e., Mother-s Day, Valentines Day, etc.
48. Reorders - Book a class and get a reorder for FREE.
49. College dorms - Set up clinics before big events.
50. High Schools - Clubs, business clubs, etc.
51. Modeling Agencies - Offer to teach a class.
52. Hairdressers - Facial boxes - offer your services to clients.
53. Doctors & Dentists Office - Gift certificates to staff.
54. Beauty Schools - Offer to teach skin care or glamour to students.
55. Country Clubs - Program for women-s clubs that meet there, or program for the women who are members.
56. Singles Organizations - Promote make-over, do makeup for videos, offer certificates at functions.
57. Anniversaries - Offer a make over before special dinner.
58. Athletic Clubs - Recreation Centers - YMCA/YWCA - pass out literature (Cancer awareness - Women/Children Abuse) collect names & have a drawing
59. Gift Shows - Christmas, Valentines Day, Mothers Day, Fathers Day.
60. Sun Care Awareness Shows - Update for summer months.
61. Day Care Centers - Basket drawing, collect names of working moms.
62. Gift Certificates - Every month a theme: "It's Your Lucky Day", "Your Egg-stra Special Day" etc.
63. Hostess Contests - Hold 10 classes take \$10 from profit at each class and have \$100 drawing!
64. Phone-A-Thon or Phone Lottery - Do certain number of calls in 2 hours then draw from pink tickets for one free reorder.
65. Preferred Customer Program - Enroll customers to receive mailing with up-to-date product information and gifts with purchase.
66. Table Display for Gift Service - Hospitals, big companies, etc. donate to a cause for the organization i.e., new children-s ward, etc. 15-20% of sales, and collect names.
67. Call all Profiles - No shows at classes - guest list.
68. Mechanics & Construction Workers - Gifts for wives, girlfriends, etc.
69. Realtors - Home closing gift baskets, AA11 In The FamilyS
70. Speaking Groups Toastmasters, Leads Groups etc., offer your
71. Chamber of Commerce - All networking events meet local business people.
72. Satin Hands on Everyone! - Everywhere you go do Satin Hands.
73. Show & Sell Baskets - Holidays, valentines, Mothers Day, Just Because!
74. Glamour Glitz - Photo shoot with photographer customer receives professional photos.
75. Fashion Shows - Do models makeup for show offer a percentage discount to all women or have a drawing.
76. Model of the Month - Before and after photos.
77. Penny Shows - Penny on the back of your business card receives one glamour item for a penny.
78. Fragrance Clinic - Show the layering of fragrances & Video
79. Brush Clinic - Hold a Glamour Night, Pre-sell brushes @ \$35 to customers, then teach them how to use them.
80. Beauty on Call - Pick a look in our book and promote it for a month with all your customers.
81. Eye Clinic - Do eye looks on half face only!
82. Glamour Clinic - For women who wear glasses.
83. Oily Skin Clinic - Teach the how to@ for oily skin customers, skin supplements.
84. MOPS - Mothers of Preschoolers - offer make overs.
85. Hospitals - National Nurses Day, Breast Cancer Awareness, Skin Wellness.
86. Recreation Centers/YMCA - Sun Awareness months - cancer prevention, pass out samples of sun screen.
87. Business Expos - Booms, convention centers, etc.
88. Job Fairs - Community colleges, check newspapers.
89. Office Buildings - Canvas offices giving out gift certificates celebrating working women.
90. Proms, Homecoming - Other events at local high schools.
91. Book Stores - Promote A Woman & Success! magazine or any other Mary Kay book.
92. Women's Organizations - Contact them and ask to speak or i attend a networking event
93. Charity Functions - Drawing for leads, favors, etc.
94. Photo Tote - Products, business cards, photos (before/after).
95. Women's Clothing Stores - Dress Barn, Casual Corner, etc. set up display and collect names for leads, do drawing.
96. Beauty Pageants - Offer to do make up and color awareness.
97. Ski Slopes - Offer sun protection to all employees with special ski packages.
98. Girl Scouts - Conduct a skin care class - girls earn a personal hygiene badge!
99. Fish Bowls - Business establishments like bagel/donut shops, video rental, etc. do a drawing for a make over.
100. Buddy System - challenge each other over lunch to get 10 names each!

101. JUST ASK - Open your mouth and Shore Everywhere. Everyday!

Did I miss anything? Share your thoughts!