

## **62 WAYS TO GET NEW BOOKINGS!**

1. Send a catalog to a co-worker that has moved.
2. Send a catalog to your Tupperware, Discovery Toys, Creative Memory etc. reps or exchange shows. (maybe just exchange customer lists and use as referrals using her as the "mutual friend")
3. Place a catalog in the teacher's lounge at your child's school.
4. Place a catalog in the employee lunch room.
5. Hold an open house.
6. Offer \$5 in product for every new buying customer that your current customer refers.
7. Advertise in your alumni newsletter and/or local newspaper.
8. Give a catalog to the receptionist at your doctor's or dentist's office.
9. Include a card or flyer with your bill payments.
10. Call past coordinators.
11. Put current catalog or cards in your neighbor's door. .
12. Ask friends to have a class.
13. Advertise in your church bulletin.
14. Take samples to every potluck. (and pass out)
15. Host an office party or brunch.
16. Host a class before or during a PTA meeting
17. Mail out invites, catalogs and a wish list.
18. Host your own class. Could even be fund raiser for your favorite charity.
19. Get a list from Welcome Wagon. New people may be looking for a consultant or a new job in this area.
20. Warm chatter waitresses & cashiers.
21. Have your husband or significant other promote the products at work.
22. Have you and your family members wear a Mary Kay Logo items.
23. Hold a Christmas Shopping Show for men (or for Mother's Day).
24. Put an "ask me about skin care" button on your purse or coat.
25. Ask past coordinators at classes to talk about their free products.
26. Random mailings. Open a phone book and randomly choose.
27. Mention hostess incentives and other benefits at least 3 times per show.
28. Hold up higher priced products and mention half-price products to encourage bookings.
29. Mention how much your "average" hostess gets in free product.
30. At the beginning of your class, mention the hostess's goal.
31. Share upcoming specials at classes and during phone calls.
32. Tell your hostess how much she saved by having her class.
33. Encourage frequent customers to regularly plan classes (like dental checkups...several per year)
34. Encourage coordinators to rebook a class in 3 months.
35. Treat hostesses to a special "Hostess Appreciation Tea".
36. Encourage relatives to book a class.
37. Call your Realtor with suggestions for "new home packages".
38. Start a E-mail address book of customers who want to know what the monthly specials are, don't forget to mention the hostess specials. If there isn't one, create one.
- 39 Encourage your hostesses and guests to refer potential hostesses to you.
40. Offer registry. New Mom registry, etc.,
41. Be friendly and enthusiastic.
42. Follow through on every booking lead with 24-48 hours.
43. ASK, ASK, ASK!
44. Use your products at home, office, camping, parties, etc..
45. Call at least two potential hostesses every night..
46. Set goals and review them constantly. Post them where you can see them.
47. Ask friends to help you get started or reach a certain goal.
48. Use hostess benefits flyers.
49. Use postcards and/or newsletters to continue to spark interest.
50. Follow up phone calls to particularly interested guests. They may decide later to have a class.
51. Have the hostess tell why she decided to host a class
52. Give products as gifts or donations.
53. Don't be shy talking about your products or your business.
54. Review orders from past classes - who have bought frequently, etc.
55. Write down names of people who "owe you a favor" then follow up.
56. Call the most familiar people first.
57. Call potential hostesses who postponed or never booked.
58. Call anyone who has said "maybe" or "sometime".
59. Contact schools, churches groups for fundraisers.
60. Advertise in football or musical programs.
61. Offer a bonus for coordinators who book on days and/or months you need an extra show.
62. Give extra service and time to good customers - they will be repeat hostesses and potential consultants