

2004 It's the year for you! 99 BOOKING IDEAS WORK SMART, NOT HARD

How Many Of These 99 Booking Tips Can You Do? Check Them Off As You Go!

1,	Business Debut - Send invitations out	34.	Skin Supplements class	67.	Day Care Centers
2,	Portfolio - Before & After pictures	35.	Graduates need to look good for job	68.	Lunch time facials
3,	"Warm chatter" take advantage of where you are. Use samples	36.	Model of the Month - Before & after pics (choose 1 as winner)	69.	Laundromats - Facial boxes, business cards, brochures w/name
4,	Make a suggestion - "I'd love to have you as a model for my portfolio"	37.	Penny shows - Penny on back of business cards, 1 item glamour for a penny	70.	Beauty of Friendship - place in all reorders (referrals from clients)
5,	Mom/Daughter classes w/ pictures	38.	Brides/Bridesmaids - listed in newspaper	71.	Dentist's office book the hygienist
6,	"New Year, New You" Class	39.	High schools-skin care for home ec.class	72.	Realtors: Barter for list of names
7,	"Girl's Night Out" Class	40.	Fairs - Booths- sign up for make-over	73.	Show and Sell Baskets
8,	Nail and "Satin Hands" class	41.	Facial Box -Give owner/mgr. facial	74.	Speaking groups - Toastmasters
9,	Silky legs class around child's pool	42.	Phone-A-Thon ... various discounts	75.	Chamber of Commerce
10.	Brunette class - Ask all brunette	43.	Husbands Only Open House	76.	Glamour glitz
11.	Blonde class - Ask all blondes	44.	Glamour Class - seasonal specials	77.	Bring 40% off bag with deliveries
12.	Red Hair class - Ask all red heads	45.	Office Fun Pack (book of demo's to try)	78.	Professional women's organizations
13.	Nurse's class - Specials for Nurses Week	46.	Stop & Shop - Gifts for all occasions	79.	Weight Loss Centers
14.	Secretary's Class Offer special classes for secretary's week	47.	Once a month birthday parties for customers	80.	Call profiles - who didn't attend class
15.	Chocolate Delight class - Use Chocolate looks	48.	Gift shows - Christmas, Hanukkah, Valentines, Mother's/Father's Day	81.	Oily skin clinic - teach "how-to" and supplements for oily skin
16.	Offer makeover before Anniversary dinner	49.	Health Clubs ... meet new people	82.	Girl Scouts .. they earn a badge
17.	Brush up on Glamour clinic - show how to use professional brushes	50.	ColorSelect - Use ColorSelect looks for 2nd facials	83.	Dry Skin clinic - teach "how-to" and supplements for dry skin
18.	Eye Clinic for those who wear glasses	51.	Book with lipstick and adjuster compact	84.	Dancing Schools. help with recitals
19.	Re-profile for seasons	52.	Holiday Open House	85.	Restaurants ... ask the waitress
20.	Gift Certificates	53.	Pick a look each month and promote	86.	Invite neighbors for coffee and MK
21.	Use new color cards with "warm chatter" attach business card	54.	Husband goes to lunch and leaves your business card with the tip	87.	Do a customer newsletter/ specials & models for success meetings
22.	Referrals -Offer \$1 in product for each ref.	55.	Special Holiday looks	88.	Referral card in re-order bag
23.	Fragrance class - show fragrance layering	56.	Ask to get an opinion of product	89.	Lawyers .. they make good recruits
24.	Welcome newcomers in neighborhood, parent's group, church	57.	"Hello Neighbor" door hangers. Get names from town hall (census)	90.	Skin Wellness Show with slides & commentary
25.	Clip birth announcement, follow up 3 mo.	58.	Promote Gift giving service	91.	You give me brand X ; disc.on MK
26.	Call on your husband's friends' wives	59.	Always have a Hostess contest	92.	Hospital gift shops - facial boxes
27.	Talk to your children's teachers	60.	Reorders: Book and receive as a gift	93.	Retirement communities
28.	Use your hobbies as opportunities	61.	Colleges - Dorms Great classes!	94.	Use the new facial sample cards
29.	Employee professional image seminar	62.	Modeling Agencies	95.	Opinion Panel Class
30.	Offer programs for women's groups	63.	Hairdressers - Facial Boxes	96.	Book out of state relative -go visit
31.	Ad in newspaper - use an approved copy from Mary Kay	64.	Preferred Customer Program - enroll customers to receive up-to-date info	97.	Apartments Buildings - facial boxes or cards on bulletin boards
32.	Contact college sororities	65.	Leave brochures in Doctor's Office	98.	Open your Mouth - Just Ask!
33.	Networking groups	66.	Client Husband's Birthday discount	99.	Repeat 98 again & again