

Marketing promotions twice a month for your e-mail customers:

Start an e-mail database for marketing and keeping yourself in front of your customers. Today, getting a phone number is great, but you should get their e-mail address as well!

To enter e-mail address into your e-mail programs address book, you simply use your mouse to click on the word "Tools" on the toolbar at the top of the page. A drop down menu will appear and you choose the "Address Book" option.

Once that window opens you will choose the "New" option. You will then choose the "New File" option. Enter the information that it asks for and click on OK. In the section that says "Display" I suggest that you put the Last name first and their first name last. This option will enable you to look someone up more easily.

When you click on OK at the bottom of the box the information will be entered into your e-mail address book. As you enter the information there are tabs at the top of the box. These will enable you to (when you click on them) to also fill in other information about this person such as physical address and phone numbers for both their work and home. It also allows you to add personal information as to family, as well as memo type notations for yourself regarding this particular person. All of your information will be together in one system. You can print this info out to take with you, as well as printing labels and such.

Now that you can set up your database, go out and get those e-mail addresses and start marketing your business TODAY!

August 1: Customers,

Check your supply of Sun Protection products and foundation! There are still several months left for outdoor activities. From now through August 14 you can get 10% off of all of our Sun Products and foundation shades. After a summer outdoors you may need to adjust your foundation shade. Shop with me online at www.marykay.com/yoursite to take advantage of this great opportunity.

August 15: Get a jump-start on the new fall colors NOW!!! As the last days of summer dwindle away we are showcasing our new fall cosmetic fashions! A new look for fall is a great way to start the season. Shop with me online at www.marykay.com/yoursite or call me at 555-555-5555 for your new look today!

Sept. 1: Stock up on your Back to School Basics here. Our new TimeWise System makes real sense. With the kids heading back to school, or YOU heading back to school, this can be a very hectic time of the year. Schedules change and we have less time for ourselves. TimeWise is two simple steps and foundation for \$49. Shop with me online today at www.marykay.com/yoursite to save time in your morning and evening routine. And to turn back the hands of time, check out our Miracle Set! TimeWise plus foundation and our Day/Night Solutions for only \$99.

Sept 15: Great news! You can now shop online. Gifts and personal items will be available to you by using my pin number when ordering. Go in and check it out. Now you can spend less time running to and from the mall and shop online, at home with me. (Add more specific information about the program and the website address as well as the pin number for them to use.)

Oct 1: Fill out your wish list now for the Santa in you life! Christmas will be here before we know it and I can make sure that your Santa knows what you want! Fill out the form below and forward it back to me. I'll contact your "Santa" and suggest items from your wish list.

My Name: _____

My Santa's Name: _____

My Santa's Phone number: _____

My Santa's E-Mail Address: _____

The best time to reach your Santa: _____

My Wish List: (List the items you would like here)

To make your choices, decide with me online at www.marykay.com/yoursite or call me at 555-555-5555.

Oct. 15 Trick or Treat! Trick time and stress by treating yourself or someone you love to our Spa Collection. When you purchase both a shower gel and body lotion from our Spa Collections (Revitalizing, Stress Free, or Sea Level) or our Terme d'Isola line you will receive 10% off of your total order! Shop with me online at www.marykay.com/yoursite to take advantage of this special offer.

Nov. 1 Thanksgiving is just around the corner! Are you preparing for houseguests? . . . or are you heading out-of-town yourself? I can help you prepare for both. There is nothing nicer for houseguests than a luxurious bath or pampering. Use our Spa products or fragrance line gels and lotions to enhance their stay. And if you're heading out-of-town, don't be caught low on your own product. Shop with me online at www.marykay.com/yoursite before November 14 and purchase \$30 or more and I will give you a free _____.

Nov. 15

The holiday season is fast approaching and I know my selection of gift baskets and holiday season a lot less hectic. Why do Mary Kay gifts provide the best selection for every gift-giving occasion:

S Satisfaction Guaranteed!
E Every gift-wrapped and delivered!
R Right color! Right size! Non-fattening!
V Visa, MasterCard or Discover Card accepted!
I Inexpensive . . . but says expensive!
C Convenient! Only a phone call or e-mail away!
E Every woman will love you for her gift of Mary Kay

products!

Shop with me online at www.marykay.com/yoursite .

I wish you and yours health and happiness during the upcoming holiday season.

Dec. 1

Our gift baskets are still available! We have Hanukkah baskets for Him or Her that contain a gift for each night of Hanukkah. Or why not one of our 4 “12 Days of Christmas” baskets?

Mrs. Claus Basket
Mistletoe Magic Basket
Holiday “Scent”uals Basket
Wise Man Basket

(Make up your own baskets to place above.)

We also have ladies fragrance baskets as well as men’s. Shop with me online at www.marykay.com/yoursite . Don’t forget these special people when making your holiday gift list!

Priest/Minister/Rabbi
Neighbor
Teacher
College roommates
Secretary
Hairstylist
Boss
Manicurist
Co-workers
Housekeeper
Baby sitter
Unexpected holiday guests
Paper Carrier
Seamstress/Tailor
House sitter
Doorman
Mail Carrier
Car pool riders
Landlord/Apartment Manager
Security guard

- Dec. 15 Last minute gift service and ideas! Time is running out and Christmas and Hanukkah are looming. Do you have final gifts to purchase? Stocking stuffers? Or . . . maybe you haven't even started yet?! I can help you with our holiday gift baskets. Our baskets can be customized to your taste and price range and include gift-wrapping and delivery. Don't rush around and stress out right before the holidays. Call me or shop with me online at www.marykay.com/yoursite.
- Jan. 1 New Year! New You! Inside & Out!
- New Year's resolutions are being made everywhere. Start your new year off on the right foot for a healthy glow inside and out. Start a daily routine of vitamins and skincare. Our vitamins will give you the assurance of receiving all you need to push ahead, while our TimeWise Miracle Set will start your skin off right for the new year.
- Shop with me online at www.marykay.com/yoursite
- Jan. 15 Protect your skin! Don't let your skin suffer this winter. Outdoor winter sports require just as much sun block and skin protection as summer time, and the indoor atmosphere is drying. Our skin moisturizing products will keep your skin healthy and soft, while our sun protection products will keep your skin from damage due to sun, wind and cold. And don't forget to pamper your hands! To keep your hands from telling your age . . . use our "Satin Hands" set.
- Shop with me online at www.marykay.com/yoursite
- Feb. 1 Valentine's Day is fast approaching and I have some wonderfully romantic and affordable gift options in all price ranges that include gift wrapping, customization and delivery. From the simple to the elaborate, I can help you sweep that special someone off his or her feet. Ask me about our Romance Collection.
- Shop with me online at www.marykay.com/yoursite
- Feb. 15 Manicure Madness! The winter season can be extremely hard on our hands. Wet, cold, wind . . . all can take their toll. Why not try our nail and hand care items. Your hands don't need to make you look years older than you are. Our satin hands will keep them feeling soft and looking great and our nail products will enhance their new beauty.
- Shop with me online at www.marykay.com/yoursite
- Mar. 1 Spring is coming! With everything blooming new again, why not you too!?! The new Spring looks and colors can give you a fresh new look for the new season. Shop with me online at www.marykay.com/yoursite or call me today at 555-555-5555 for your own personal makeover. Why not share your appointment with a few friends as well. Talk to you soon for your new look appointment.

Mar. 15 Don't forget to shop online! Easter is coming and you'll need to fill those baskets, and with our busy schedules, why not do it from the comfort of your own home? All you need is my pin number, _____, to use when entering the website at _____. Enjoy yourself! And while you are online, come see me at www.marykay.com/yoursite for fillers for those Easter baskets.

Apr. 1 Secretaries day is April 25! Why not treat yourself to something special, or treat the secretary in your life to a little pampering? Shop with me online at www.marykay.com/yoursite for your personal or gift giving needs.

P.S. Why not forward this to the bosses in your life that need help remembering the secretaries and assistants in their lives????

Apr. 15 Are you starting to spend time outdoors? Lawn work, gardening, outdoor sprucing and cleaning?
Don't forget your Sun Protection products! Spring, Summer, Fall or Winter, the sun can damage our skin! Don't take chances. Shop with me today online at www.marykay.com/yoursite for your sun care needs.

May 1 Mother's Day is May 13th! I can help you choose the perfect gift or create a gift basket for that special Mom or Moms in your life. We can customize your gift to suit that special person that's always there to take care of you. Shop with me online at www.marykay.com/yoursite and check out our website with my pin number, _____, at _____.

May 15 June Weddings are approaching! Haven't thought about a look for the attendants in your wedding party? Given any thought to a shower gift to pamper the bride? Or how about a wedding gift for the happy couple to use together? I can do group makeovers for your wedding party and help with the perfect gift. Shop with me online at www.marykay.com/yoursite today to be prepared for that special day.

June 1 Don't forget Dad on Father's Day June 17, 2001! I can help you with gift ideas and customizations for that special father or fathers in your life. Dads can be hard to buy for, so let me guide you through the process for a great gift giving experience for all.

Shop with me online at www.marykay.com/yoursite

June 15 Summer vacation time is here! Are you ready? For that special vacation makeover, sun protection or special Summer event, call me for an appointment at 555-555-5555 or shop with me online at www.marykay.com/yoursite . I can show you how to make the most of your summer options.

Jul. 1 Bring the 4th of July and fireworks into your everyday life! Fragrance, Spa Products and vibrant color! You can awaken all of the senses with these. Shop with me online at www.marykay.com/yoursite and let's see if we can create fireworks and magic in your summer!

Jul. 15 Don't forget the men in your life! They have skin too, but do they know how to take care of it? Our men's skin care line can keep his skin protected and healthy. He's not going to think about caring for his skin, so let's do it for him. Shop with me online at www.marykay.com/yoursite today! And don't forget his nutritional needs as well as yours. Our "Daily Benefits" vitamins are specially formulated for women and men. Buy one of each and try them together!