

Be a Money Makin' Woman!

adapted from Teresa Jackson



The success that you experience in your Mary Kay career is based on the number of business related activities you do consistently. By incorporating the following activities into your business routine, you can increase your weekly earnings and achieve the goals you set!



EACH DAY WITHOUT FAIL

1. Choose a coffee shop to go to on workday mornings. Spend 15 minutes in the coffee shop alone and introduce yourself to one new person there.
2. Send out five customer mailings, such as promotional brochures, postcards, thank you notes, birthday cards, etc.
3. Listen to one motivational tape.
4. Call five customers.
5. Hand out 10 business cards.

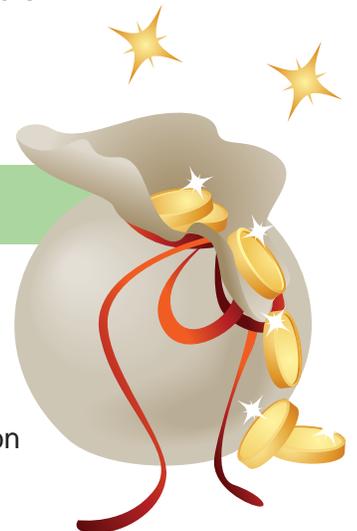
EACH WEEK WITHOUT FAIL

1. Make one new friend.
2. Make a friendly call to two customers to book a skin care class.
3. Ask five friends, relatives or customers for referrals.
4. Get the names and phone numbers of two women who are getting married soon and call them to offer to do facials and makeovers for their wedding party.
5. Call your enthusiastic customers and tell them about the Mary Kay opportunity.



EACH MONTH WITHOUT FAIL

1. Attend one civic social gathering.
2. Send thank you notes to customers who attended your skin care classes.
3. Invite several customers and their husbands over to your home for the evening.
4. Send anniversary and birthday cards to customers.



ROUTINELY

1. Leave business cards at stores, restaurants and ticket counters.
2. Keep in touch with your customers.
3. Check with new neighbors — the wife might need a new job.
4. Make friends with the apartment managers in large complexes and offer to give them and their new tenants free facials. Offer the managers referral credit.
5. Invite new neighbors over for coffee to get acquainted. During the conversation you can easily bring up your Mary Kay career.
6. Talk about the Mary Kay opportunity wherever you go.