

Clubs/Organizations

Join Some! Make New Friends!
And/or offer to do a fundraiser with/for various charities/clubs/organizations as a way to get sales, meet new people and do good as well!

Friends/Family

Who do you know who has not yet tried Mary Kay?
Who can you offer it to?
Who could you call? Send samples?

Fabulous Referral Game

This is a great tool to use at a facial/party.
Thank you Michelle Cunningham!
Doesn't always work, but when it does. YAHOO!

Facebook

Be Friendly. Develop Relationships.
Plus: Advertise & Promote Products.
Promote Lifestyle. Create Customer Groups. Create Events. Do Online Parties. Do Private Specials & Flash Sales.
*I have heard LinkedIn is good too.

PARTIES, PARTIES!

From one, you meet 5; from 5 you meet 25. Booking Parties is one of the BEST ways to meet new people. Meet your hostess' friends!
Beauty "Book" Parties are a great way to meet new customers too!

Community Events

Be Mary Kay in your community. How can you contribute? In what can you participate? How can you donate? Chinese Auctions are great!
Generosity will help you in many ways!

Social Booking

This is what we call meeting people out in life, and sharing what you do. Being friendly. Offer your products & services to people you meet.
*Use Michelle Cunningham's text scripts to help you!

Ways to Meet New Customers & Advertise Your Business

Out & About

Meet People!
Give out your Business Card. When you can, get her name back. Offer to give her a Goodie Bag. Ask her opinion.

Print Ads

School Programs. Church Bulletins.
*This is not directly profitable, so be cautious, but is a way to TELL ALL you are in MARY KAY & support your school & church!
Only use Company Approved Ads.

Restaurants/Stores

Create Your Own Opportunity!
Ask to have a table at a restaurant or clothing store or wherever. Do a fun display. Give Goodie Bags or Flowers. Do a Skin Care Survey and Drawing.

Vendor Booths

Advertise! Advertise!
Some booths bring immediate results; some not. It's okay. What is important is to get your name out there, & meet new people!

Beauty Bars

My name for all sorts of ways you can promote your business.

- Lip Lounges
- Pamper Parlors
- Offices of the Week
- Working Women Rewards
- Image in the Workplace

Your Work Place

A great way to meet people. Donna always says to new people: "Every work place has one, here it is ME," =) and gives them a book and a few samples! What could you do?

Know Your Neighbor

Be Friendly. Share What You Do. Share what you offer with those who live around you. Hand out books & samples. Have a fun event at your home & invite your neighbors!

Facial "Boxes" & Fliers

Set out in your community!
Michelle Cunningham has a great video on how, & she & Susan Shaw have some great fliers.

Questions?

Ask your Director.
Or Facebook Message Susan Shaw.

*Remember to honor Mary Kay Ash & your sister consultants.

Be a professional. Don't steal other people's customers.