

BOOKING BAG IDEA AND MORE (Page 1 of 3)

Four Ways We Can Continue Mary Kay's Legacy:

1. Attitude (How would someone describe your attitude? Is your attitude enviable? Develop your attitude. Develop positive qualities and a spectacular image. "Success in Mary Kay is based on your ability to attract people to you because they want to be with you and they want to be like you." Positive attitude is a MUST for career success.)
2. Image ("We need to continue our image of professionalism." Always from top to bottom. Hair and make-up are always the most important. "Look like you're in the beauty business.")
3. Golden Rule (Honesty, Integrity, not stealing clients or recruits from other consultants, etc.)
4. Your Career Success ("Your career success is up to you. It feels great to take personal responsibility in every area of your life. Announce to everybody what your goal is.")

Ideas:

- Don't pass out five business cards a day, pass out at least 5 warm chatter bags a day. Bags include a small Mary Kay plastic product bag, a Look Book or Beauty Book, samples, your business card, your Bio and your "menu of services." **(See Page 2 & 3)**
- "You don't want to accost people (when handing out the bags)." Simply say, "You've been so nice to me today, and I want to give you a gift." If she says she already has a consultant, let her keep the bag and say, "Great! Please try the samples inside and contact your beauty consultant."
- "Make yourself seem like an exclusive Mary Kay consultant. Sell yourself and your service." Create a service menu similar to those that are given out at classy salons and spas (Mark's Place Salon and Day Spa has one in our area.). List your services on the "menu" and put "complimentary" beside each service rather than using the word "free" because "free" makes it sound cheap. Your services might include color class, skin care class, facial, custom color consultations, before and after photo makeovers, spa class, pedicure party, gift boutique, and etc. **(See Page 3)**

BOOKING BAGS:

In a Mary Kay product bag, (tie it with a ribbon) put:

- A Look Book, Beauty Book, or Fall in Love With MK brochure
- your business card
- a sample
- a "menu" of what you offer
- Also include YOUR bio (how long in MK – what awards you have earned – star consultant, consistency awards, your level on the career path etc. so they know who they are working with. They need to know why they want to book with YOU.

Hand them out and say "Here... this is for you!" They will usually say "Oh, Mary Kay!" and you take it from there! If they have a consultant, you tell them to look at the book, try the sample, and call their consultant if they want anything. If they do NOT have a consultant, you get their contact information (name, address, email and phone) and follow up!

Mary Kay Every Day Specials

Skin Care

Learn proper skin care and skin supplements to look younger longer—how old you ARE is your business; how old you LOOK is mine!

Complimentary

Color Consultations

Color Cosmetics application and color combinations as taught by an international makeup artist.

Complimentary

Personal Website

Shop 24/7 on my personal website—see the latest and greatest products Mary Kay has to offer and play with color with a Virtual Makeover

Complimentary

Gift Service

Great gifts for any occasion—tell me about the person(s) receiving the gift and the amount you want to spend and let me do the rest! One gift or for everyone in the office!

Complimentary
Delivery

Professional Women's Networking Portfolio

We take your photo and place it in the portfolio along with a description of your “look” and your business card and description of your business and I network for you!

Complimentary

Spa and Boutique

Aromatherapy/Pampering Products/Sun Care/Fragrance

Men's Products

Men's Skin Care/Shaving needs

Velocity

Products designed for 14–22 year old skin

Wedding/Special Event Makeup Consultations

Find the perfect Bridal Look and coordinate makeup for the entire wedding party. Also for Proms. Reunions, etc.

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