

Ideas to Help You Book Your Way to the Stars!

Print out and keep when you need booking ideas

Booking to Build

Do you want to build your customer base? Would you like to offer the career opportunity to more women? Do you want to build your personal team or increase sales? If you do, then booking classes is your answer! Why not try a few of these booking ideas to build your way to your dreams?

A Best-Selling Booker

What woman doesn't love to try lipstick? You can use lipstick samplers as a booking tool. Head out the door with a pocket full of business cards with lipstick samplers attached. Be sure the sampler can be opened without removing it from the card. When you see a woman who obviously takes care of herself you could say, "Excuse me, but I couldn't help noticing how nice you look. I'm an Independent Mary Kay Beauty Consultant. Would you try this lipstick sampler and let me call you tomorrow to see how you like it?" If she says yes, thank her, get her name and phone number, and ask her the best time to call. When you follow up, you might say, "Hi, this is _____, an Independent Mary Kay Beauty Consultant. Remember, we met yesterday? Do you have a minute for me to ask you some questions?" Then ask the following:

1. Did you try the lipstick?
 2. Did you like the color?
 3. Was it moisturizing?
 4. How long did the color last?
 5. Would you give me your honest opinion of Mary Kay products if I treated you to a makeover? If she says yes, book the class! If she says no, politely thank her for her time and remind her that she has your card if she changes her mind.
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Cancellations Driving You Nuts?

Here's a plan that may help you hold three classes a week consistently:

Book two classes for every one you want to hold.

Always have a hostess gift she can't live without.

Never book more than two weeks out. If you do, put T.N.T next to it because it will probably explode off your books.

Go with your gut. If your instincts tell you a hostess is not sincere, double book that night. Dovetailing is always an option.

Give a hostess packet with samples and a thank-you note to your hostess as soon as the class is booked. Tell her you will call soon for a guest list. Once you get the guest list, call each guest to confirm and pre-profile. If the class is more than a week away, send a reminder postcard to your hostess. Don't forget to mention that the hostess gift she can't

live without has her name on it and that you can't wait to present it to her. Call your hostess one hour before the class to ask for directions so you can make sure she is at home.

Booking Idea

You will need 10-12 eye shadows and a bag. On the bottom of each eye shadow you will number them 1 through 4. You will want more 3's than any other number. You will only want one 4.

How this works:

Have each guest pull an eye shadow from the bag. Instruct them not to look at the bottom. Then tell them, There are four things that will happened based upon what number is on the bottom of your eye shadow. One is you will receive a free eye shadow at your private makeover. Two, you will receive a free cheek color at your private makeover. Three, you will book a class within 14 days and take advantage of our great hostess program. Four, you will book a class within 14 days and receive a free custom compact in ADDITION to our great hostess plan. Does everyone understand? Is there anyone who does not want to take a chance? Remember some of you will get a free eye shadow, some a free cheek color, some will book a class within 14 days and earn free product and some will book a class within 14 days and receive a free custom compact in addition to their free product. Is there anyone who does not want to take a chance? All you have to do is return your eye shadow to the bag before looking at it. Is there anyone who does not want to take a chance? Have them turn over the eye shadows and you say: Those with 1's receive a free eye shadow at their private makeover Those with 2's receive a free cheek color at their private makeover Those with 3's will book a class within 14 days and earn free product based on hostess program Those with 4's will book a class and receive a free custom compact (not filled) in addition to hostess program.

GREAT BOOKING IDEA

HI ALL, THOUGHT YOU MIGHT REALLY GET SOME GREAT MILEAGE FROM THESE IDEAS...YOU ARE THE BEST! Believing in YOU, Lee

"I studied the lives of great men and famous women, and I found that the men and women who got to the top were those who did the jobs they had in hand, with everything they had of energy and enthusiasm."

~ Henry Truman

Here is a **GREAT BOOKING IDEA** from Jenny Rosen, Akron, Ohio....

Just wanted to share with you an idea for booking that has been working wonderfully for me. Each time I tell my customers about booking during an event/class/preview, I show them 8-10 (or more, depending on the size of the group) envelopes with certificates. I open a few and read what the certificate says. Then I tell them that for booking a party that night they can choose an envelope. I do remind them of the two stipulations: they must have four guests and keep their original booking date. I am very firm about having them book within two weeks.

My certificates include several free eye colors, lipsticks, and cheek colors. I also include one certificate for \$10.00 off their next purchase and one certificate for a free travel bag. The chance to get a free travel bag does it every time!

They receive their free booking gift the night of their class. This also helps to ensure that the original date holds.