

# **Booking Your Neighbors**

**by Julie Hetherington**

## **DO YOU EVER FEEL LIKE YOU COULD REALLY USE NEW LEADS???** **DON'T KNOW WHERE TO FIND THEM???**

You have heard the old saying....there is a goldmine in your own backyard....well here you have it! A great script for working with your neighbors. REMEMBER.....A STRANGER IS JUST A FRIEND YOU HAVEN'T MET YET.

"You don't know me but we're neighbors (explain where you live, etc.; visit for a moment). Well, I'm actually calling because I owe you an apology ..... I teach skin care and makeup artistry with Mary Kay, which has been the #1 selling brand of skin care in America for the last 8 out of 9 years, and I have been driving the wheels off my car taking my products all over town, and I have neglected my own neighborhood; isn't that terrible? So, now I'm going to try to make it up to everyone ..... are you currently on anyone's Mary Kay mailing list? May I put you on mine? With everyone being so busy these days, we do quicker appointments that we used to do ..... we have a 15 minute version where you just play with a few of our products very quickly, and then we have a 45 minute version where you actually get a makeover!..... If I were to drop by in the next few days with some samples and a booklet for you, would you want the 15 minute just "look at stuff" version, or the 45 minute "actually get a makeover" version?"

One gal who tried it got 130 new leads - remember, your results from cold calling are lower than warm chattering - but you should still average 1 out of 6 - you can find your neighbors at [www.anywho.com](http://www.anywho.com) (put in your own name and address, and when it comes up, click on your street. It will show the names and phone numbers of your neighbors on the same street.)