

You have made a decision to work your business in the new year. You have committed to holding 3 classes a week. But where do you find the new clients?

Ways to Find Clients

by Julie Potts

- Referrals-Ask every client and everyone attending facials for the names of at least 5 people who would enjoy a free makeover.
- Model Makeovers for your before and after portfolio. Do a before/after portfolio for only professionals and put their business card with the picture.
- Business card with samples & Facial Boxes - When passing out your business card, ask them, "Would you fill out this info card? I'd be glad to put you on my mailing list."
- Hostess specials & second facials with friends from facials
- Conversational booking for a meeting's model
- Brides, new moms, newcomers to town, teachers, PTA, husband's office
- Signs at apartment complexes and grocery stores...any bulletin boards
- Offices like doctor or dentist -leave Beauty Books or the latest Look Book!
- Re-call cancelled appointments.
- Go to organizations, girl scout troops, retirement homes and offer your service to teach about skincare and glamour techniques.
- Have birthday party makeovers at your home once a month.
- Flyers in your neighborhood or outside neighborhoods
- Pass out Beauty Books and say, "Oh, by the way, this is for you..."
- Fill deliveries to clients with balloons...be sure to give her extra books and sales tickets
- Turn facials into classes, "Oh by the way, I can do 3 or 4 faces as easily as one, so if you'd like to share your appt with a few friends, we'll have lots of fun. And you know as women we don't even like to go to the bathroom alone. Ha ha!"
- Set up displays at clothes stores and help women shop, then ask them to enter into a drawing.

Many have asked me over the years how I move and get new clients so quickly. Two years ago when I moved to Atlanta in February, I completed 20/20 in April, and these are several of the ideas that I used to gain new clients. Convince yourself that you are a Master Booker through self-talk first, and then you will be unstoppable!! You do know that 30 faces in 30 days can put over \$1000 in your pocket!!!

Ways to Find Clients (cont.) by Julie Potts

- Reprogram clients for the new season.
- Call business owners and offer to do a seminar on How to Make A Good First Impression.
- Ask your hairdresser to refer her clients to you and you will do the same for her.
- Ask professionals to be your model at sales meetings so they can network their business.
- Do mother/daughter makeovers & ask co-workers from past jobs.
- Ask dermatologists or plastic surgeons if you can show them our product line and work out a plan to work with them with their recovery patients, or go to hospitals and put coupons in the bags they give to new moms or other patients.
- Have guests write a little note to their friend on a coupon for \$5 off with a makeover that you will send their referred names.
- Always wear your MK pin if your hair and make-up look good. Make sure to put a Mary Kay sticker on your car.
- Use Mary Kay checks so that they can advertise even when you forget to say something.
- Work with a store to set up a fish bowl to enter into a drawing for their gift certificate and yours.
- Give every cashier your business card...if she gets your money, she gets your business card.
- Schedule special events at your home for your clients and ask them to bring a friend...Eyes only...
- Advertise only if it doesn't cost more than the profit of one basic, in church bulletins, school books, etc.
- Always be "in a contest by my director to ____." Then call me and tell me. Set a goal of how many new contacts you will make in a day.
- Schedule tentative dates when they aren't sure if it's good for them; then they can call you and reschedule. Always give them two times that are good for you. If you leave it open-ended, it is too hard to think of when they have an extra hour, so they will just say that they are too busy.
- Never ask them if they'd "like to have a free makeover." Say, "When is the best time for us to get together? . . .during day or evening? I find the lighting is better during the day if you have day time available."
- Always let them know what you do at your makeovers..."I teach skin care and color cosmetics. There is no obligation to buy, yet it does give me the opportunity to let you try the NEW MK line. It's a lot of fun, and you will learn a lot about yourself even if you choose to stay with the line you are currently using."