

Networking and Building Your Customer Base:

1. Work within your existing circles of influence... draw picture of 5 circles.... Might be existing work or job, neighbors, family and friends, social networks, civic activities or organizations, hobbies, parents of children, etc. Make a list of all contacts within these circles and keep a running list at all times. Always keep with you in datebook or notebook.
2. Think about your "extended" contact list... if you were getting married, having a baby, child graduating, etc. who is everyone on that list that you would sent an invitation or announcement to?
3. Referrals from existing customers. "I'm really working to expand my business and I need your help. Who do you know that is probably stressed out and needs some pampering? I'll offer them a gift certificate to spend from you and they'll love you for it!"
4. Neighbors – check out white pages and reverse address look up if you need to, or just get out and take a walk and go see them! "Hi, I'm your neighbor and would love the opportunity of meeting you and giving you a complimentary Mary Kay facial and glamour makeover. Let's set a fun time to get together... would a day, evening, or weekend be best for you?"
5. School directories/PTA lists, etc. – "Hi, this is _____ and you probably don't know me but my daughter (son) _____ attends school with your daughter (son). I'm a Mary Kay Consultant and I've chosen some of the mothers whose children attend _____ school to receive a complimentary facial and I've selected you!"
6. Wear your MK pin at all times!
7. Reorders - when a customer places an order, ask if she'd like the opportunity to get it at a discount or free! Ask her to get a few friends together for a skin care or glamour class or she could just give referrals!
8. Ladies clubs and Women's Organizations, Drill teams, cosmetology classes, home economics classes, Physical Education classes, Girl Scouts, etc. – "Hello, _____. I'm a professional beauty consultant with Mary Kay Cosmetics. One of the services that Independent Consultants with Mary Kay Cosmetics provides to all women's clubs and organizations in this area is to offer a free skin-care and glamour demonstration or to do a skin care or glamour lecture. We have found that women do want to look their very best buy many simply don't know how. I'd love to look at a date for an event and partner with you."
9. Waitresses, Store Clerks, etc. – "You know, you've been so nice. I would love to do something nice for you... has anyone ever taken the time to offer you a complimentary makeover? (offer a sincere compliment). My name is _____ and I'm an Independent Beauty Consultant with Mary Kay Cosmetics.... Here's my card. Is there any reason why we couldn't exchange names and phone numbers?" Extend your card and pen and pull out your appointment book and set a time.
10. Specific groups – book individual and group consultations with specific groups such as nurses, secretaries, teachers, etc. Call some of your friends and customers and tell them you're scheduling appointments with _____ this week and ask for referrals. Decide on a group and concentrate on booking as many as you can.
11. Business Cards – Don't be afraid to use your business cards! They are inexpensive and invaluable to your business. They give you that instant identification and people will remember you more clearly is they receive your card. It shows that you are professional and are serious about your career. Give several cards to each guest at your parties and ask them to tell a friend about the services you provide. Leave cards on bulletin boards, doctors offices, display counters, etc. Spray with fragrance and insert insert when mailing a bill, making a bank deposit, giving a check, paying with cash or a credit card.
12. Hotels, banks, real estate firms, restaurants, etc. – "Mr. _____, this is _____ an Independent Beauty Consultant with Mary Kay Cosmetics, and I would like to offer you one of the services that I provide absolutely free for all _____ owners/managers in this area. As a trained and certified consultant I'm available to teach skin care and glamour classes for your employees. I've found

that when employees look nice it improves their attitudes and increases productivity, not to mention giving them an added pampering treat at no cost to you!”

13. New Mothers – (could find them through a church program, etc) - “Congratulations on the birth of your _____. I know that you’re at a point where you’d love to be pampered and you’ve been selected to receive a complimentary Mary Kay facial and glamour makeover!”
14. New Brides – It is a joy to be sending you this message to express congratulations on your recent wedding and a wish for happiness! You have been selected as one of the new brides in the area to receive a complimentary Mary Kay facial and glamour makeover.”
15. Model portfolio – One of the most successful ways to book appointments. All women love to be a model and take a before/after photo.
16. Facial Boxes – put in businesses, doctor’s offices, restaurants, florist, cleaners, dress shops, etc.
17. Apartment Complexes – include a company approved flyer and/or advertisement piece.
18. Look Books – leave them everywhere... doctor’s offices, beauty shops, reception areas, mall bathrooms, restaurants, etc.
19. Photography studios, catering service, bridal shops – offer to be a part of their wedding or advertising package.
20. Men’s wives and girlfriends – Think of the men you come in contact with every day – insurance men, repairman, husband’s friends, postman, UPS man, etc. They all have wives or female friends. Don’t forget them!
21. Nursing Homes – These friends need attention and the staff needs appreciation.
22. Beauty shows, pageants, etc. – offer to do a model or help out backstage and offer a drawing.
23. Drama and theater groups – they need makeup!
24. Ads – place small company approved ad in your church, subdivision, or local newspapers.
25. Fundraising groups – women’s clubs, churches, etc. = offer a percentage of sales for their great project. Example: let them sell lip-gloss, sunscreen, and offer a percentage of profit.
26. Booths – Arts and crafts festivals, bridal shows, or places you can display products. Remember you are not allowed to sell from a booth, only take booking leads.
27. Mother/Daughter parties with before and after pictures
28. Day Care Centers
29. Lunchtime facials for offices
30. Warm connections – on errands, shopping, dry cleaners, grocery store, pass out business cards with a sample
31. Health Club and Weight Loss centers – focused energy in places where women are excited about looking and feeling their best.