101 Booking Ideas!

1. 15 minutes “On the GO” – Schedule Time Wise demo on hands & sell sets – also satin hands, nail care & fragrances!
2. Referral Cards - Drawing at class using referral cards (4 guests x 5 names = 20 leads)
3. Bank Tellers - Image Clinic with staff.
4. Welcome Newcomers - In your community use local directory.
5. Church Directory - Welcome New Members.
8. Brides - Bridal shows, bridal shops, contact listings in newspapers.
10. Warm Chatter - During all errands, shopping, dry cleaners, grocery stores etc.
11. Lip Punch on Cards - Place demo lip color on your business cards & give out 5 per day.
12. Portfolio - Build a before & after portfolio, nurses, moms, etc.
13. Lips & Tips Class - Book color class on lips.
15. Scavenger Hunt - With a monthly theme.
16. School Lists of Parents - Call all of them & offer 10% with make over.
17. Opinion of Product - Ask to get opinion of products using skin care survey forms or profiles.
18. Office Employees - Professional Image Seminars for Staff & Office help.
19. Restaurants - Basket drawing acknowledging all working women - Breast cancer awareness, purchase lunch certificate/have drawing.
20. Health Clubs - Promote sunscreens, vitamins, breast cancer awareness, set up a table, give out literature & have a drawing.
21. Weight Loss Clinics - New You Make Overs, pampering session.
22. Card in Apartment Buildings - Facial box or card on bulletin boards.
23. Retirement Communities - Flyers, offer service, set up program.
24. Mother/Daughter - Spend quality time doing make overs with before & after photos.
25. Kids@Teachers - National Teacher’s Week, Holidays etc.
27. Nail Care Class - Satin Hands & Manicures
28. Ad - Newspaper - Use Mary Kay approved advertisement
29. Facial Box/Fish Bowl in Businesses - Be sure to give the manager or owner a complimentary facial.
30. Team Up with Photographer - Hand out your cards - you do makeup for clients before their photo session.
31. Birthday Parties - For customers do an @age# discount or 15%.
32. Facials with Look Cards - Warm chatter with Alook® cards.
33. Craft Fairs - Gift service, collect names.
34. 5K & 10K Runs - Set up table and give out sun care info & Breast Cancer Awareness.
35. Women@Bible Study Groups - Offer Pampering Sessions & teach on Inner Beauty.
36. Civic Groups - Theater, ice rinks, bowling clubs!
37. New Mothers - Hospitals, pampering new mom sessions with Gift Certificates.
38. Non-Profit Organizations - Offer services, samples, etc. (Donate a percentage to cause)
39. Hobbies - Softball, ceramics, cooking, clubs etc. give out certificates.
40. Neighborhood -- “Hello neighbor” door hangars, library crisis-cross directory listing.
41. Community Swimming Pools - Set up table & promote sunscreen & skin wellness - have drawing for Spa or Sun Essentials.
42. Makeover Contest - Use Company contest or create your own.
43. Husbands Coworkers & Acquaintances - Great way to meet new people.
44. Cards with Your Husband! - He takes your card with him to lunch and leaves it with the check.
45. Holiday & Gift Giving Service - Call on all service businesses, real estate, cleaning, remodeling.
46. Open House - Send invitations, make private appointments.
47. Open House for Men - During holiday season - i.e., Mother’s Day, Valentines Day, etc.
48. Reorders - Book a class and get a reorder for FREE.
49. College dorms - Set up clinics before big events.
50. High Schools - Clubs, business clubs, etc.
51. Modeling Agencies - Offer to teach a class.
52. Hairdressers - Facial boxes - offer your services to clients.
53. Doctors & Dentists Office - Gift certificates to staff.
54. Beauty Schools - Offer to teach skin care or glamour to students.
55. Country Clubs - Program for women’s clubs that meet there, or program for the women who are members.
56. Single Women Organizations - Promote make-over, do makeup for videos, offer certificates at functions.
57. Anniversaries - Offer a make over before special dinner.
58. Athletic Clubs - Recreation Centers - YMCA/YWCA - pass out literature (Breast Cancer Awareness - Women/Children Abuse) collect names & have a drawing.
60. Sun Care Awareness Shows - Update for summer months.
61. Day Care Centers - Basket drawing, collect names of working moms.
63. Hostess Contests - Hold 10 classes take $10 from profit at each class and have $100 drawing!
64. Phone-A-Thon or Phone Lottery - Do certain number of calls in 2 hours then draw from pink tickets for one free reorder.
65. Preferred Customer Program - Enroll customers to receive mailing with up-to-date product information and gifts with purchase.
66. Table Display for Gift Service - Hospitals, big companies, etc. donate to cause for the organization i.e., new children’s ward, etc. 15-20% of sales, and collect names.
67. Call All Profiles - No shows at classes - guest list.
68. Mechanics & Construction Workers - Gifts for wives, girlfriends, etc.
69. Realtors - Home closing gift baskets, AAll In The Family@ Speaking Groups Toastmasters, Leads Groups etc., offer your service.
70. Chamber of Commerce - All networking events meet local business people.
71. Satin Hands on Everyone! - Everywhere you go or do Satin Hands.
72. Show & Sell Baskets - Holidays, valentines, Mothers Day, AJust Because@!
73. Glamour Glitz - Photo shoot with photographer customer receives professional photos.
74. Fashion Shows - Do models makeup for show offer a percentage discount to all women or have a drawing.
75. Model of the Month - Before and after photos.
76. Penny Shows - Penny on the back of your business card receives one glamour item for a penny.
77. Fragrance Clinic - Show the layering of fragrances & Video
78. Brush Clinic - Hold a Glamour Night, Pre-sell brushes @ $14 to customers, then teach them how to use them.
79. Beauty on Call - Pick a look in our book and promote it for a month with all your customers.
80. Eye Clinic - Do eye looks on half face only!
81. Glamour Clinic - For women who wear glasses.
82. Oily Skin Clinic - Teach the Ahow to@ for oily skin customers, skin supplements.
83. MOPS - Mothers of PreSchoolers - offer make overs.
84. Hospitals - National Nurses Day, Breast Cancer Awareness, Skin Wellness.
85. Recreation Centers/YMCA - Sun Awareness months - cancer prevention, pass out samples of sun screen.
86. Business Expo@ - Booths, convention centers, etc.
87. Job Fairs - Community colleges, check newspapers.
88. Office Buildings - Canvas offices giving out gift certificates celebrating working women.
89. Proms, Homecoming - Other events at local high schools.
90. Book Stores - Promote AWomen & Success@ magazine or any other Mary Kay book.
91. Women@ Organizations - Contact them and ask to speak or attend a networking event.
92. Charity Functions - Drawing for leads, favors, etc.
93. Photo Tote - Products, business cards, photos (before/after).
94. Women@ Clothing Stores - Dress Barn, Casual Corner, etc. set up display and collect names for leads, do drawing.
95. Beauty Pageants - Offer to do make up and color awareness.
96. Ski Slopes - Offer sun protection to all employees with special ski packages.
97. Girl Scouts - Conduct a skin care class - girls earn a personal hygiene badge!
98. Fish Bowls - Business establishments like bagel/donut shops, video rental, etc. do a drawing for a make over.
99. Buddy System - Challenge each other over lunch to get 10 names each!

101. JUST ASK - Open your mouth and Share Everywhere, Everyday!

Did I miss anything?  Share your thoughts!