

Words to Book by

Independent Senior Sales Director Lee O'Brien of Hempstead, N.Y., shares the following booking ideas in her unit newsletter:

New Brides

You might send a card saying, "Congratulations on your recent wedding and I wish you much happiness! You have been selected as one of the new brides in the area to receive a free Mary Kay facial and makeover. I will call to arrange a time, or you can reach me at _____."

New Mothers

You could send a card saying, "Congratulations on the birth of your daughter/son. I know that you are now at a point where you would love to be pampered! You have been selected to receive a free Mary Kay facial and makeover. I will be in touch with you to arrange a time for us to get together."

Neighbors

You might send a card saying, "Hi, I'm your neighbor and would love the opportunity to meet you and give you a free Mary Kay facial and makeover! I will be in touch to arrange a time for us to get together."

Newcomers

"This is _____, a Mary Kay Independent Beauty Consultant. I am calling to welcome you to _____. I want you to know how happy we are to have you in the community. I offer a free Mary Kay facial and makeover to all newcomers in the area. Let's set up a time when we could get together."

Local Businesses

"Hi, this is _____, a Mary Kay Independent Beauty Consultant. I would like to offer you one of the services that Mary Kay provides absolutely free for businesses in the area. Our Beauty Consultants are available to teach skin care classes for your employees. We have found that when employees look nice it improves their attitudes and increases your business productivity. I'm sure you're interested in that, aren't you?"

Ladies Clubs

"Hello, Patti. I'm a Mary Kay Independent Beauty Consultant. We provide complimentary skin care classes to women's clubs and organizations in this area. We have found that women want to look their very best, but might not know how. Would you be interested in setting up a date with me?"