

## NSD Nancy Moser 11 Ways to Book

Listen to entire call: 712-432-1387, Pin 894561#, Replay Call #109

- 1. Friends/Family/Acquaintances** (neighbors, church, social groups, health club)  
Offer gift for giving their opinion of your facial.  
Ask people you have been *meaning* to ask  
Have a deadline (ideally, w/in two weeks)
- 2. Bookings from your Bookings**  
Always book your check-up facial/party before leaving. Mary Kay preferred you have a \$100 party w/ 2 bookings instead of \$300 sales w/ NO bookings. When you have no bookings – you're out of business!  
Promote how hostess earns a "special" gift (ex: Brush Collection) when she has TWO bookings today.
- 3. Referrals** – Especially at Parties (ex: Tic-Tac-Toe)  
During Lip Mask: 2 minutes everyone get out cell phones; prize for most names  
Goal: 10-20-30 referrals to follow-up on
- 4. Warm Chatter** – Basket of Products; Makeover Portfolio; Wear your MK Pin
- 5. Cold Calling** – Directories (Church, neighborhood, kids' sports)
- 6. Facial Boxes/Fish Bowls** – Restaurants, Cleaners, Salons, Tanning, etc.  
Offer a gift to shop owner or offer a gift certificant
- 7. Networking/Women's Groups** – get to know other business professionals & support one another's businesses. They know people you don't & vice-versa.
- 8. Texting/Facebook/Voxer** – rather than just "mass announcing" a challenge or promotion, it's better to say something attention grabbing like: "I LOVE my Mary Kay because..." or post something product-related "Did you know that 8 out of 10 women are unsure that they are wearing the wrong foundation?"
- 9. Bridal/County/Job Fairs** – get LOTS of leads & follow-up promptly!
- 10. MK Personal Website** – Make sure you HAVE one!  
List it on everything – Look Books, emails, business cards, etc.  
Add your "professional" picture, Color Confident designation, and a personal paragraph stating why they would want to choose YOU as their consultant!
- 11. Silent Hostesses / Fun Packs** – get others working for you and earning hostess credit/free products for herself!  
6 Hostesses each selling \$300 = \$1800 in Sales! (\$900 PROFIT for you, or a Sapphire Star order if you're building/investing all \$ into your inventory)