

Do you need new leads? Would you like more customers? Do you hate passing out business cards? Then this is the idea for you!

Facial Bags are an easy way to get new leads for building your business. Local businesses are the best, such as bridal shops, florist shops, nurseries, salons, coffee shops. You will want to locate businesses that are privately owned. Any chain-type businesses usually has regulations against soliciting so stick with small businesses.

Here is a script to you use when calling businesses, a script which Michelle Wageman, DIQ uses!

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Ask to speak to the Manager...

"I'm [your name] with Mary Kay Cosmetics out of Dallas. I'm expanding my business into the [name of area] area. One of the ways I'm doing this is to offer [type of business, i.e. bridal shops] the opportunity to give one of your customers a \$ Gift Basket. I will provide the gift basket if you will allow me to put a small bag in your store for the drawing. Would this be something you would be interested in?"

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Follow up with setting a time to deliver the bag. Give away the free product in the form of a Gift Certificate to be redeemed at a facial appointment. That way, you have the opportunity to schedule a class with her. Go every 3 days to the business and write down the names and phone numbers of the women who have already entered the drawing. Call them that day and ask them if they would like to set up a facial. This is important because the sooner you book them after they enter, the better your odds. If they are not interested in a facial, thank them and then remind them that you will be doing the drawing for the Gift Certificate on [your scheduled date]. The winner of the Gift Certificate will get to double her free product if she invites 5 women to join her that are over 18 and don't already have a Mary Kay Consultant.

You must have a minimum of 5 Facial Bags in local businesses, preferably 10, to see good results. Of course, if you want great results, 20 would be AWESOME! I am really excited about this and have my own Bags out as well. Attached is a picture of the Facial Bag so you know how to put it together and a page of the entry forms. If you cannot open these, go to www.unitnet.com/doleary and it will be listed on the front page, along with other important announcements.

How to put a Facial Bag together:



Front of Bag



Back of Bag

- Start with a small gift bag (from Michael's, they are 59¢) with stiff handles.
- Copy the "Register to Win" sign, letting people know what the drawing is for and when it will be held. If you are using normal copy paper, I suggest taping it to a piece of colored cardstock so that it does not bend, fold or become distorted in the store.
- Tape the sign onto the back handle so that it is facing forward. Then attach the entry forms with a ribbon to one side of the front handle and a pen with a ribbon to the other side of the front handle.
- Tape your Business Card to the back of the Bag.
- Thank you to Michelle Wageman for this fabulous idea!