

100 WAYS TO WORK YOUR BUSINESS!!

1. Invest in a Mary Kay WebSite. Then Advertise it!!	2. Place current and prospective clients on the company PCP program.	3. Send a catalog to a co-worker that as moved.	4. Ask your hairdresser to place your business cards at her station.
5. Post a catalog in the teacher's lounge at your child's school	6. Place a catalog in the employee lunch room.	7. Hold a Holiday Open House, give a discount to those who bring a friend you have never met.	8. Have a get to know you party with your neighbors.
9. Advertise in your alumni newsletter and/or local newspaper. Be sure to use MK approved advertising (available on InTouch).	10. Give a catalog to the receptionist at your doctor's or dentist's office.	11. Include a Business Card or flyer with your bill payments.	12. Place ads in the local military newsletters giving specials for military balls.
13. Put business cards in Halloween Trick-or-Treat Buckets. Include a coupon.	14. Ask friends to have a show.	15. Advertise in your church bulletin.	16. Contact local school cheerleading squad coaches.
17. Host an office party or brunch.	18. Host a show before, after, or during a PTA meeting.	19. Make a barbecue basket and take it to gatherings from May-September.	20. Advertise at pre-schools for working moms.
21. Get a list from Welcome Wagon. New people may be looking for a consultant or a new job in this area.	22. Set up a display and drawing at a craft fair.	23. Have your husband or significant order promote at work.	24. When sending emails have your website within your signature.
25. Hold a Christmas Shopping Show for men (or for Mother's Day)	26. Offer a Christmas wish list to your guest and then call the gift giver and tell him/her what the guest wants.	27. Set up a display and drawing at your MOPS vendor day.	28. Have your voice-mail state your business.
29. Wear your Mary Kay pin.	30. Use Mary Kay checks on your personal account.	31. Ask hostesses to talk about their free products at their class.	32. When visiting out of town family bring Mary Kay samples and brochures.
33. Encourage frequent customers to regularly plan shows.	34. Encourage relatives to book a class.	35. Build a before & after Portfolio	36. When flying place brochures in the pocket seat with your phone number only.
37. Conduct Product Surveys.	38. Start an E-mail address book of customers who want to know what the monthly specials & don't forget to mention the hostess specials!	39. Contact local church youth groups to contact girl nights (churches usually buy gifts up front for girls attending i.e. wrapped nail polish & lip gloss).	40. If taking the train leave brochures with your phone number only.

41. Give out your business card to anyone that helps you.	42. Give products as gifts or donations.	43. Go to local dance schools to set up displays or advertise.	44. Have a display & drawing at job fairs.
45. Contact schools and see if they have advertising within their parent newsletters to off set cost.	46. Leave your business cards on bulletin boards or in local businesses	47. If you live near where the Airlines Headquarters are contact them in regards to doing glamour training with stewards.	48. Join clubs or business networking groups and network.
49. Always have goody bags with samples to Pass out (don't forget to include your business card)	50. Have you and your family members wear MK T-shirts or sweatshirts.	51. Go to vendor day at gyms or health spas (most have vendors come in once a month to set up).	52. Go to hotels and offer the staff a quick make-over on their breaks (the mgr could offer as appreciation).
53. Leave your brochures in doctor , dentist, beauty salons.	54. Join your Chamber of Commerce.	55. Display at health fairs connected within corporations, this is a great way to show skin care and sun products.	56. Do a Fragrance Survey.
57. Do a silent hostess program with an out of town friend or relative.	58. Host a fundraiser for your favorite charity.	59. Contact your local Girl Scouts.	60. Birthday Gift Referral Promotion. Offer a complimentary pampering session with gift on a referral's birthday.
61. Call local hospitals and offer to do pampering sessions in the break room during nurse appreciation week.	62. Take a Satin Hands recipe to every potluck.	63. Dress Barn Customer Appreciation Program.	64. Bridal leads out of the newspaper.
65. Give a client, friend or relative 10 brochures to pass on to others.	66. Call past hostesses and ask for referrals give an incentive.	67. Do appreciation days at places of businesses.	68. New Moms Appreciation.
69. Set up display tables with drawings in clothing stores.	70. Have a booth at a school fair.	71. Contact local businesses to be the vendor to supply gifts to their best clients.	72. Ladies Clubs
73. Toe Time Parties	74. Exchange shows with Tupperware, Discovery Toys, etc. reps.	75. Bring flyers with gift ideas to local firehouses, mechanics, etc.	76. Girl Parties.
77. Follow through on every booking lead.	78. Go to local hospitals and give out samples to Nurses.	79. Bring goodie bags to bank tellers.	80. Build a Professional Women Portfolio
81. Call your Realtor with suggestion of Mary Kay new home gift packages	82. Do a Web Show.	83. Place up flyers in apartment laundry rooms. _	84. Have a Referral Club

85. Target Market mailings. Open a phone book and choose businesses or residences in the area you want to market.	86. Do a fishbowl drawing in local businesses.	87. Ask friends, family or clients to place your brochures within their break rooms.	88. Warm Chatter
89. Give your children's lesson teachers MK gifts.	90. Leave your business card with your tip for the waiter.	91. Remember the 3ft rule, hand your business card out to anyone that is in 3 feet of you.	92. Play Tic-Tac-Toe for referrals
93. Do a fundraiser for your children's sports team.	94. Offer a bridal registry	95. Do a join open house with other in home business.	96. Referral by Friend
97. Put the Mary Kay logo on your car.	98. Do Lipstick Surveys	99. Ask your manicurist if you can place business cards at her station.	100. Brochures placed in Bridal Shops.