

100 Ways to Get New Customers

1. Have a Mary Kay WebSite.
2. Include current and prospective clients in PCP program.
3. Send a catalog to a co-worker that has moved.
4. Ask your hairdresser to display your business cards.
5. Post a catalog in the teacher's lounge at your child's school
6. Post a catalog in the employee lunch room.
7. Hold an open house.
8. Have a get to know you party with your neighbor's.
9. Advertise in your alumni newsletter.
10. Give a catalog to your doctor's or dentist's office.
11. Include a Business Card or flyer with your bill payments.
12. Offer specials for Proms, etc in local HS Newsletters
13. Put current catalog in your neighbor's door w/ 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 or during a PTA meeting.
19. Mail out samples, catalogs and a wish list.
20. Advertise at pre-schools for the working mom.
21. Get a list from Welcome Wagon.
22. Set up a display at a craft fair.
23. Have your significant order promote at work.
24. Include your website in all emails
25. Hold a Christmas/Mothers Day Show for men
26. Offer a Christmas/Birthday wish list to your guest and follow up with gift giver.
27. Set up a display at the county fair/craft shows.
28. Advertise your business on your voicemail.
29. Wear your Mary Kay pin.
30. Use Mary Kay checks on your personnel account.
31. Ask past hostesses to talk about their free products.
32. Bring samples and brochures when visiting out of town family.
33. Encourage frequent customers to regularly plan shows.
34. Encourage relatives to book a show.
35. Build a before & after Portfolio
36. When flying, place brochures in the pocket seat with your phone number/email only.
37. Conduct Skin Care Surveys
38. Offer monthly email/hostess specials
39. Offer makeovers to local church youth groups
40. Leave brochures with your phone number on the train.
41. Give out your business card to anyone that helps you.
42. Give products as gifts or donations.
43. Offer local dance schools displays or to advertise.
44. Have a display at job fairs.
45. Contact schools and see if they have advertising within their parent newsletters to off set cost.
46. Leave business cards on bulletin boards & local businesses
47. Offer glamour training to stewards at local airport.
48. Go to motivational seminars and network.
49. Have baggies with samples/business cards to offer
50. You and your family wear MK T-shirts or sweatshirts.
51. Go to 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.
56. Do a Fragrance Survey
57. Do a silent hostess program with a friend or relative.
58. Host your own show. Could be a fundraiser for your favorite charity or local school.
59. Contact your local Girl Scouts.
60. Birthday Leads
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. Go to bridal fairs.
64. Get brides out of the newspaper.
65. Give a client, friend or relative 10 brochures to share.
66. Call past hostesses and ask for referrals give an incentive.
67. Do appreciation days at places of businesses.
68. New Moms
69. Set up display tables with drawings in clothing stores.
70. Have a booth at a school fair.
71. Contact local businesses and offer gift services
72. Ladies Clubs
73. Leave a satin hands sampler for your mail carrier
74. Send a catalog to your Tupperware, Discovery Toys, etc. reps or exchange shows.
75. Bring flyers with gift ideas to local firehouses
76. "Learn to Put on Makeup" for pre-teens and teens
77. Follow through on every booking lead.
78. Go to local hospitals and give out samples to Nurses/ volunteers.
79. Bring goodie bags to bank tellers.
80. Offer busy Professional Women "facial in a bag"
81. Call local Realtors and offer Mary Kay new home gifts
82. Do a Web Class.
83. Place flyers in apartment laundry rooms.
84. Have a Referral Club
85. Random mailings. Open a phone book and randomly choose businesses or residences in the area.
86. Do a fishbowl drawing in local businesses
87. Ask friends, family or clients to place your brochures within their break-rooms.
88. Set up in a Bridal Shop
89. Wear an "Ask me about Mary Kay" button.
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 Referral game
93. Hand out Satin Hands sampler to car wash workers
94. Offer a bridal registry
95. Do a joint 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 to place your cards at her station.
100. Place brochures in Bridal Shops & women's boutiques.