



# Great Skin Care Booking Idea

I love this IDEA!!!!

WOW! Talk about working smart - not hard.....this is the ultimate! I absolutely LOVE this idea and I'll bet we all have Customers who will love it too! I challenge you to find 5 women to get this started for you!

Every woman loves a discount, every woman loves to give her opinion, every woman loves something that's quick & easy AND is going to make her beautiful! It just doesn't get any better than that, does it? What a great way to start a new month... or finish up a great month!

Contact some Customers who work in offices - ask if they'd like to earn a discount on their next order, gift certificate, whatever you want to give.

Put together in Vinyl bags the following items, any bag will work.

- 2 Full size Cleansers (1 OC & 1 ND)
- 2 Full size Moisturizers (1 OC & 1 ND)
- 4 Surveys
- 4 Beauty Books
- 4 Business Cards
- Instruction Sheet (see below)

Deliver the "Skin Care" Bag to your customer on Monday & tell her you'll be back to pick it up on Friday. The idea is that she passes it to a different person every day.

They take it home...use it that night and in the morning then take it back to the office the next day, fill out the survey and pass along to the next person.

When you pick it up on Friday, you have 4 new leads to follow up with. We have been having great success with the sales of the Skin Care Sets, so that's at least 2 new Skin Care sets sold! Not to mention, your contact in the office will see how easy our products are to sell, so that is a great recruit Prospect!

Why not circulate 5 of these per week? That gives you an average of 10 SETS SOLD PER WEEK with little effort on your part, and 20 NEW LEADS! Can you handle it? How about 10 circulating for 20 sets sold & 40 NEW LEADS? WOW!

Use the Full Size set because you'll run out of samples and because they can see what they'll be buying. I think it is easier to keep track of this way and you can keep circulating the full sizes as you pass along the Skin Care Bags to different customers each week. Plus you can write off the full size as Demos!

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Type These INSTRUCTIONS on a separate Sheet of Paper.

## Instruction Sheet

Thank you for participating in our mobile Skin Care Class!

Here's how it works:

\*Take Skin Care Bag with products home and wash with the cleanser, followed by the moisturizer in the evening.

Use it again in the morning.

\*Fill out the survey card and leave in the bag.

\*Keep a catalog & business card for yourself.

\*Bring the Skin Care Bag back with you in the morning & pass it along to someone else.

Monday Evening\_\_\_\_\_

Tuesday Evening\_\_\_\_\_

Wednesday Evening\_\_\_\_\_

Thursday Evening\_\_\_\_\_

\*On Friday, please leave Skin Care Bag with\_\_\_\_\_.

**Thank You SO Much for participating in my Survey!!**

If you have any questions, call me at \_\_\_\_\_.

**\*Please remember to bring the Skin Care Bag back with you in the morning\***

*Special Skin Care Discount Offer!!*

**Regular Price...is \$40.00\***

**One person purchasing... 5% off \$38.00**

**Two people purchasing... 10% off \$36.00**

**Three people purchasing...15% off \$34.00**

**Four people purchasing... 20% off \$32.00**

**WOW !! Look how much you can SAVE!!**

# Skin Care Class in a Bag Instruction Sheet



Thank you for participating in our mobile Skin Care Class!

*Here's how it works:*

- ★ Take Skin Care Bag with products home and wash with the cleanser, followed by the Night Solution, finish with the moisturizer in the evening.
- ★ Use it again in the morning: Cleanser, Day Solution & Moisturizer.
- ★ Fill out the survey card and leave in the bag.
- ★ Keep a catalog & business card for yourself.
- ★ Bring the Skin Care Bag back with you in the morning & pass it along to someone else.

Monday Evening \_\_\_\_\_

Tuesday Evening \_\_\_\_\_

Wednesday Evening \_\_\_\_\_

Thursday Evening \_\_\_\_\_

\*On Friday, please leave Skin Care Bag with \_\_\_\_\_.

Thank You SO Much for participating in my Survey!! If you have any questions, call me at \_\_\_\_\_.

\*Please remember to bring the Skin Care Bag back with you in the morning\*

*Did you know...*

- \* Mary Kay Cosmetics is the best-selling brand of facial skin care and color cosmetics in the United States for over 11 years.
- Mary Kay develops, tests, manufacturers and packages a majority of its own products and does not conduct animal testing.
- Mary Kay has a presence in 32 markets worldwide with over 1.1 million consultants internationally.
- *Sales & Marketing Magazine* ranks Mary Kay one of the top 25 sales forces in the nation.
- Mary Kay Ash has been recognized as the Most Outstanding Woman in Business during the 20th century by Lifetime Television.
- Mary Kay has been named as one of "The 100 Best Companies to Work for in America" by *Fortune Magazine* (1984, 1993, 1998), and as one the "10 Best Companies for Women to Work For."
- It is a dual marketing program. It is not a pyramid or multi-level marketing plan. All orders for product are placed directly with Mary Kay. All commissions come directly from Mary Kay, Inc.
- Mary Kay is activity based. You control what you earn and when to be promoted.
- To alleviate your concern and allow you to begin your career with a free mind, Mary Kay has a 90% buy-back guarantee for all unused Section 1 product within one year of purchase.
- Unlike companies with 9 to 5 hours, overtime and glass ceilings, Mary Kay allow you to always prioritize faith, family, and career.
- Mary Kay awards over \$50 million annually in incentives to its Beauty Consultants and Sales Directors.
- Mary Kay awards career cars for outstanding sales and recruiting and has over 10,000 career cars on the road today. They have awarded more than 80,000 career cars since the program's inception!

*If you would like to know more...please give me a call!*



I can't wait for you to try these incredible TimeWise® skin care products to see how well they work for you. After you've tried them, please take a moment to answer the questions below. Mark your answers by filling in the correct box in the answer column. Then return the card to me, your Independent Beauty Consultant.

CUSTOMER'S NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_ CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

PHONE NUMBER \_\_\_\_\_ E-MAIL ADDRESS \_\_\_\_\_

- Which one statement best describes your skin care personality?  
 a. "Age gracefully? No way. I'll fight it with the best visible anti-aging products."  
 b. "I love trying the latest. I'm always exploring the newest products in skin care."  
 c. "For me, less is best. I want fewer products that take a minimal amount of time."  
 d. "I want a step-by-step program that meets the essentials for healthy-looking skin."  
 e. "I have (dry/oily/blemish-prone) skin. I want products for my special needs."
- How do you feel overall as compared to your true age?  
 a. 10 years younger than my real age  
 b. 5 years younger than my real age  
 c. 10 years older than my real age  
 d. 5 years older than my real age  
 e. I feel my real age
- On a scale of 1 to 5 (5 being excellent), rate the performance of TimeWise® 3-in-1 Cleanser. 1.  2.  3.  4.  5.
- On a scale of 1 to 5 (5 being excellent), rate the performance of TimeWise® Age-Fighting Moisturizer. 1.  2.  3.  4.  5.
- Are you interested in purchasing the TimeWise® products you've tried?  
 a. Yes  b. No

Consultant Name \_\_\_\_\_ Consultant Number \_\_\_\_\_



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