

67 Ways to Find Clients by Julie Potts

Many have asked me over the years how do I move and get new clients so quickly...two years ago when I moved to Atlanta in Feb I completed 20/20 in April and these are several of the ideas that I used to gain new clients. Convince yourself that you are a Master Booker through self-talk, first and then you will be on-stoppable!! You do know that 30 faces in 30 days can put over \$1000 in your pocket!!!

- Make a list of everyone you know...friends, church members, teachers, family...
- Referrals-Ask everyone client and facial for the name of at least 5 people who would enjoy a free makeover
- Model Makeovers for your before and after portfolio
- Business card with samples
- Hostess specials
- Item for a Penny-invite 3 or more non-MK over 18 guests
- Scavenger Hunt
- Conversational Booking for Monday Model
- Brides
- New Mom's
- Newcomers to town
- Facial Boxes
- Second facials with friends from facials
- Nail classes
- Open houses for Christmas, new product launches, new seasons
- teachers
- Members of any organization that may give address lists
- Signs at Apartment complexes and grocery stores...any bulletin boards.
- PTA
- Husband's office
- Offices like doctor or dentist, leave Beauty Books or Beauty Magazine
- Recall canceled appts
- Bridal or Baby showers
- Go to Organizations, girl scout troops, retirement homes and offer your service to teach about skincare and glamour techniques
- Have birthday party makeovers at your home once a month
- Flyers in your neighborhood or outside neighborhoods
- Pass our Beauty Books and say "oh, by the way this is for you..."
- Wild deliveries to clients with balloons...be sure to give her extra books and sales tickets
- Turn facials into classes, "Oh by the way, I can do 3 or 4 faces as easily as one so if you'd like to share your appt with a few friends we'll have lots of fun. And you know as women we don't even like to go to the bathroom alone. Ha ha"
- Reprogram clients for the new season
- Go to utility departments to get lists of newcomers
- Check newspaper for awards to professional women and call to congratulate them
- Set up displays at clothes stores and help women shop, then ask them to enter into a drawing
- Check the city directory at the library
- Call business owners and offer to do a Seminar on How to Make A Good First Impression
- Leave your business cards in bathrooms of restaurants, etc with glamour samples
- At golf club houses, leave your business cards with golf tees attached
- Ask co-workers from past jobs
- Ask your hairdresser to refer her clients to you and you will do the same to her
- Ask professionals to be your model at the sales celebration so they can network their business
- Do a before/after portfolio for only professionals and put their business card with the picture
- Do mother/daughter makeovers
- Ask dermatologists or plastic surgeons if you can show them our product line and work out a plan to work with

them with their recovery patients

- Go to hospitals and put coupons in the bags they give to new moms or other patients
- Have guests write a little note to their friend on a coupon for \$5 off with a makeover that you will send their referred names
- Always wear your MK pin if your hair and make-up like good
- Use MK checks so that they can advertise even when you forget to say something
- Work with a store to set up a fish bowl to enter into a drawing for their gift certificate and yours
- Give every cashier your business card...if she gets your money, she gets your business card
- Schedule special events at your home for your clients and ask them to bring a friend...Eyes only...
- Advertise only if it doesn't cost more than the profit of one basic, in church bulletins, school books etc
- Trade names with other direct sales people
- Set a goal of how many new contacts you will make in a day
- Set up booths at events like street fairs, bridal shows, home and beauty shows. If the cost is too much then share the booth and cost with other consultants
- Put a MK sticker on your car
- Always be "in a contest by my director to ____." Then call me and tell me
- Schedule tentative dates when they aren't sure if it's good for them then they can call you and reschedule
- Always give them two times that are good for you. If you leave it open-ended it is too hard to think of when they have an extra hour so they will just say that they are too busy
- Never ask them if they'd "like to have a free makeover" yet say "when is the best time for us to get together during day or evening, I find the lighting is better during the day if you have day time available."
- Always let them know what you do at your makeovers..."I teach skin care and color cosmetics. There is no obligation to buy yet it does give me the opportunity to let you try the NEW MK line. It's a lot of fun and you will learn a lot about yourself even if you choose to stay with the line you are currently using."
- Believe in your heart that you will not obligate anyone to purchase something they don't want or need and you will be throwing your card to everyone you meet. They will get a lot out of the appt - be of service
- When passing out your business card, ask them "Would you fill out this info card. I'd be glad to put you on my mailing list".
- Offer a percentage off (10 - 50%) when a customer reorders if she holds a class with 2 - 4 friends and the sales are over \$50.
- Leave a business card everywhere you shop. Just ask, some businesses have policies but it never hurts to ask.
- Put Beauty Books on the outside of the two cars beside you every time you park.