

THE ART OF NETWORKING

(From *The Art of Networking CD* by Cindy Macado, Leader of the Mac Attack, Million Dollar Director, Offspring of Pamela Shaw)

Beauty Salons

- It takes a little bit of time because you have to develop a relationship with the owner or manager of the salon as well as the beauty operators. Bounce around to a bunch of them.
- Find one that is up to date and has some advertising in the windows. Offer free makeovers for their clients for client appreciation.
- You tell them this is a different type of Make over. I'm going to teach you how to do this yourself so you can look this good all of the time.
- Give the receptionist at the shop an incentive to help you. Tell her when she is booking regular appointments if she mentions that you will be there doing makeovers you will give her free product. Give her a book and samples to peak her interest.
- Get the staff to love you. Get the names and numbers of the people you will be making over beforehand. Call them to be sure they don't already have a consultant.
- Do satin hands on each client while they have on their color. You can find a flyer about this idea on Pam Shaw's website. Click on Cindy Machado's face under directors on Pam's site. She allows her Inner Circle directors to place flyers on her website

Brides Fairs

- Also check the newspaper for engagement announcements
- New brides make good recruits because they are going through major change in their life. 1/2 to 1/3 of her recruits last year came from brides.
- Do the bride first along with maybe her mother and her maid of honor. Then go back and do the bridesmaids another day. This will keep you from being there all day.

Fairs

- Community day, church functions, look in the newspaper craft fairs etc.
- Call them and get a table. It could cost anywhere from free up to about \$30.00.

Girlscouts

- This can sometimes be a bust and sometimes it can be great. The key is if you get a good troupe leader.
- Have her set up a mother and daughter pampering session. Don't try it with just the girls. We need the mom's there so we can teach them what to do to take care for their skin so that they can act as a mentor for their daughters.

- We don't want to tell them that we want the moms there because they have the cash, and we don't want the daughters going home telling the mom's I want this, this and this and the mom's don't know what's going on.

Facial Boxes

- These are sometimes called fishbowls. You could get good & bad results from this idea.
- The key is to have a lot of them out and move it if it a'int producing. Get the owner sold on the idea.
- You use small sheets that say Register here to win a \$10 gift certificate to the store and a free makeover. Have 5 to 10 out at a time.
- Please know that some will be thrown out, some will have names of men and others kids will sign up. So what keep moving. Good place to target are bagel shops, coffee shops, dry cleaners, doctors offices i.e. OB/GYN doctors.
- At the coffee shop talk to the person behind the counter each morning. Offer her a satin hands set for getting people to put in there name and number.
- Try and target everyplace that you are spending your money. If you are doing business with them they should be doing business with you.

Referrals

- These are best if you get them from men that you do business with or men that you know who do business with other women.
- Men such as real estate salesmen, or insurance salesmen who are always meeting sharp women.

Pamper sessions

- Call people who work in the healthcare industry. They are usually overworked and underpaid. The person in charge is always looking for ways to pamper the staff that is nice and won't take a big bite out of their budget.
- You go in and offer your service. You tell them that you know they are always looking for ways to pamper their staff and you are there to help.
- You will not push product on them. You will just do a luxurious hand treatment and have books and samples if they would like something. Have the clients fill out the cards for a free facial/makeover and for the drawing. Bring wrapped PCP gifts for the drawing.
- Bring a sample hand cream for everyone.
- When applying the satin hand treatment really massage their hands and this gives you a brief moment to talk to each person. Use the private spa lotions to finish off the hand treatment instead of the hand cream.

Chamber of Commerce

- Call the Chamber and find out when they have their mixers/business card exchanges
- In the Bay Area a great example would be **1st Fridays**

- These are opportunities to meet lots of sharp professionals
- You don't have to actually join the chamber, just pay the entrance fee of \$10-\$20 of the event.
- Walk around tables and talk to professional women, but also approach business men about pampering their wives or "special someone's"
- When you spot a really sharp woman, here's a sample script:
"Hello, I've only got about 10 minutes and I'm looking for sharp women to go in my portfolio of professional women. I've scanned the room and saw you and rushed over to ask if I could feature you in my Before & After portfolio of professional women"

Then exchange cards. The best thing is that you've got her work number, so she's less likely to "hide" from you. She's a professional so if she isn't interested she'll say "no" and if she books, the appt. is more likely to hold, since she understands business.

When you put her photo in your portfolio, but her business card next to her face which will promote her business

Mom's/Women's Groups (Mothers of Preschoolers, Moms of Twins, Women's Ministries, etc)

- Offer to do a small presentation (if you are at their function, do on-the-spot mini facials)
- Have samples to pass around, attached to your business card

Fashion Shows

- Offer to provide facials for the models. This can lead to doing the makeup for their shows or on-going skin care sessions

Networking Groups (a cost is attached). It is recommended that you join those with men in them (i.e. proverbial women cattiness ... per Cindy Mack)

- LeTIP International (Call for a local chapter). There is a \$300 fee; however you make it back really quick.
- Benefits: There is only one type of business represented in each group (i.e. (1) cosmetics person, (1) attorney, (1) dry cleaner, etc)
- They provide business leads for each other and are required to give one tip per month
- During the holidays, all the group members shop with you!

Dress Shops (Higher End ones)

- Go to specialty shops, consignment shops, Casual Corner, Express, etc.
- Set up a table, with a “Register to Win” sign. Ask shoppers to register to win a gift certificate from the store and to receive a free pamper session.
- Call all the leads in the box, after you’ve given away the gift certificate, book from the other names in the box

Professional Before & After Photos

- Go to places where image is crucial. People such as bank managers may want to do a pamper/makeover session for their staff to insure professional images.
- Compile a purse-sized one to show potential prospects
- To take a Before Shot: Have the model stand in front of a WHITE wall, with a WHITE towel draped around them, then photograph with them NOT smiling
- To take an After Shot: Have the model wear a bright blouse and/or a colorful scarf and fluff their hair. Then photograph them WITH a smile

Fund Raisers

- Find school athletic coaches, PTA staff, Volunteer Queens/Kings, Church groups
 - Call Schools for their Principals or Office Administrators
 - Call churches for their Pastors, Ministry Leaders or Administrators
- ID these groups and find out how you can partner with them so that both of you can benefit from your services
 - I.e. You provide free facials for PTA ladies (referrals and possible sales for you) and the PTA has increased attendance and participation, etc.

*Networking is the Key ... **if** you get out of your house. Some of these ideas may not work for you, but if you try one, another will be created. These are ways to build your Circles of Influence! ☺*