

# 10 COTTON BALLS A DAY

So, how do you talk to 5 people a day? The answer is cotton balls. Yes, cotton balls. This is so easy! I don't know about you, but I can be a little afraid to offer someone my business card, but here is a NON-THREATENING, public service way to do just that.

Take a cotton ball, wrap it in a 4" square of pink tulle, tie it with a ribbon, spray it with perfume (a Mary Kay fragrance! In case there is any doubt, - I'm using Journey because we are on a journey!!!), put it in a Ziploc bag to hold the fragrance (you've made a little potpourri sachet) then staple this to your business card to which you have affixed a label on the back that says, "The Mary Kay Ash Charitable Foundation hopes this sachet will remind you to do your monthly self breast exam."

*Editor's note: I personally won't take the time to perform this task. I pay my office assistant to do more important work, too, unless her inbox is empty. I would ask my super-supportive-Mom to do this, or I would call 1-800-Rent-A-Kid (ask a friend's teenager to do this)*

If you hand out 10 of these a day, about half of the people will talk to you, and of those 5, 1 will book an appointment. What does one additional booking a day do for your calendar??

How do you approach them? Say "The MKACF supports research for women's cancers and the company has asked me to hand out 10 of these today. May I give you one?" Ask them to keep it in their lingerie drawer as a reminder to do the exam. If she says ANYTHING, say, "the company has also asked me to give out \$5 or \$10 gift certificates—which would you like to have?" \$5 for a facial, \$10 for a party— BOOK ON THE SPOT or within 24 hours AND COUPON EXPIRES IN 2 WEEKS!

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