70 Ways to Get New Clients!

The Basics

1. Have friends/family host party to meet people they know
2. Book a follow-up Makeover Appointment with EVERY SINGLE PERSON YOU FACIAL!
3. Referrals at your appointments (games, back profile card)
4. Referrals from current clients
5. Follow up with every booking lead you get at least 5 times, even old leads
6. Have a Mary Kay website (and be a star consultant to have MK send you new clients)
7. Include current ALL clients in Preferred Customer Program (PCP) every single time!
8. Advertise your business on your Voicemail

While You’re Out and About

1. Model Scouting/ Face Model
2. Warm chatting while you’re out and about
3. Gift certificate text when meeting new people you like to spend at their appointment
4. Waitresses at your restaurants (I suggest warm chatting and giving sample but at least leave business card with your tip)
5. Have samples with your biz card wherever you go
6. Surveys (Skincare, Lipstick, Mascara, etc.)
7. Facial Bags/Facial Frames left at local businesses
8. Scavenger Hunt
9. Give a samples/catalog to the receptionist at your doctor’s or dentist’s office, etc.
10. Ask your hairdresser/nail salon (anywhere you frequent) to display facial bag or business cards
11. If and when you pay by mail include a business cards with your bill payments
12. Bring goodie bags to bank teller
13. Give goodie bag to toll booth workers
14. Leave a business card with the tip for the hotel staff every time you stay
15. Remember the 3ft rule MK said, hand your business card out to anyone that is in 3 feet of you
16. Bring Satin Hands to all family gatherings have them fill out an opinion form
17. People you work out with and the instructors

Events

1. Restaurant Events
2. Clothing Store Events
3. Gym Events
4. Customer Appreciation Events
5. Vendor Fairs
6. Bridal Shows
7. David's Bridal
8. Dress and Bridal Shops
9. Salon pampering night as customer appreciationf they don’t offer skincare and makeup services and products

New Homes/Moving

1. Call realtor with suggestions for “new home packages”
2. Get a list from Welcome Wagon (new people in your area looking for consultant/job) [www.welcomewagon.com](http://www.welcomewagon.com)
3. Watch for new home and moving posts on social media and offer house warming parties

Work Options

1. Office of the week
2. Have significant other promote at work
3. Office Party
4. Have Satin Hands in your work bathroom with an opinion form and your business cards
5. Offer busy professional women “facial in a bag”
6. Offer pampering in the break room at hospitals for nurse appreciation week
7. Offer quick makeovers to hotel staff
8. Honoring Working Women

Options for Mom’s

1. PTA meeting facials
2. Moms Group
3. Advertise/facial bags at pre-schools
4. New mom pampering session (keep an eye out when people post about new babies)

Holidays

1. Hold a Christmas/Mother’s Day Shop for Men
2. Christmas Wish List
3. Set up regular (monthly/bimonthly) parties with faithful customers
4. Birthday Leads on FB
5. Keeping an eye on social media for who has birthdays and offering them a birthday session and gift card
6. Valentine’s Day Restaurant Event
7. Hosting an Open House

Business Networking

1. Join the Chamber of commerce
2. Networking Group

Makeovers

1. Before and After Makeover Portfolio
2. Spring/Summer/Fall/Winter Makeover portfolio
3. Working Women Portfolio (feature one women in each career)
4. New lipstick color models (feature one woman in each lipstick)

Skincare

1. Before and After 21 day challenge skin care participants
2. New product panel

Social Media

1. Inviting people to your Customer Facebook Group (closed)
2. Cute Girls on Facebook
3. Friends of Friends on FB
4. Instagram polls
5. People who comment and interact with you on social media
6. FB parties