

# There are only 24 hours in a day! Ideas on how to make Mary Kay \$ when you are BUSY!

## Strategies for the Time Constrained

By Christine Peterson, National Sales Director

All right, you're interested in Mary Kay. But you're over-extended already, and there just aren't enough hours in the day for everything you need to do and would like to do! You fear further commitment. Perhaps you would like to consider a few ways to make extra money with Mary Kay, specifically designed for the ultra-stressed, over-committed Woman of the New Millennium.

1. **Mailing list:** Sign up friends & relatives for \$0.65 each mailing. Four times a year the company sends a full-color brochure showing what's new. Profit: 25 names = an average of \$750/year.
2. **On the Web:** Sign up for Mary Kay website and service customers and friends anywhere in the U.S. Web parties-have a friend invite her friends to order from your website and she distributes the orders.
3. **On the Go Appointments:** Book quick 10-15 min. appointments following up on samples previously given out or a quick, simple makeover, Satin Hands sampling, or Pampering Lunch, etc. Anything you want them to be. Done at work, before work, during work, after work-anytime you have time.
4. **Mary Kay Car Logo:** Put a Mary Kay decal on your car. Every time you park put 2 business cards under your wiper blade. You'll average one pick up customer per week.
5. **Miracle in a Bag:** Put together a Miracle Set in a Bag with the Satin Lips and 6 Beauty Books. Have a hostess pass it around at work and one person per night takes it home to try the products.
6. **Trend Cards:** Hand out Trend Look Cards with instructions and applicators inside. Call her within 24 hours to see what she thought and invite her to do a full glamour appointment at your sales meeting -- you'll be there anyway!
7. **HOME Facials:** Fill out Skin Care Profile and give those samples of the products that meet their skin care needs + a Beauty Book for instruction. Do 3 per week.
8. **Field Testing:** Hand out your Mary Kay business card with Mary Kay samples. Get her name and phone number. Call her later to get her opinion of the sample product.
9. **Telephone Re-Order Business:** One good re-order customer = \$75-\$100/year 10 re-order customers = \$750-\$1000/year 20 re-order customers = \$1500-\$2000/year
10. **Personal Work:** Every week have 2 people listen to a marketing tape and fill out a survey. Give them to your Director for follow-up.
11. **Personal Use:** You won't make money on personal use of products, but imagine how wonderful it would be to get your products at wholesale! Give gifts for all occasions at wholesale instead of retail!
12. **Silent Hostess:** Give out 2 Silent Hostess Packets/week for her to pass around at work or in her neighborhood.
13. **Hand out Beauty Books and Gift Books:** Hand out 5 Beauty Books/week. Profit: 1 order per week = \$10 or \$520/year. Hand out 5 Holiday Brochures/week in October, November, and December.