
25 PROSPECT SOURCES

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Think you don't know anyone to sell to or recruit – think again! Look at the categories below and make a list of those people you do know. These are your starter lists; so don't quibble about whether their name should go on your list. Cosmetics, is a multi-billion dollar industry and for a good reason – women (and men) buy it by the trainload!

- **People you pay regularly:** Make a list of the names of the persons to whom you pay money on a regular basis, such as every week or every month; your grocery clerk, cashier at the utility company, your hairdresser, etc.
- **People you pay occasionally:** Talk to your druggist, jeweler, painter, decorator, clothing storeowner, shoe store proprietor, furniture dealer, and so on. Include anyone you buy from now and then.
- **Professional People:** Your Doctor, his nurse, your dentist, your dental hygienist, teachers, bankers, lawyers, etc. We all deal with professional people and they all have skin. Put their names down – then go out and talk to at least 10 of them.
- **Organizations you belong to:** What about the church you attend and the clubs, associations, meetings you attend? Make a list of those acquaintances and then contact them.
- **Social acquaintances:** You mix with people socially, at your home or their homes or during evenings out. They are prospects, so put their names down. Also don't forget the neighbors.
- **School classmates:** What about the people with whom you went to school? Don't forget night schools, trade schools, professional schools you may have attended in recent years. Call at least 10 of these people today.
- **Present & Previous Jobs:** You have a circle of friends and acquaintances you work with now and on jobs you've hand in the past. Make a list of these people and call them.
- **Relatives:** How about your relatives and in-laws. You already know them and they can be approached under favorable circumstances.
- **Your husband's organizations:** If your husband belongs to a sports team, hunting club, or a business association, he has a circle of acquaintances you will want to consider as possible prospects. Don't prejudge their needs or values. Call each one and see what happens.
- **Recreation contacts:** Do you play golf or tennis or have a hobby in which you are active? If so, you have met a number of people through this sport or hobby and this is a source that automatically supplies you with a list of names to contact.
- **Newcomers to town:** You can find the names of these prospects through Chamber of Commerce lists, newspaper society pages, church bulletins, etc. When you approach them today, offer to help them get situated in their new community.

- **Newlyweds:** Visit your library or newspaper office; go through local newspaper and list couples that got married during the last month. Most newspaper wedding announcements will give the couple's address, where they work, etc. Call them today.
- **Referrals:** Call 25 friends, customers and associates and ask each one for the names of at least 2 people you can talk to today. For best results, ask for specific categories of people – for example, “Who is your friend? Your hairdresser? In your car pool?”
- **New Business Owners:** Go back and search through recent newspapers again, this time reading the legal names of people who are starting up new businesses. Call on them and offer them a complimentary facial and ask if you may leave a facial box in their place of business.
- **Promotions and Transfers:** Still another list to make from last months newspapers are that of women receiving promotions or transferring to offices in your area. Call to congratulate them and to introduce yourself. Do it today.
- **The Yellow Pages:** Let your fingers do the walking. Make a list of all the names of owners given in display ads; then either call them for an appointment or visit them.
- **Local Organizations:** Get a list of area clubs and such from your Chamber of Commerce, then call the offices and offer to teach a “makeup” class and demonstrate the latest glamour techniques. Select a model and give her the facial in front of the group. Book classes.
- **Business Cards:** Go through that collection of business cards you've been gathering and call each one and ask for the opportunity to talk about your products this time.
- **New Homeowners:** When a woman moves into a new home, she is eager for her friends to see it. What would be a better opportunity for a woman to show her new home than by inviting her friends in for a beauty class. Check with a real estate friend or the County courthouse for names of area people who have recently purchased homes. Call on them today.
- **Prior Cancellations or Postponements:** Today, go back through your records and make a list of those people who had to cancel or postpone their beauty class that you haven't yet re-contacted. Call them to see if they can book a class this week.
- **City Directory:** Your city directory (from the library) will have the names and addresses of families near you, or in areas you want to develop. Call them and offer a complimentary facial. Keep track of your results, and then on this date next month, try to increase your batting average.
- **Today's Paper:** Go through today's paper and write down each local name you can find and why she is mentioned (social club, hobbyist, etc.) Call on each name and offer them a facial.
- **Clerks & Secretaries:** Spend today calling people working in stores and offices. Offer them a complimentary facial.

These are helpful suggestions but I'm sure that as you read through them, your own ideas came to mind. Your ideas are the best. Use them. Make your lists and follow through with your ideas and some of the ideas presented here.