

\$1



Day & Week Ideas

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Mary Kay Inc. has challenged all of us to have a \$1000 week during any week in May. This document contains several ideas I have personally used on how you can make it happen whether you have a ton of customers, a few customer or brand new and building customers. I'd like to challenge you to go for the \$1000 week every week. I truly believe if you put into action the ideas in this packet, you will have consistent \$1000 weeks, week after week. This is what I'll be doing!

Wishing you great success, Gina Shetzer, Sales Director

Promote \$1,000 Days

Look at your customer base. If you have 100 or less, promote one \$1,000 day. If you have more than 200 customers, promote a \$1000 day twice this month or once a week. If promoting multiple days, divide your client list to send out by the week. Do NOT send the same person a postcard more than once for your \$1000 day challenge.

- First, make the decision you're having a \$1000 day! When it's decided, it's done.
- Know how you're spending the money you're earning. People who work for someone else show up for work because they know how they're spending their paychecks before they get them. This causes them to show up for work to earn their money. When you know how you're spending your profits from your \$1000 day paycheck, you'll show up to make your dreams a reality.
- Choose a day to have your \$1000 day, and a time to end it. It has been proven that Friday, Saturday and Sundays are NOT good days and that 6:00pm is an excellent time to end your day, that way you can begin calling all those who have not yet contacted you. The best days have always been Thursdays for me.
- Create a postcard, a letter or use a pre-made one. (Examples on the next pages.) Send the card/letter out **1 week before** your \$1000 day.
- Make a master list of who you send postcards/letters to and their phone numbers. Include current clients, potential clients, friends, family, neighbors and those you'd like to be your clients. Anyone with skin. :) These people do not have to be local to you!! You can check off their names as they contact you so you will know who to follow up with after 6pm.
- Add each of these clients by name to your phone. This will make it easier to text her and know who's texting you later.

- The **day before** your \$1000 day, send the same clients you mailed the postcard/letter to a **quick reminder email** about your goal for the next day. Be sure to use your email address in the “To:” field and your clients’ in the “BCC:” address field (Blind Carbon Copy). Having your email address in the TO field keeps your email out of spam folders when you are sending BCC. Sending your clients in BCC protects their privacy and prevents people from replying all and everyone being a part of a conversation that doesn’t really involve them. That can be confusing for you to keep orders straight too. Be sure to include ALL the ways they can reach you...phone call, text, email, order online, etc. **Include a link to your personal website** and a link to a virtual look book. Mention any upcoming holidays like Mother’s Day treats for others or herself, graduation gifts, wedding and shower gifts, etc.
- The **day of** your \$1000 day, about mid-morning, send a **quick text** using a group app that sends your texts individually and will allow your recipients to text only you back.
- Track your sales. A tracked number grows.
- **At 6:00pm** but before 8:45pm, give those you haven’t heard from a quick call. Be sure to allow enough time to call all those who didn’t respond already. Say, “ Hey Susie, it’s Gina. I’m so excited about my day so far and I’m so close to reaching my goal. I just couldn’t let the bonus gift pass by you as one of my preferred clients. Is there anything you are needing or wanting?” This gives her the opportunity to order or tell you she needs to wait until payday. Give her the opportunity to order now so her order counts towards your day but allow her to pay on her payday. She gets the bonus gift and you’ll be happy to deliver her order on whatever day she likes. If she orders today, it counts.
- The **day after**, send Thank you cards to all who participated!

You can do this by the week or just once or twice depending on the size of your client base. If you work this system, it’ll be easy and you’ll be happy! **Don’t allow yourself to miss making the phone calls.** They are important to your day’s total. Women get busy and they have good intentions to call you and life happens and they miss you. You are the one in business and, really, it’s our job to contact them.

I’m giving a “travel size” hand cream, a discontinued shade of the mineral eye colors, **or** any discontinued items as the bonus gift depending on her order and how great a client she is. I am **NOT** giving discounts for orders that day. I am giving Preferred Customer Gifts with a \$40+ purchase or an equivalent gift depending on her order size from my products that are being phased out to make room for new colors. Giving the PCP GWP is already a 10% bonus on her \$40 order.

If you are promoting multiple \$1000 days, don’t post them on your Facebook fan page wall or your personal wall. Only do this if you are promoting just one day. You’ll create confusion and a confused mind does nothing. You can personal message your targeted clients by the week but do so individually. Write one message, copy it and then paste it to each person you’d like to share it with. Again, no group messages, everyone will get everyone’s response. It’s better to have one on one correspondence. Women like to know they are important. They feel more valued when you message them individually and don’t lump them in one large group where they can see they are part of the masses. They want to be part of your client inner circle.

To maximize your sales potential, **consider having a drawing for one of the new Quarter items.** Put their name in the drawing for every 10 they spend, booking a party, booking a career chat **or tie your 1000 day to a cause** such as raising money for the MK Foundation, Relay for Life, a local fundraiser, what ever you choose. Create, edit or tweak any of the following ideas to make them right for you.

I'm in a very special challenge to have a



I am SOOOO excited!! _____ is THE \$1000 DAY. You may call, text, email or message me. I must have your order no later than 6pm. **In return for your support, I will include a special gift with each order.** When I reach my \$1000 goal, ONE lucky customer will get a NEW Summer Item **FREE!** For every order of \$10 that you place with me, your name will be entered into the drawing. Additional entries for booking a summer skin and color appointment with me. When I reach my goal, I will draw the winning name. Please feel free to pass this offer along to friends and family who do not already have a Mary Kay Consultant. Have them mention your name as a referral, you'll get free products and I will also enter your name and their name in the drawing for every \$10 they spend!

Consultant:
Phone:
Email:
Website:

Thank you in advance for your support of my business. My family and I appreciate you!

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Phone:
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Thank you in advance for your support of my business. My family and I appreciate you!



THANKS

*to you for helping me reach my goal!
My family and I appreciate you and
your business!*



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Exciting News!! I'll come right to the point. I am in a very special contest right now, and in order to qualify I must have a \$1000 in retail sales in one day! I'm hoping this is where we can help each other:

I am asking YOU, my incredible preferred customer, family members, and friends to make a list of your product needs and view my website for all the **NEW** _____ products now available! My website is www.marykay.com/_____.

_____ is THE \$1000 DAY! You may call or text your order to me at _____ . Please leave a message if I'm not immediately available. You may also place your order online thru my website address at (www.marykay.com/_____) or email me at _____@_____

In return for your support, I am offering a bonus gift in addition to the regular gifts with purchase.

AND...When I reach my \$1000 goal, ONE lucky customer will get the NEW _____ **FREE!** For every order of \$10 that you place with me, your name will be entered into the drawing. For example: \$100 in product will enter your name 10 times. When I reach my goal, I will draw the winning name and that person will receive their order free!

Please feel free to pass this offer along to friends and family who do not already have a Mary Kay Consultant. Have them mention your name as a referral, and I will also enter your name and their name in the drawing for every \$10 they spend!

I am tickled pink about this challenge! Since it's impossible to contact everyone by phone, I felt writing to you was best. I appreciate you and thank you for helping me achieve my goal!

Sincerely,

Thank You

1 ! Week Ideas

- **Decide** your having a \$100 Week, **Plan** out your week on the Weekly Plan Sheet, and **Know** how you're spending your profits.
- **Track** your sales. A tracked number grows. When you know how close you are, you're more motivated to finish the goal.
- **Book 5 Parties, Hold 3** at the National Party Ave of \$300. Hold 1 Facial at an average of \$100 a face or have \$100 in misc. or reorders = \$1000 in retail sales, all from NEW business.
- **Book 10 women to be in your Women's Business Networking Portfolio.** 10 faces x \$100 = \$1000 in retail sales, all from appts. Be your own hostess and have them all come to you 5-6 at a time to your house.
- Pass out **5 Silent Hostess** envelopes and give them a \$250 retail sales goal to get their personal order at 1/2 price. Average Silent Hostess packet is \$200. 5 Silent Hostesses x \$200 = \$1000 in retail sales, all from silent parties.
- Find **5 Online Hostesses** to hold an Online party through your Personal Website. Ave for those is \$200. 5x\$200 = \$1000.
- Show 20 people your **Show & Sell Bag** and average \$50 in sales per person. That's \$1000!!
- Combine these activities with your current reorder/misc. sales income with your **\$1000 Day challenge** you're all set to have \$1000+ weeks every week in May!

Will everything you book hold? No. So, what's the plan??? Have several irons in the fire at once. Do a combination. Book live parties, set up Online & Silent Parties, and book Portfolio appointments. Do a little of each allows you to be more flexible and can help you maximize your time. Coaching your hostesses well and communicating words of encouragement to your silent/online hostesses turn out better for you than those with ignored or neglected hostesses.

Remember the 1/2 of what you book wiggles to a new date. Knowing and accepting that in advance prepares you to create enough activity to land on the success you want each week.

Look at your Weekly Plan Sheet. Highlight when you're available to hold live parties and find hostesses or faces for those slots. Those who aren't available for live parties are great candidates for Silent or Online shows. She needs a great incentive like a personal 50% off shopping spree for hitting a minimum amount. Silent and Online parties need motivated hostesses to be successful.

Mary Kay Book Show Envelope

Don't miss your chance to WIN!!!

Place your name on a line for every \$10 ordered. Please check the box if you are interested in a free facial & makeover or would like to be a hostess. When all 20 lines are filled, the hostess will draw the winner of a free lipstick or lip gloss. Thank you for your order!

Win a Lipstick or Lip Gloss



Name	I would like a facial & makeover!	I would like to be a hostess.	Name	I would like a facial & makeover!	I would like to be a hostess!
1.	<input type="checkbox"/>	<input type="checkbox"/>	11.	<input type="checkbox"/>	<input type="checkbox"/>
2.	<input type="checkbox"/>	<input type="checkbox"/>	12.	<input type="checkbox"/>	<input type="checkbox"/>
3.	<input type="checkbox"/>	<input type="checkbox"/>	13.	<input type="checkbox"/>	<input type="checkbox"/>
4.	<input type="checkbox"/>	<input type="checkbox"/>	14.	<input type="checkbox"/>	<input type="checkbox"/>
5.	<input type="checkbox"/>	<input type="checkbox"/>	15.	<input type="checkbox"/>	<input type="checkbox"/>
6.	<input type="checkbox"/>	<input type="checkbox"/>	16.	<input type="checkbox"/>	<input type="checkbox"/>
7.	<input type="checkbox"/>	<input type="checkbox"/>	17.	<input type="checkbox"/>	<input type="checkbox"/>
8.	<input type="checkbox"/>	<input type="checkbox"/>	18.	<input type="checkbox"/>	<input type="checkbox"/>
9.	<input type="checkbox"/>	<input type="checkbox"/>	19.	<input type="checkbox"/>	<input type="checkbox"/>
10.	<input type="checkbox"/>	<input type="checkbox"/>	20.	<input type="checkbox"/>	<input type="checkbox"/>

Hostess Rewards: \$75 for \$35 when you fill a minimum of 10 lines! When you fill in all 20 lines, you get a 50% off Shopping Spree. Isn't that awesome! Plus, when you find 2 women who want to Hostess a "live" Skin Care Party OR be a Book Show Hostess, I will give you \$25 in additional FREE products.



Please make checks payable to:
Professional Skin Care & Beauty Consultant



Thank you for your order!

discover what you LOVE™

When all 10 lines are filled with a Mary Kay product order and payment is in the envelope, your Hostess will draw 1 lucky number from 1-10. This lucky customer will be 'gifted' any one Mary Kay Chromafusion Eye Color, Cheek Color, Lip Gloss, or Lipstick FREE!

NAME:	TELEPHONE#:	Check all that apply:	PD:	Free item if you win?
		<input type="checkbox"/> Add me to your mailing list. (current catalogs) <input type="checkbox"/> I'm interested in earning up to \$100 in FREE products &/or being a Silent Hostess. <input type="checkbox"/> Tell me more about the MK opportunity.		
		<input type="checkbox"/> Add me to your mailing list. (current catalogs) <input type="checkbox"/> I'm interested in earning up to \$100 in FREE products &/or being a Silent Hostess. <input type="checkbox"/> Tell me more about the MK opportunity.		
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Hostess ~ 20% of total sales in FREE Mary Kay + gift. With all 10 lines filled add 20% off Shopping Spree! With all 10 lines filled in with \$300 or more in orders, 50% OFF SHOPPING SPREE!

Your product will be delivered to your HOSTESS on: _____

Make check payable to:

THANK YOU!

\$1000 Profit in 5 Days!!!

<u>1</u>	<u>Name & Phone No.</u>	<u>Product Ordered</u>	<u>Amount Paid</u>	<u>Check</u>	<u>Cash</u>	<u>Credit Card No. & Ex. Date</u>
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